



2019 AAFD **FRANCHISEE LEADERSHIP SUMMIT** **AND ANNUAL CONFERENCE**

September 15 -18 2019 | Mesa, Arizona
Sheraton Mesa Hotel at Wrigleyville West

May 1, 2019

The AAFD's 2019 Franchisee Leadership Summit and Annual Conference is scheduled for September 15-18, 2019 at the beautiful Sheraton Mesa Hotel in Mesa, Arizona. Our theme is "***Protecting your Franchise Equity***" and our program is focused on the importance of protecting and enhancing franchisee business ownership. We will also feature a half day *Market Power Trade Show (without any other competing programs!)*, including the AAFD's signature *Ice Cream Social* at the conclusion of our tradeshow. This year we have added a great *optional* networking event – AAFD at the Ballpark ballgame between the Miami Marlins at the Arizona Diamondbacks.

The interactive booths and schedule are designed to provide excellent visibility and adequate time with the attendees. *Platinum, Gold and other Premium Event Sponsors* will be given first choice for space at the show, including premium exhibit spaces. Tabletop exhibitors will benefit from high exposure locations in our unique and intimate "tradeshow" setting.

You must register to exhibit at the ***Market Power Trade Show*** by August 9, 2019 to be sure your name is included in the conference printed materials. **But act now...space is limited!**

Our valuable Sponsorship Opportunities offer even greater exposure and recognition at the event. This is an effective way to gain additional recognition for your company, as well as support the AAFD in its efforts. This year's event provides exceptional marketing opportunities through a wide range of sponsorship packages. We are encouraging all our members to sponsor tables for the AAFD's *Total Quality Franchising Awards Gala*, as we increase our efforts to make the *TQF Awards* the most significant achievements in the franchising community.

To Register: Complete the enclosed Exhibitors Registration Form to register both your company and your representatives for the Conference. Your Exhibitor rate includes one registered attendee.

Call the [*Sheraton Mesa Hotel at Wrigleyville West*](#) to make your hotel reservation: 480-664-1221. Be sure to tell them you are an attendee at the AAFD Conference to receive the discounted rate of \$129 per night (single or double occupancy) provided your room is booked by August 23, 2019.

Be sure to read through the enclosed "**Sponsorship and Advertising Opportunities.**" If you have any questions, please feel free to call me. We look forward to having you with us.

Very truly yours,

Matthew Diefenbach
Director of Supporting Member Development
www.AAFD.org | 760-397-3355 | matthew@aafd.org

NOTE: You must register at least one (1) representative to attend the conference and staff your exhibit. You may register an additional representative if you choose at an additional cost. All conference meals are included in your attendee registration.



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Name of Registered Attendees as they appear on conference badge (please print):

1. _____
2. _____

<i>SECTION B: Financial and Payment information:</i>	Cost	Please Complete
1. AAFD Base Supporting Membership (required if you are not already a Supporting Member).....	\$500	_____
2. Cost of Single Exhibit Space: Fee includes: *Exhibit Space *One Full Conference Attendee Registration *Listing in Official Convention Program Book		
<input type="checkbox"/> Table Top Exhibit Only (1-6 ft. table).....	\$1,850	_____
or		
<input type="checkbox"/> Premium Lounge Style Exhibit Space (very limited number)	\$2,850	_____
3. Cost of Additional Attendees	\$ 380	_____
4. Cost for electricity (extension cord).....	TBA	_____
5. Cost for wireless internet access (cost from hotel per day, per user).....	TBA	_____
6. Optional Events & Meals (over and above registrants already included):		
1. Additional luncheon/reception tickets: ___Sun ___Mon___Tues		
Total number of extra tickets _____ x \$60		_____
2. Additional Banquet tickets: # of tickets _____ x \$140		_____
7. Special requirements: Please list any special meal or other requirements:		



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Sponsorship and Advertising Opportunities

Conference Program Advertising Rates

Inside Front Cover	\$2,000	Interior 1/4 page	\$ 500
Inside Back Cover	\$2,000	Interior 1/2 page	\$ 900
Outside Back Cover	\$2,500	Interior Full page	\$1,600

Conference Sponsorships

TQF Awards Banquet Sponsor.....\$15,000

- Promoted as Lead Sponsor on all printed program materials and conference website, including more than 10,000 conference flyers mailed to prospective attendees.
- Prominent listing in conference program and signage (Banquet sponsored by COMPANY NAME)
- Back Cover (full page) ad in conference program
- Premium exhibit space
- Promotional piece distribution with conference materials
- One sponsored table at Awards Banquet dinner (Seating of 8)
- 4 full conference registrations
- One sponsorship available

Luncheons, Reception & Special Events Sponsor*\$6,000

- Preferred position full page ad in conference program
- Prominent listing in conference program and signage (Lunch sponsored by COMPANY NAME)
- Premium exhibit space
- Promotional piece distribution with conference materials
- One sponsored table at Awards Banquet dinner (seats 8)
- 2 full conference registrations

* 2 Luncheons, 2 Receptions and 3 Special Event sponsorships available

Other Event Sponsor*\$4,500

- Full page ad in conference program
- Listing in conference program and signage (Break sponsored by COMPANY NAME)
- Table top exhibit space
- Promotional piece distribution with conference materials
- One sponsored table at Awards Banquet dinner (seats 8)
- 2 full conference registrations

* 16 sponsorships available

General Conference Sponsor\$3,000

- Full page ad in conference program
- Listing in conference program as a sponsor
- One sponsored table at Awards Banquet dinner (seats 8)
- 2 full conference registrations

Awards Banquet Table Sponsor\$2,000

- Listing in conference program as table sponsor
- One sponsored table at Awards Banquet dinner (seats 8)
- 1 full conference registration



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Sponsorship / Advertising Contract

Organization Name (exactly as it should appear on all printed materials and signage)

Primary Contact: _____

Mailing Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Cell:** _____ **Fax:** _____

Email: _____

Advertising – Conference Program

<input type="checkbox"/> Inside Front Cover \$2,000	<input type="checkbox"/> 1/4 Page Interior \$500
<input type="checkbox"/> Inside Back Cover \$2,000	<input type="checkbox"/> 1/2 Page Interior \$900
<input type="checkbox"/> Outside Back Cover \$2,500	<input type="checkbox"/> Full Page Interior \$1,600

Sponsored Event: _____ **Sponsorship Amount \$** _____

Special Accommodations: _____

Full Conference Registration Names

1. _____ 2. _____
 3. _____ 4. _____

Total Sponsorship/Advertising fees remitted..... \$ _____

Payment Method: <input type="checkbox"/> ACH Electronic Check <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/> Amex <input type="checkbox"/> Check			
I authorize payment of: \$ _____		CC Billing Address: _____	
Credit Card Account #: _____		Exp. Date: _____	CVV#: _____
Name on Card: _____		Signature: _____	

Space is limited, so please respond ASAP. Deadline is August 9, 2019 to insure inclusion in conference printed materials and program. Act now for Exhibit space is assigned on a first-come, first-served basis. (Note: All cancellations are subject to an administrative fee of \$150. No refunds for cancellations after August 31, 2019.)

Make Checks payable to **AAFD** and mail to PO Box 10158, Palm Desert, CA 92255-1058.
If paying by credit card, you may fax your registration to 866-834-6096, Attention: Meeting Services.