



OCTOBER 5-7

AFLA NEXTGEN

2020 VIRTUAL CORPORATE FLEET CONFERENCE

What Makes AFLA Unique?

AFLA is dedicated to improving networking and communication between all segments of the corporate fleet industry, founded upon the invitation for all members, including those from industry segments that support corporate fleet managers, to participate on task forces and run for office throughout our leadership ranks. We recognize this equal relationship is important for building a true partnership between all segments of our industry.

AFLA Membership

AFLA is comprised of over 600 corporate fleet professionals from all segments of our industry.

	Membership %	Companies %
Allied Service Provider	33%	34%
Corporate Buyer	23%	43%
Dealer	3%	5%
Fleet Management Company	23%	9%
Manufacturer	13%	7%
Remarketer	3%	2%
Alumni	2%	N/A


Who Attends the AFLA Annual Conference?

AFLA has seen record attendance growth in corporate fleet manager attendees two years in a row, and continued growth is projected over the next two years.

	Attendee %	Companies %
Allied Service Provider	34%	33%
Corporate Buyer	21%	40%
Dealer	2%	5%
Fleet Management Company	24%	11%
Manufacturer	15%	8%
Remarketer	3%	3%
Alumni	1%	N/A



2020 – 2021 Annual Sponsorship Benefits

		Diamond	Emerald	Platinum	Gold	Silver	Bronze	Copper
		\$25,000	\$15,000	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000
Year-Round	Homepage Listing	Logo	Logo	Listing	X	X	X	X
	Revolving Logo on Site	Logo	X	X	X	X	X	X
	Sponsor Page	Logo	Logo	Logo	Listing	Listing	Listing	Listing
	Email Recognition	Logo	Logo	Listing	Listing	X	X	X
	Webinar Recognition	Logo	Logo	Logo	Listing	Listing	X	X
	Email to Members	2	1	1	1	X	X	X
	Complimentary Memberships	5	3	2	1	X	X	X
	Sponsor Message in <i>Fleet Insight</i>	1	X	X	X	X	X	X
Conference	Program Printable	Logo	Logo	Listing	Listing	Listing	X	X
	Virtual Lobby Presence	Logo	Logo	Logo	Listing	Listing	Listing	X
	Announcement During Session(s)	YES	X	X	X	X	X	X
	Attendee List	YES	YES	YES	YES	YES	YES	YES
	Recognition Between Sessions	Logo	Logo	Logo	Listing	Listing	Listing	X
	Sponsor Hall Virtual Table	YES	YES	YES	X	X	X	X
	Special Emphasis Between Sessions (30 second video)	YES	X	X	X	X	X	X
	Choices:	3: <ul style="list-style-type: none"> • Additional Email Blast (max 5) • Table Host for Networking Session • 15 Min. for Educational Programming • Inclusion in Conference Gamification 	2: <ul style="list-style-type: none"> • Additional Email Blast (max 3) • Table Host for Networking Session • Inclusion in Conference Gamification 	1: <ul style="list-style-type: none"> • Additional Email Blast • Inclusion in Conference Gamification 	X	X	X	X

Diamond - \$25,000

Year-round Promotion

- Five complimentary individual memberships
- Company logo prominently displayed on the AFLA website homepage
- Company logo prominently displayed on sponsor webpage
- Revolving logo recognition on website
- Two emails to AFLA members on your company's behalf
- Sponsor Message in *Fleet Insight* (subject to AFLA approval)
- Level-sized company logo on all webinars, including promotion and presentation
- Company logo displayed in electronic *Fleet Insight* Newsletter and conference communications

Diamond Conference Promotion

- Choice of Three: Table host for networking session, Inclusion in Conference Gamification, 15 minutes for Educational Programming, Additional Email Blast (up to 5 total emails)
- Promotion prior to, during and after the conference as a premier sponsor
- Special recognition from stage
- Special Emphasis Between Sessions (30 second pre-recorded video)
- Level-sized company logo in the program
- Level-sized company logo in virtual lobby
- Sponsor Hall Virtual Table
- Annual AFLA conference mailing list of registered attendees, provided prior to conference

AFLA diamond sponsors are invited to work with us to identify extra visibility opportunities that help enhance the conference experience.

Emerald - \$15,000

Year-round Promotion

- Three complimentary individual memberships
- Company logo displayed on the AFLA website homepage
- Company logo displayed on sponsor webpage
- One email to AFLA members on your company's behalf
- Level-sized company logo on all webinars, including promotion and presentation
- Company logo displayed in electronic *Fleet Insight* Newsletter and conference communications

Emerald Conference Promotion

- Choice of Two: Table host for networking session, Inclusion in Conference Gamification, Additional Email Blast (up to 3 total emails)
- Level-sized company logo in the program
- Level-sized company logo in virtual lobby
- Sponsor Hall Virtual Table
- Annual AFLA conference mailing list of registered attendees, provided prior to conference

Platinum - \$10,000

Year-round Promotion

- Two complimentary individual memberships
- Company listing displayed on the AFLA website homepage
- Company logo displayed on AFLA sponsors webpage
- One email to AFLA membership
- Level-sized company logo on all webinars, including promotion and presentation
- Company listing displayed in electronic *Fleet Insight* Newsletter and conference communications

Platinum Conference Promotion

- Choice of one: Additional Email Blast, Inclusion in Conference Gamification
- Level-sized company listing in the program
- Level-sized company logo in virtual lobby
- Annual AFLA conference mailing list of registered attendees, provided prior to conference

Gold - \$7,500

Year-round Promotion

- One complimentary individual membership
- Company listing on AFLA sponsors webpage
- One email to AFLA membership
- Level-sized company listing on a webinar
- Listing included in webinar promotions
- Company listing displayed in *Fleet Insight* newsletter and conference communications

Gold Conference Promotion

- Level-sized company listing in the program
- Level-sized company listing in virtual lobby
- Annual AFLA conference mailing list of registered attendees, provided prior to conference

Silver - \$5,000

Year-round Promotion

- Company listing on AFLA sponsors webpage
- Level-sized company listing on webinars

Silver Conference Promotion

- Level-sized company listing in the program
- Level-sized company listing in virtual lobby
- Annual AFLA conference mailing list of registered attendees, provided prior to conference

Bronze - \$2,500

Year-round Promotion

- Company listing on AFLA sponsors webpage

Bronze Conference Promotion

- Level-sized company listing in virtual lobby
- Annual AFLA conference mailing list of registered attendees, provided prior to conference

Copper - \$1,000

Year-round Promotion

- Company listing on AFLA sponsors webpage

Copper Conference Promotion

- Annual AFLA conference mailing list of registered attendees, provided prior to conference

Add-on Visibility Opportunities:

All items are available to sponsors dependent on annual sponsorship level. Level availability is identified by the following: D- Diamond, E – Emerald, P-Platinum, G-Gold, S-Silver, B-Bronze, C-Copper

Virtual Platform Sponsor (limit 2) - \$15,000 – Top billing in virtual conference space as platform sponsor, listing in program, logo inclusion on platform training emails and instructions, listing on website. (D, E, P)

Session Sponsor - \$7,500 – Special recognition with logo from stage preceding keynote speaker session, recognition in conference program book (D, E, P, G)

WIFM: Founding Sponsors - \$2,500 / **Annual Sponsors** - \$1,000 – Listing in program, WIFM session promotions, on mobile app and verbal thank you at event. Listing at all WIFM programmatic events and promotions throughout year. (All levels)

Program Ad - \$750 - Full page 5.5" x 8.5" color ad in the AFLA conference program sent to all registrants, available on website for download and in virtual platform. (All levels)

Registration Discount Sponsor - \$1,500 (plus \$75 per code usage) – Dedicated page on AFLA website promoting registration discount with sponsor logo and final text approval, two dedicated promotional messages from AFLA to fleet managers announcing discount, contact information of registrants utilizing code, recognition in conference program (D, E, P, G)

Attendee Box Shipment - \$2,750 (plus item) – A perfect way to get your information, brand and tools into the hands of all attendees. A great add-on to anyone sponsoring a session or networking add-on event to provide something for attendees to utilize during your AFLA add-on sponsorship event. (D, E, P, G, S)

Member Lounge Sponsor - \$5,000 (limit 3) – AFLA attendees know how to network, and this year you'll find everyone in the member lounge between sessions. Add your brand presence to this key area for a lasting impression with all attendees. Limit one sponsor per day. (D, E, P)

Sponsor Hall Virtual Table - \$3,500 – Have a dedicated virtual table for your company where you can chat with attendees, host downloads for attendees to access and see who's stopped by for an easy way to review your newest contacts. (Add-on for G, S, B)

Networking Session Table Host - \$1,500 – Host a table of 6 attendees for one of our exciting break-out discussion sessions focused on networking. Attendees are able to move about between tables during these sessions, joining each table's group video chat as they move about the room. This is a great way to start meaningful conversations on key topics your company or team member is a knowledge leader for. (D, E, P, G)

Website Rotating Ad - \$250 – Add value year-round with the opportunity to have your branding or messaging on key areas of AFLA's website. Limited to 2/month, this guarantees quality time with your messaging for all AFLA website visitor. (D, E, P, G, S)

Twitter or LinkedIn Post Highlight or Re-Share - \$250 – Leverage AFLA's followers to amplify your messaging. All messages will be indicated as a sponsored message. (D, E, P, G, S)

Sponsorship Terms & Commitments

Please read carefully. All sponsors must adhere to the following Sponsorship Terms & Commitments and all guidelines in this prospectus, all of which are incorporated by reference as part of the Sponsor Application/Contract. It is the responsibility of the Sponsor to see that all staff is aware of and adheres to these rules. AFLA reserves the right to interpret and make final decisions regarding all rules & regulations. In applying for sponsorship, sponsors agree to abide by the following regulations:

Annual Conference Admission Policy

Admission to the Annual Conference is by registration-provided login credentials only. All sponsor company personnel must have a unique login in order to gain access to any of the sessions or networking activities. Registrations are not included with sponsorship packages.

Virtual Table Displays

AFLA staff will assign table space based off sponsorship level. AFLA reserves the right to adjust the order at any time and relocate sponsors should it become necessary or advisable in the best judgment of AFLA.

Cancellation of Conference

It is mutually agreed that in the event the AFLA Annual Conference is cancelled as result of disasters, strikes, governmental regulations or causes that would prevent its scheduled opening or continuance, then and thereupon, portions of this agreement may be terminated and the management of AFLA shall determine an equitable basis for the refund of such portion of the sponsor fees as is possible after due consideration of expenditures and commitments already made.

Compliance

The Sponsor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of duly authorized local, state and federal governing bodies concerning labor, fire, safety and health, together with the rules and regulations of the operators and/or owners of the property wherein the conference is held. Cloth decorations must be flameproof.

Canvassing

Canvassing or distribution of advertising material by a Sponsor will not be permitted outside of the Sponsor's virtual table space. Canvassing or marketing of any product in any part of the online platform through public or private chats by anyone is strictly prohibited.

Conflicting Events

Sponsors are prohibited from organizing events that conflict with any official AFLA activity without the express written consent of the AFLA Executive Director.

Eviction

AFLA reserves the right to evict any Sponsor from the event with or without cause. In case of eviction, the login credentials will be deleted and access revoked.

Indemnification and Insurance

The Sponsor assumes the entire responsibility and hereby agrees to protect, indemnify, defend, and save AFLA and their employees and agents harmless against all claims, losses, and damages to persons or property, government charges or fines, and attorney's fees arising out of or caused by Sponsor's installation, removal, maintenance, occupancy, or use of the conference premises or part thereof, excluding any such liability caused by the negligence of said parties, employees or agents. In addition, the Sponsor acknowledges that AFLA does not maintain insurance covering the Sponsor's property and that it is the responsibility of the Sponsor to obtain business interruption and property damage insurance covering such losses by the Sponsor. Sponsors wishing to insure their exhibit materials and goods against theft or damage by fire, accident or loss of any kind must do so at their own expense. Every Sponsor is responsible for obtaining insurance (liability, fire and theft) in such amounts deemed appropriate to comply with its obligations hereunder.

AFLA Logo Usage

The name, logo and acronym of the Automotive Fleet and Leasing Association and AFLA 2020 are proprietary marks.

Any use of these marks is strictly prohibited, for any purpose, without written permission and approval of AFLA. Permission to use the name, logo and acronym (AFLA) of the Automotive Fleet and Leasing Association must be requested at least two weeks prior to the printing or intended usage of the mark(s). Written requests for logo usage should include a clear description of how the name, logo or acronym will be used as well as a sample of the intended piece. If approval is granted, an electronic file of the AFLA logo will be made available.

Sponsorship Order Form

Sponsors of items from the 2019-20 year have the right of first refusal for those items according to any timeline granted by AFLA's Executive Director. Sponsors are then given priority for the different opportunities based on their sponsorship level. After this time, sponsorship opportunities are available on a first-come, first-served basis. Sponsorship packages are non-refundable.

Term

The term of AFLA's annual sponsorship runs from July 1, 2020 – June 30, 2021.