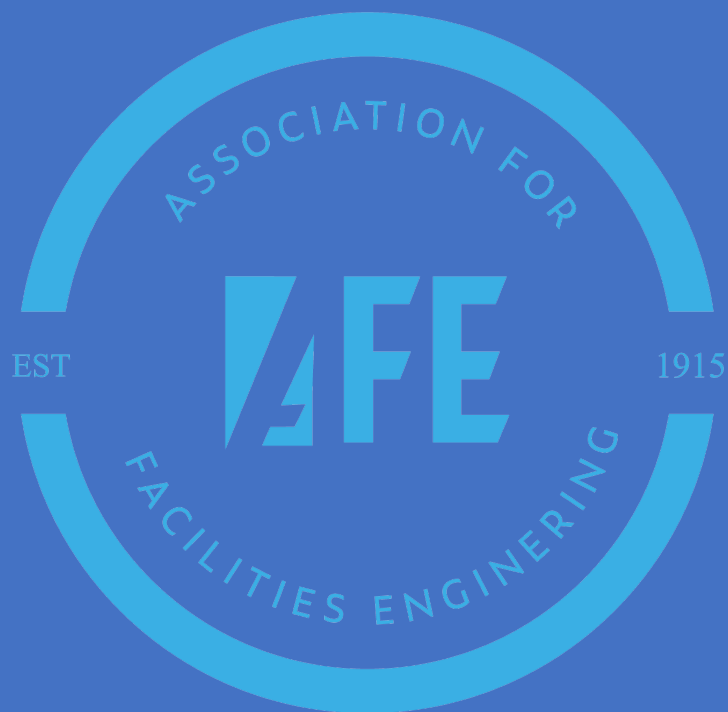


AFE *Association for*
FACILITIES ENGINEERING®



WWW.AFE.ORG

Contents

Benefits of Partnering with AFE..... 3

2021 Events 3

AFE Sustaining Sponsorships 4

 The President’s Circle..... 4

 Marble Level 4

 Granite Level..... 5

 Glass Level 5

 Brick Level..... 6

 Concrete Level 6

 Friends of AFE Level 7

Event Sponsorships..... 7

 Bundles..... 7

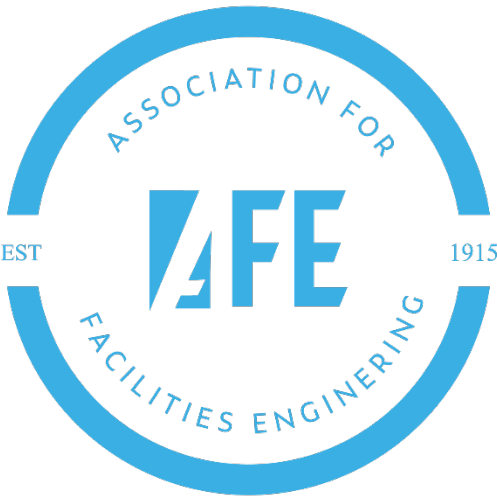
 Event Sponsorship Levels 8

 Sponsor Access & Benefits 8

 À la Carte Event Sponsorship Opportunities11

For more info, please contact:

A C Powell
Phone: (571) 395-8778
Email: acpowell@afe.org



Benefits of Partnering with AFE

Since 1915, the Association for Facilities Engineering (AFE) has existed to provide tools and resources to enhance the expertise and broaden the connections of facilities management professionals worldwide. We bring together professionals who ensure the optional operation of high-rise commercial real estate, industrial plants, academic campuses and medical centers. Partnering with AFE through our sponsorship program puts your organization in touch with thousands of building operators, grounds keepers, maintenance managers and trades professionals across the United States and around the globe who attend our events, earn a certification through one of our credentialing programs or subscribe to our journal, newsletter or podcast.



2021 Events

AFE Founders Day Ceremony

August 24th

- * AFE Annual Legislative Forum.
- * Virtual event to present The Fred W. King Award for Lifetime Achievement.
- * Attendance 150.

#FoundersDay2021

ABMLC 2021

November 14th – November 17th

- * Hybrid event featuring virtual track sessions and exhibit hall.
- * Attendees earn up to 30 AECs / PDHs.
- * Attendance 450.

#ABMLC2021

AFE Lecture Series

Various Dates – Check Our Website

- * Engaging and informative sessions conducted by global thought leaders.
- * Attendees earn 1 CEU per event.
- * Attendance 25 – 50 per event.

#AFELectureSeries

AFE Sustaining Sponsorships

The President's Circle

Annual Investment: \$75,000

Benefits available to Sponsors at this level:

- * Benefits remain in effect for twelve calendar months from the purchase of sponsorship package (i.e. sponsorship term), which can be purchased at any time during the calendar year.
- * Seat on the AFE Industry Advisory Council (AIAC).
- * AFE Corporate Membership.
- * Organizational Profile on the AFE Ask the Experts platform.
- * Recognition as a sponsor for each of AFE's national events hosted during sponsorship term.
- * Company logo and website link displayed on the AFE mobile app and corporate website: AFE.org.
- * Company logo on the slide deck template for each track session offered at each event listed in this prospectus.
- * Company logo and website link included in the promotional emails for each event listed in this prospectus.
- * Four (4) complimentary event registrations for each of the events listed in this prospectus.
- * Opportunity to present a track session or offer on-demand content for each of the events listed in this prospectus.
- * Press Release recognition for each event listed in this prospectus.
- * Full-Page Ad in each edition of the *Facilities Engineering Journal* published during the sponsorship term.
- * ABMLC 2021 Premium Booth.
- * Opportunity to publish two (2) articles or white papers in the *Facilities Engineering Journal*.
- * Sponsorship recognition during four (4) episodes of [The AFE Factor](#) podcast.
- * Opportunity to conduct two (2) webinars presented to AFE Members, Strategic Partners and other stakeholders.
- * Sponsor recognition and logo in post-event emails to all attendees for each event listed in this prospectus.

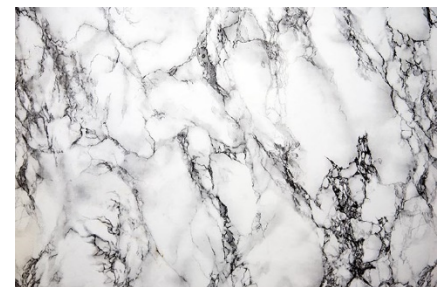


Marble Level

Annual Investment: \$50,000

Benefits available to Sponsors at this level:

- * Benefits remain in effect for twelve calendar months from the purchase of sponsorship package (i.e. sponsorship term), which can be purchased at any time during the calendar year.
- * AFE Corporate Membership.
- * Organizational Profile on the AFE Ask the Experts platform.
- * Seat on the AFE Industry Advisory Council (AIAC).
- * Recognition as a sponsor for each of AFE's national events hosted during sponsorship term.
- * Company logo and website link displayed on the AFE mobile app and corporate website: AFE.org.
- * Company logo on the slide deck template for each track session offered at each event listed in this prospectus.



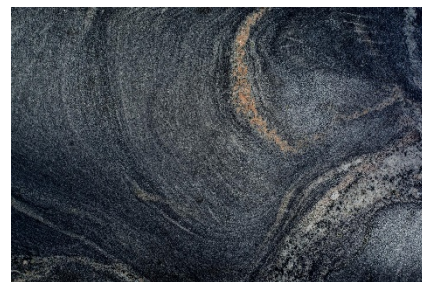
- * Company logo and website link included in the promotional emails for each event listed in this prospectus.
- * Two (2) complimentary event registrations for each of the events listed in this prospectus.
- * Opportunity to present a track session or offer on-demand content for each of the events listed in this prospectus.
- * Press Release recognition for each event listed in this prospectus.
- * Two-Thirds ($\frac{2}{3}$) page ad in each edition of the [Facilities Engineering Journal](#) published during the sponsorship year.
- * ABMLC 2021 Premium Booth.
- * Opportunity to publish two (2) articles or white papers in the [Facilities Engineering Journal](#).
- * Sponsorship recognition during two (2) episodes of [The AFE Factor](#) podcast.
- * Opportunity to conduct two (2) webinars presented to AFE Members, Strategic Partners and other stakeholders.
- * Sponsor recognition and logo in post-event emails to all attendees for each event listed in this prospectus.

Granite Level

Annual Investment: \$25,000

Benefits available to Sponsors at this level:

- * Benefits remain in effect for twelve calendar months from the purchase of sponsorship package (i.e. sponsorship term), which can be purchased at any time during the calendar year.
- * Seat on the AFE Industry Advisory Council (AIAC).
- * Organizational Profile on the AFE Ask the Experts platform.
- * Company logo and website link displayed on the AFE mobile app and corporate website: [AFE.org](#).
- * Company logo on the slide deck template for each track session offered at each event listed in this prospectus.
- * Company logo and website link included in the promotional emails for each event listed in this prospectus.
- * Two (2) complimentary event registrations for each of the events listed in this prospectus.
- * Opportunity to present a track session or offer on-demand content during AMBLC 2021.
- * Press Release recognition for each event listed in this prospectus.
- * Two-Thirds ($\frac{2}{3}$) page ad in each edition of the [Facilities Engineering Journal](#) published during the sponsorship year.
- * ABMLC 2021 Premium Booth.
- * Opportunity to publish two (2) articles or white papers in the [Facilities Engineering Journal](#).
- * Sponsorship recognition during one (1) episode of [The AFE Factor](#) podcast.
- * Opportunity to conduct two (2) webinars presented to AFE Members, Strategic Partners and other stakeholders.
- * Sponsor recognition and logo in post-event emails to all attendees for each event listed in this prospectus.

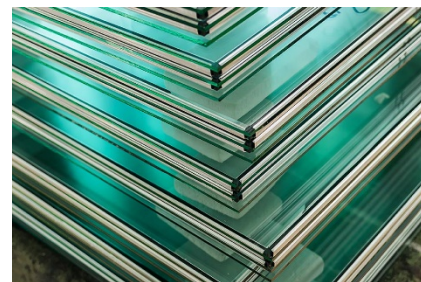


Glass Level

Annual Investment: \$15,000

Benefits available to Sponsors at this level:

- * Benefits remain in effect for twelve calendar months from the purchase of sponsorship package (i.e. sponsorship term), which can be purchased at any time during the calendar year.
- * Seat on the AFE Industry Advisory Council (AIAC).
- * Profile on the AFE Ask the Experts platform.
- * Company logo and website link displayed on the AFE mobile app and corporate website: AFE.org.
- * Company logo on the slide deck template for each track session offered at each event listed in this prospectus.
- * Company logo and website link included in the promotional emails for each event listed in this prospectus.
- * Two (2) complimentary event registrations for ABMLC 2021.
- * Opportunity to present a track session or offer on-demand content during AMBLC 2021.
- * Press Release recognition for each event listed in this prospectus.
- * Half page ad in each edition of the *Facilities Engineering Journal* published during the sponsorship year.
- * ABMLC 2021 Premium Booth.
- * Opportunity to publish one (1) article or white paper in the *Facilities Engineering Journal*.
- * Sponsorship recognition during one (1) episode of [The AFE Factor](#) podcast.
- * Opportunity to conduct one (1) webinar presented to AFE Members, Strategic Partners and other stakeholders.
- * Sponsor recognition and logo in post-event emails to all attendees for each event listed in this prospectus.

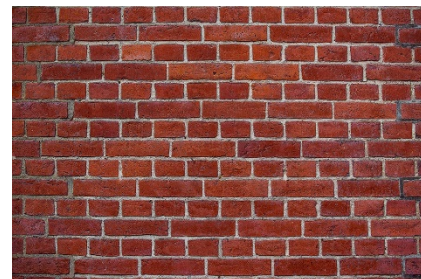


Brick Level

Annual Investment: \$10,000

Benefits available to Sponsors at this level:

- * Benefits remain in effect for twelve calendar months from the purchase of sponsorship package (i.e. sponsorship term), which can be purchased at any time during the calendar year.
- * Seat on the AFE Industry Advisory Council (AIAC).
- * Profile on the AFE Ask the Experts platform.
- * Company logo and website link displayed on the AFE mobile app and corporate website: AFE.org.
- * Company logo and website link included in the promotional emails for each event listed in this prospectus.
- * One (1) complimentary event registration for ABMLC 2021.
- * Opportunity to present a track session or offer on-demand content during AMBLC 2021.
- * Press Release recognition for each event listed in this prospectus.
- * One-Sixth (1/6) page ad in each edition of the *Facilities Engineering Journal* published during the sponsorship year.
- * Opportunity to publish one (1) article or white paper in the *Facilities Engineering Journal*.
- * Sponsor recognition and logo in post-event emails to all attendees for each event listed in this prospectus.



Concrete Level

Annual Investment: \$5,000

Benefits available to Sponsors at this level:

- * Benefits remain in effect for twelve calendar months from the purchase of sponsorship package (i.e. sponsorship term), which can be purchased at any time during the calendar year.
- * Seat on the AFE Industry Advisory Council (AIAC).
- * Profile on the AFE Ask the Experts platform.
- * Company logo and website link displayed on the AFE mobile app and corporate website: AFE.org.
- * Company logo and website link included in the promotional emails for each event listed in this prospectus.
- * One (1) complimentary event registration for ABMLC 2021.
- * Opportunity to present a track session or offer on-demand content during AMBLC 2021.
- * Press Release recognition for each event listed in this prospectus.
- * Sponsor recognition and logo in post-event emails to all attendees for each event listed in this prospectus.



Friends of AFE Level

Annual Investment: \$2,500

Benefits available to Sponsors at this level:

- * Benefits remain in effect for twelve calendar months from the purchase of sponsorship package (i.e. sponsorship term), which can be purchased at any time during the calendar year.
- * Seat on the AFE Industry Advisory Council (AIAC).
- * Profile on the AFE Ask the Experts platform.
- * Company logo and website link displayed on the AFE mobile app and corporate website: AFE.org.
- * Company logo and website link included in the promotional emails for each event listed in this prospectus.
- * One (1) complimentary event registration for ABMLC 2021.
- * Opportunity to present a track session or offer on-demand content during AMBLC 2021.



Event Sponsorships

Bundles

Corporate Membership Bundle		ABMLC 2020 Bundles	
Bundle your event sponsorship with an AFE Corporate Membership to gain an even greater ROI.		Bundle ABMLC 2021 with another event at the same sponsorship level and receive a deep discount.	
Platinum Bundle:	\$10,500	Platinum Bundle:	\$17,500
Gold Bundle:	\$6,000	Silver Bundle:	\$10,000
Silver Bundle:	\$3,600	Silver Bundle:	\$7,000

Event Sponsorship Levels

PLATINUM		GOLD		SILVER	
AFE Lecture Series	1,500	AFE Lecture Series	750	AFE Lecture Series	500
Founders Day 2021	7,500	Founders Day 2021	4,500	Founders 2021	3,000
ABMLC 2021	15,000	ABMLC 2021	9,000	ABMLC 2021	6,000

All amounts reflect USD.

Sponsor Access & Benefits

AFE Lecture Series <i>Various Dates – Virtual</i> Sponsor Access & Benefit Descriptions	Platinum	Gold	Silver
Before Event			
Company logo displayed on AFE.org and AFE Mobile App with a link to your company website.	■	■	■
Recognition in the <i>AFE Weekly Headlines</i> Newsletter.	■	■	
Promotional emails sent to an academic, government and industry database of over 7,500 contacts along with a link back to AFE sponsorship landing page.	■	■	
Pre-event registration list with contact information (not to be used for marketing purposes).	■	■	■
During Event			
Complimentary events registration(s).	3	2	1
Company logo displayed on welcome screen (available 15 – 20 minutes prior to event start).	■	■	■
Company logo displayed on host background screen.	■		
Company slide deck or video displayed during event (90 sec limit).	■	■	Logo Only
Company advertisement in one edition of the <i>Facilities Engineering Journal</i> – i.e. the issue either immediately preceding or following the event.	½ Page	¼ Page	
Opportunity to give toast during event.	■	■	
Opportunity to introduce mixologist.	■		
After Event			
Company recognition in post-event email to all attendees.	■	■	■
Final Registration list (not to be used for marketing purposes).	■	■	■

2021 AFE Founders Day &

June 24 | Virtual

Sponsor Access & Benefit Descriptions

	Platinum	Gold	Silver
Before Event			
Company logo displayed on AFE.org and AFE Mobile App with a link to your company website.	■	■	■
Recognition in the <i>AFE Weekly Headlines</i> Newsletter.	■	■	■
Promotional emails sent to an academic, government and industry database of over 7,500 contacts along with a link back to AFE sponsorship landing page.	■	■	■
Pre-event registration list with contact information (not to be used for marketing purposes).	■	■	■
During Event			
Complimentary event registration(s).	3	2	1
Company logo displayed on event welcome screen (available 15 – 20 minutes prior to event start).	■	■	■
Company logo displayed on session welcome screen prior to track sessions.	■	■	■
Recognition as sponsor by host.	■	■	■
Company logo <u>and</u> profile on event landing webpage.	■	■	Logo Only
Company advertisement in one edition of the <i>Facilities Engineering Journal</i> – i.e. the issue either immediately preceding or following the event.	Full Page	Half Page	
Opportunity to introduce mixologist.	■		
Opportunity to introduce the 2020 Fred W. King Award Honoree.	■		
Opportunity to offer a toast.	■	■	
After Event			
Company recognition in post-event email to all attendees.	■	■	■
Final Registration list (not to be used for marketing purposes).	■	■	■
Company logo in post-event email to all attendees.	■		



2021 Annual Business Meeting & Leadership Conference

November 14 – 17 | Loews Minneapolis / vFairs

Sponsor Access & Benefit Descriptions

	Platinum	Gold	Silver
Before Event			
Company logo displayed on AFE.org with a link to your company website.	■	■	■
Recognition in the <i>AFE Weekly Headlines</i> Newsletter.	■	■	■
Promotional emails sent to an academic, government and industry database of over 7,500 contacts along with a link back to AFE sponsorship landing page.	■	■	■
Pre-event registration list with contact information (not to be used for marketing purposes).	■	■	■
During Event			
Complimentary conference registration(s).	3	2	1
Company logo displayed on entry conference banner and floor signage in central viewing areas.	100%	60%	40%
Company logo banner displayed in virtual event lobby.	■	■	■
Company profile set up on the AFE Ask the Experts platform.	■	■	Logo Only
Company logo banner displayed in virtual exhibit hall.	■	■	
Invitation to Chairman's Reception.	■	■	■
Company advertisement in one edition of the <i>Facilities Engineering Journal</i> – i.e. the issue either immediately preceding or following the event.	Full Page	Half Page	⅓ Page
Opportunity to present a session track.	■	■	
Opportunity to give remarks at Opening Plenary or Closing Plenary.	■		
AMBLC 2021 Premium Booth.	■		
ABMLC 2021 Advanced Booth.		■	
ABMLC 2021 Basic Booth.			■
After Event			
Company recognition in post-event email to all attendees.	■	■	■
Company logo in post-event email to all attendees.	■		
Final Registration list (not to be used for marketing purposes).	■	■	■

À la Carte Event Sponsorship Opportunities

Podcast Episode Sponsor

Company logo and link displayed on The AFE Factor™ Landing Page.
Sponsor recognition by host during the broadcast (15-Second Pre-roll).
Acknowledgement of sponsorship in episode promotions.

The AFE Factor Season 2 Episode Sponsor

\$1,000

Founders Day 2021 Virtual Booths

Virtual Booth Level	AFE Member Rate	Non-Member Rate
Premium	\$1,500	\$1,950

- * Founders Day 2021 Virtual Booths are FREE to AFE Corporate Members. Join TODAY at [AFE.org](https://afe.org).
- * Each Founders Day 2021 Virtual Booth features a banner in the virtual event lobby seen by all attendees as they enter the event.

Founders Day Virtual Booth Features:

Booth Features	Customizable look-n-feel (Some design elements only available for Premium Booths)	♠
	One-on-One chat capability to create engagement with visitors	♠
	Inclusion in Founders Day 2021 searchable Exhibitors Index	♠
	Document Upload Capacity	49
	URL Link Capacity	10
	Video Upload Capacity	49
Post Event Data	Full list of booth visitors	♠
	Record of booth chats	♠
Personal Logins	Individual Registrations for company staff to attend the event, participate in educational sessions or other live events, and interact with attendees throughout the other aspects of Founders Day 2021.	4

ABMLC 2021 Virtual Booths

Virtual Booth Level	AFE Member Rate	Non-Member Rate
Premium	\$3,500	\$6,000
Advanced	\$2,500	\$4,500
Basic	\$1,500	\$2,500

ABMLC Virtual Booth Features:

		Premium	Advanced	Basic
Booth Features	<i>Customizable look-n-feel (Some design elements only available for Premium Booths)</i>	♣	♣	♣
	<i>One-on-One chat capability to create engagement with visitors</i>	♣	♣	♣
	<i>Inclusion in ABMLC 2021 searchable Exhibitors Index</i>	♣	♣	♣
	<i>Document Upload Capacity</i>	49	36	25
	<i>URL Link Capacity</i>	10	7	4
	<i>Video Upload Capacity</i>	49	36	25
	<i>Lobby Banner (seen by attendees as they enter the virtual space)</i>	♣	♣	
	<i>Auditorium Banner (seen by attendees as they search for track sessions)</i>	♣		
Post Event Data	<i>Full list of booth visitors</i>	♣	♣	♣
	<i>Record of booth chats</i>	♣		
Personal Logins	<i>Individual Registrations for company staff to attend the event, participate in educational sessions or other live events, and interact with attendees throughout the other aspects of ABMLC 2021.</i>	4	2	1

ABMLC 2021 Activity Sponsorship Opportunities

Be the Presenting Sponsor of any the following ABMLC 2021 Activities. Each of these sponsorship opportunities include: (a) company logo at the activity entrance; (b) banner in virtual lobby; (c) company profile in conference directory; and (d) pre-conference attendee mailing list.

Welcome Reception	Sunday, November 14	\$17,500
Opening Plenary Session Keynote	Monday, November 15	\$15,000
AFE Women's Advisory Council (AWAC) Awards Luncheon	Monday, November 15	\$25,000
Emerging Professionals Reception	Monday, November 15	\$15,000

Chairman's Reception	Monday, November 15	\$12,500
AFE Leadership Dinner	Monday, November 15	\$6,000
AFE Industry Advisory Council (AIAC) Leadership Breakfast	Tuesday, November 16	\$20,000
AFE Technology Advisory Council (ATAC) Reception	Tuesday, November 16	\$15,000
The AFE Honors Awards Ceremony	Tuesday, November 16	\$20,000
AFE After Dark Party	Tuesday, November 16	\$15,000
CPE Study Group Session	Tuesday, November 16	\$1,500
CPMM Study Group Session	Tuesday, November 16	\$1,500
CPS Study Group Session	Tuesday, November 16	\$1,500
AFE Open House	Tuesday, November 16	\$2,500
The AFE Factor™ Live @ Lunchtime Show	Tuesday, November 17	\$17,500
AFE Foundation Scholarship Luncheon	Wednesday, November 17	\$25,000
Closing Plenary Keynote Speaker	Wednesday, November 17	\$15,000
AFE Official PD Instructor Train-the-Trainer Seminar	Wednesday, November 17	\$3,500
Management & Strategy Educational Track	Each Day of Event	\$7,500
Workforce Development Educational Track	Each Day of Event	\$7,500
Smart Building Technology Track	Each Day of Event	\$7,500
Charging Station	Each Day of Event	\$4,500
Leaderboard	Each Day of Event	\$3,500
Virtual Expo Scavenger Hunt	Each Day of Event	\$3,500
Conference Bag	Each Day of Event	\$17,500
Live Stream / Simulcast	Each Day of Event	\$25,000
Table Top Exhibit	Each Day of Event	\$1,500
#AFEStrong Health & Fitness Happy Hour	Each Day of Event	\$2,500
ABMLC 2021 Networking Café	Each Day of Event	\$4,500
AFE Coffee Break Lounge	Each Day of Event	\$7,500

Virtual Info Desk Banners

Brand one or both of the billboards on either side of the virtual event info desk. Image or video link must be configured to fit the 190x250 pixel frame.

Founders Day 2021 Info Desk Banner	\$750
ABMLC 2021 Info Desk Banner	\$850

Virtual Auditorium, Lobby & Networking Cafe Banners

Brand one billboard in the virtual event lobby or the networking cafe.

ABMLC 2021 Lobby Banner	\$1,250
Founders Day 2021 Auditorium Banner	\$1,050
ABMLC 2021 Networking Café Banner	\$1,050
ABMLC 2021 Auditorium Banner	\$1,500

ADDITIONAL SPONSORSHIP OPPORTUNITIES MAY EMERGE THROUHOUT THE YEAR