

AFIA EVENTS ARE SYNONYMOUS WITH QUALITY, DIVERSITY AND PRESTIGE – that’s sure to help you reach your target audience. When you’re a corporate sponsor of the Purchasing and Ingredient Suppliers Conference (PISC), you get high visibility, superior quality, corporate credibility, and an uncluttered environment that makes your message stand out.

As a sponsor, you’ll: Increase your visibility before a wide-spread industry audience of hundreds, enhance your corporate image, reach an influential, exclusive audience, and break through the media/feed industry clutter.

Associate your company with AFIA – the most trusted institution *representing the total feed industry.*

PISC 2012 SPONSORSHIP LEVELS

	Diamond \$11,000 <i>Limited to 2 companies</i>	Platinum \$10,999- \$8,000 <i>Limited to 3 companies</i>	Gold \$7,999- \$5,000 <i>Unlimited</i>	Silver \$4,999- 2,500 <i>Unlimited</i>	Bronze \$2,499- \$1,750 <i>Unlimited</i>	Name \$1,749- \$500 <i>Unlimited</i>
Hospitality Suite	Yes	No	No	No	No	No
Reception Sponsor	Yes	Yes	No	No	No	No
Free Registration	3	2	2	1	None	None
Spring Journal Advertisement	Full Page	1/2 Page	1/3 Page	1/4 Page	None	None
Table-top Booth Display	Yes	Yes	No	No	No	No
FeedGram Banner Ads	5 Ads	3 Ads	2 Ads	1 Ad	None	None
Banner Signs in Common Areas	Personal Banner	Personal Banner	Logo Only	Logo Only	Name Only	Name Only
Promotional Items in Event Bags	Yes	Yes	Yes	No	No	No
Acknowledgement on www.AFIA.org	Logo	Logo	Name	Name	Name	Name
Slides for Networking Room	5 Slides	3 Slides	3 Slides	2 Slides	1 Slide	Name Listed
Acknowledgement on Pre-registration Packet	Logo	Logo	Name	Name	Name	Name
Ribbon on Badge	Yes	Yes	Yes	Yes	Yes	No
Break Slides	1 Slide	1 Slide	Logo	Logo	Logo	Name

PISC 2012 GOLF SPONSORSHIP LEVELS

Hole Sponsor	Breakfast Bar Sponsor	Beverage Cart Sponsor	Award Reception Sponsor
\$350	\$750	\$1,000	\$1,000

The golf event is pleased to offer co-sponsorship opportunities to those interested.

If you would like to become a sponsor, contact Sarah Novak at:

SNOVAK@AFIA.ORG
or (703) 558- 3574

Deadline:
January 20, 2012.



WHAT YOU GET AS A DIAMOND SPONSOR:

PISC SPONSORSHIP SPECS SHEET • DIAMOND LEVEL

	Diamond \$11,000	Formats/Specs
Hospitality Suite	Yes	Veronica Rovelli, director of meetings and events, will contact you directly regarding details.
Reception Sponsor	Yes	No materials are needed
Free Registration	3	By Writable PDF- contact AFIA with any problems.
Spring <i>Journal</i> Advertisement	Full Page	Full page - width 8.5in. by height 11in. at 300 dpi Ads should spotlight your company's mission. AFIA will not accept advertisements that contain fraudulent, deceptive or misleading statements or illustrations, attacks of a personal nature or advertisements that are overly competitive or that refer abusively to the goods or services of others. Please submit a print-resolution PDF file for the ad– to include all screen and printer fonts, photos and illustrations.
Table-top Booth Display	Yes	Veronica Rovelli, director of meetings and events, will contact you directly regarding details.
<i>FeedGram</i> Banner Ads	5 Ads	Size: horizontal - 500 x 150 pixels at 72 dpi A resolution of 72 dpi is acceptable for <i>FeedGram</i> banner ads. Ads will run in one issue of <i>FeedGram</i> in the spring of 2012. AFIA will determine the exact week. File formats accepted: tif, eps, gif, jpg and SWF*(Adobe Flash, must include .FLA file). Web address: provide exact Web address for linking banner ads. Animation: AFIA will allow animation. Animation should be easy on the eyes and contain no more than two or three panels.
Banner Signs in Common Areas	Personal Banner	Vertical Banner - width 7.85in. by height 19.3in. at 300 dpi Banner sign should spotlight your company's mission. AFIA will not accept artwork that contains fraudulent, deceptive or misleading statements or illustrations, attacks of a personal nature or advertisements that are overly competitive or that refer abusively to the goods or services of others. Please turn in a hi-res PDF file for the banner – to contain all screen and printer fonts, photos and illustrations.
Promotional Items in Event Bags	Yes	Prepare 500 company pens or pamphlets to be distributed onsite and stuffed in attendee welcome bags. Veronica Rovelli, director of meetings and events, will contact you directly regarding details.
Acknowledgement on www.AFIA.org	Logo	Logo Requirements: AI or EPS files only please. All files must be CMYK (RGB files will be converted and may not reproduce accurately). If your company has usage guidelines for your logo, please be sure to include all available variations of the logo. All style guides must accompany the artwork. If you have strict color usage specifications, please provide the CMYK or PMS values for your logo.
Slides for Networking Room	5 Slides	Slides should spotlight company's mission. Slides will run in the network room during PISC 2012.
Acknowledgement on Pre-registration Packet	Logo	See Logo Requirements Above.
Ribbon on Badge	Yes	Provided Onsite
Break Slides	1 Slide	Slides should spotlight company's mission. Slides will run during breaks and in the networking room during PISC 2012.
Onsite Program	Logo	See Logo Requirements Above.

Due Date:
January 20, 2012

Send all materials to:

Lori Kaye
lkaye@afia.org
or, AFIA
2101 Wilson Blvd.
Suite 916
Arlington, VA 22201

If you have questions about formats, files, graphics etc., contact:
Lori Kaye
at lkaye@afia.org
or (703) 558-3570



WHAT YOU GET AS A PLATINUM SPONSOR:

PISC SPONSORSHIP SPECS SHEET • PLATINUM LEVEL

	Platinum \$10,999 - \$8,000	Formats/Specs
Hospitality Suite	No	N/A
Reception Sponsor	Yes	No materials are needed
Free Registration	2	By Writable PDF- contact AFIA with any problems.
Spring <i>Journal</i> Advertisement	Half Page	Half page - width 8.5in. by height 5.5in. at 300 dpi Ads should spotlight your company's mission. AFIA will not accept advertisements that contain fraudulent, deceptive or misleading statements or illustrations, attacks of a personal nature or advertisements that are overly competitive or that refer abusively to the goods or services of others. Please submit a print-resolution PDF file for the ad– to include all screen and printer fonts, photos and illustrations.
Table-top Booth Display	Yes	Veronica Rovelli, director of meetings and events, will contact you directly regarding details.
FeedGram Banner Ads	3 Ads	Size: horizontal - 500 x 150 pixels at 72 dpi A resolution of 72 dpi is acceptable for <i>FeedGram</i> banner ads. Ads will run in one issue of <i>FeedGram</i> in the spring of 2012. AFIA will determine the exact week. File formats accepted: tif, eps, gif, jpg and SWF*(Adobe Flash, must include .FLA file). Web address: provide exact Web address for linking banner ads. Animation: AFIA will allow animation. Animation should be easy on the eyes and contain no more than two or three panels.
Banner Signs in Common Areas	Personal Banner	Vertical Banner - width 7.85in. by height 19.3in. at 300 dpi Banner sign should spotlight your company's mission. AFIA will not accept artwork that contains fraudulent, deceptive or misleading statements or illustrations, attacks of a personal nature or advertisements that are overly competitive or that refer abusively to the goods or services of others. Please turn in a hi-res PDF file for the banner – to contain all screen and printer fonts, photos and illustrations.
Promotional Items in Event Bags	Yes	Prepare 500 company pens or pamphlets to be distributed onsite and stuffed in attendee welcome bags. Veronica Rovelli, director of meetings and events, will contact you directly regarding details.
Acknowledgement on www.AFIA.org	Logo	Logo Requirements: AI or EPS files only please. All files must be CMYK (RGB files will be converted and may not reproduce accurately). If your company has usage guidelines for your logo, please be sure to include all available variations of the logo. All style guides must accompany the artwork. If you have strict color usage specifications, please provide the CMYK or PMS values for your logo.
Slides for Networking Room	3 Slides	Slides should spotlight company's mission. Slides will run in the network room during PISC 2012.
Acknowledgement on Pre-registration Packet	Logo	See Logo Requirements Above.
Ribbon on Badge	Yes	Provided Onsite
Break Slides	1 Slide	Slides should spotlight company's mission. Slides will run during breaks and in the networking room during PISC 2012.
Onsite Program	Logo	See Logo Requirements Above.

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January 20, 2012**

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lkaye@afia.org
or, AFIA
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at lkaye@afia.org
or (703) 558-3570



WHAT YOU GET AS A GOLD SPONSOR:

PISC SPONSORSHIP SPECS SHEET • GOLD LEVEL

	GOLD \$7,999 - \$5,000	Formats/Specs
Hospitality Suite	No	N/A
Reception Sponsor	No	N/A
Free Registration	2	By Writable PDF- contact AFIA with any problems.
Spring <i>Journal</i> Advertisement	1/3 Page	Third page vertical - width 2.333in. by height 10in. at 300 dpi Third page horizontal - width 7.5in. by height 3.25in. at 300 dpi Ads should spotlight your company's mission. AFIA will not accept advertisements that contain fraudulent, deceptive or misleading statements or illustrations, attacks of a personal nature or advertisements that are overly competitive or that refer abusively to the goods or services of others. Please submit a print-resolution PDF file for the ad- to include all screen and printer fonts, photos and illustrations.
Table-top Booth Display	No	N/A
<i>FeedGram</i> Banner Ads	2 Ads	Size: horizontal - 500 x 150 pixels at 72 dpi A resolution of 72 dpi is acceptable for <i>FeedGram</i> banner ads. Ads will run in one issue of <i>FeedGram</i> in the spring of 2012. AFIA will determine the exact week. File formats accepted: tif, eps, gif, jpg and SWF*(Adobe Flash, must include .FLA file). Web address: provide exact Web address for linking banner ads. Animation: AFIA will allow animation. Animation should be easy on the eyes and contain no more than two or three panels.
Banner Signs in Common Areas	Logo Only	Logo Requirements: AI or EPS files only please. All files must be CMYK (RGB files will be converted and may not reproduce accurately). If your company has usage guidelines for your logo, please be sure to include all available variations of the logo. All style guides must accompany the artwork. If you have strict color usage specifications, please provide the CMYK or PMS values for your logo.
Promotional Items in Event Bags	Yes	Prepare 500 company pens or pamphlets to be distributed onsite and stuffed in attendee welcome bags. Veronica Rovelli, director of meetings and events, will contact you directly regarding details.
Acknowledgement on www.AFIA.org	Name	No materials required.
Slides for Networking Room	3 Slides	Slides should spotlight company's mission. Slides will run in the network room during PISC 2012.
Acknowledgement on Pre-registration Packet	Name	No materials required.
Ribbon on Badge	Yes	Provided Onsite
Break Slides	Logo	See Logo Requirements Above.
Onsite Program	Logo	See Logo Requirements Above.

Due Date:
January 20, 2012

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Lori Kaye
lkaye@afia.org

or, AFIA
2101 Wilson Blvd.
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at lkaye@afia.org
or (703) 558-3570



WHAT YOU GET AS A SILVER SPONSOR:

PISC SPONSORSHIP SPECS SHEET • SILVER LEVEL

	SILVER \$4,999 - \$2,500	Formats/Specs
Hospitality Suite	No	N/A
Reception Sponsor	No	N/A
Free Registration	1	By Writable PDF- contact AFIA with any problems.
Spring <i>Journal</i> Advertisement	1/4 Page	Quarter page vertical - width 3.625in. by height 4.875in. at 300 dpi Quarter page horizontal - width 7.5in. by height 2.375in. at 300 dpi Ads should spotlight your company's mission. AFIA will not accept advertisements that contain fraudulent, deceptive or misleading statements or illustrations, attacks of a personal nature or advertisements that are overly competitive or that refer abusively to the goods or services of others. Please submit a print-resolution PDF file for the ad- to include all screen and printer fonts, photos and illustrations.
Table-top Booth Display	No	N/A
<i>FeedGram</i> Banner Ads	1 Ad	Size: horizontal - 500 x 150 pixels at 72 dpi A resolution of 72 dpi is acceptable for <i>FeedGram</i> banner ads. Ads will run in one issue of <i>FeedGram</i> in the spring of 2012. AFIA will determine the exact week. File formats accepted: tif, eps, gif, jpg and SWF*(Adobe Flash, must include .FLA file). Web address: provide exact Web address for linking banner ads. Animation: AFIA will allow animation. Animation should be easy on the eyes and contain no more than two or three panels.
Banner Signs in Common Areas	Logo Only	Logo Requirements: AI or EPS files only please. All files must be CMYK (RGB files will be converted and may not reproduce accurately). If your company has usage guidelines for your logo, please be sure to include all available variations of the logo. All style guides must accompany the artwork. If you have strict color usage specifications, please provide the CMYK or PMS values for your logo.
Promotional Items in Event Bags	No	N/A
Acknowledgement on www.AFIA.org	Name	No materials required.
Slides for Networking Room	2 Slides	Slides should spotlight company's mission. Slides will run in the network room during PISC 2012.
Acknowledgement on Pre-registration Packet	Name	No materials required.
Ribbon on Badge	Yes	Provided Onsite
Break Slides	Logo	See Logo Requirements Above.
Onsite Program	Logo	See Logo Requirements Above.

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lkaye@afia.org

or, AFIA
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at lkaye@afia.org
or (703) 558-3570



WHAT YOU GET AS A BRONZE SPONSOR:

PISC SPONSORSHIP SPECS SHEET • BRONZE LEVEL

	BRONZE \$2,499 - \$1,750	Formats/Specs
Hospitality Suite	No	N/A
Reception Sponsor	No	N/A
Free Registration	No	N/A
Spring <i>Journal</i> Advertisement	No	N/A
Table-top Booth Display	No	N/A
<i>FeedGram</i> Banner Ads	No	N/A
Banner Signs in Common Areas	Name Only	No materials required.
Promotional Items in Event Bags	No	N/A
Acknowledgement on www.AFIA.org	Name	No materials required.
Slides for Networking Room	1 Slide	Slide should spotlight company's mission. Slides will run in the network room during PISC 2012.
Acknowledgement on Pre-registration Packet	Name	No materials required.
Ribbon on Badge	Yes	Provided Onsite
Break Slides	Logo	Logo Requirements: AI or EPS files only please. All files must be CMYK (RGB files will be converted and may not reproduce accurately). If your company has usage guidelines for your logo, please be sure to include all available variations of the logo. All style guides must accompany the artwork. If you have strict color usage specifications, please provide the CMYK or PMS values for your logo.
Onsite Program	Name	No materials required.

Due Date:
January 20, 2012

Send all materials to:

Lori Kaye
lkaye@afia.org
or, AFIA
2101 Wilson Blvd.
Suite 916
Arlington, VA 22201

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Lori Kaye
at lkaye@afia.org
or (703) 558-3570



WHAT YOU GET AS A NAME SPONSOR:

PISC SPONSORSHIP SPECS SHEET • NAME LEVEL

	NAME \$1,749 - \$500	Formats/Specs
Hospitality Suite	No	N/A
Reception Sponsor	No	N/A
Free Registration	No	N/A
Spring <i>Journal</i> Advertisement	No	N/A
Table-top Booth Display	No	N/A
<i>FeedGram</i> Banner Ads	No	N/A
Banner Signs in Common Areas	Name Only	No materials required.
Promotional Items in Event Bags	No	N/A
Acknowledgement on www.AFIA.org	Name	No materials required.
Slides for Networking Room	Name	No materials required.
Acknowledgement on Pre-registration Packet	Name	No materials required.
Ribbon on Badge	No	N/A
Break Slides	Name	No materials required.
Onsite Program	Name	No materials required.

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lkaye@afia.org

or, AFIA
2101 Wilson Blvd.
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Arlington, VA 22201

While we don't require any materials from you at this time can you please provide us with a company logo in case our plans change.

Logo Requirements: AI or EPS files only please. All files must be CMYK (RGB files will be converted and may not reproduce accurately). If your company has usage guidelines for your logo, please be sure to include all available variations of the logo. All style guides must accompany the artwork. If you have strict color usage specifications, please provide the CMYK or PMS values for your logo. If you don't have an AI or EPS version of your logo, please provide a 300 dpi TIFF or JPEG file.

If you have questions about formats, files, graphics etc., contact:

Lori Kaye
at lkaye@afia.org
or (703) 558-3570



GOLF SPONSORSHIP OPPORTUNITIES:

PISC 2012 GOLF SPONSORSHIP LEVELS

Hole Sponsor	Breakfast Bar Sponsor	Beverage Cart Sponsor	Award Reception Sponsor
\$350	\$750	\$1,000	\$1,000
<i>The golf event is pleased to offer co-sponsorship opportunities to those interested.</i>			

Please submit your company logo for signage at the golf event. See logo requirements below for details.

Logo Requirements: AI or EPS files only please. All files must be CMYK (RGB files will be converted and may not reproduce accurately). If your company has usage guidelines for your logo, please be sure to include all available variations of the logo. All style guides must accompany the artwork. If you have strict color usage specifications, please provide the CMYK or PMS values for your logo. If you don't have an AI or EPS version of your logo, please provide a 300 dpi TIFF or JPEG file.

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