



2024

Sponsorship Opportunities with AFDO & AEC



For five days in June each year,

the center of the food safety world is the **AFDO Annual Educational Conference**. It is the perfect place to show your support for the food and medical products regulatory community in a setting that nurtures communications, information sharing, education and collaboration.

Why sponsor the AFDO AEC?

**In three words:
to be seen.**





Here are a few of the opportunities. Some are limited, so make your commitment now.



Sponsorship offers visibility to both the regulatory and industry communities. But most importantly, your sponsorship investment positions your organization as a supporter of the stakeholders AFDO represents.

Whether you want to sponsor impactful event sessions or support speakers in a subject that you have influence or expertise in, the AFDO conference provides a myriad of opportunities.

If you want your brand on items carried by participants during the event (and then taken home for additional exposure), or if you want attendees to think of your organization as they return to the hotel room after a day of learning, sharing, and connecting, the AFDO conference offers lots of visual sponsorship opportunities.



Nothing is impossible. If you don't see your ideal sponsorship opportunity here, let's talk. Let's talk about a custom sponsorship that works for you and keeps you top of mind at the AFDO AEC.

The AFDO AEC is a group effort, and we appreciate the support we get in many sponsorship areas. Let us help you decide what is right for meeting your goals. Each one of these opportunities is crucial to the experience that AFDO AEC attendees have come to expect.

Events

General event sponsorships at three levels

Welcome Reception

Continental Breakfast (3 available)

Networking Breaks (5 available)

President's Reception

Monday Night Off-Site Fun Event

Conference Materials

Conference Program with Sponsor & AFDO Logos

Conference Badge Lanyards with Sponsor & AFDO Logos

Swag Bag with Sponsor & AFDO Logos

Conference Attendee Notebook with Sponsor & AFDO Logos

Conference Attendee Handout Materials

Conference Session and Speaker Support

Audio Visual Support

Speaker Travel Support



Your company name and/or logo will appear as often as possible because when you are seen, we are happy, too.

On sponsored items

At events on signage displayed during your sponsored event

In the conference program

On the AFDO website with links to your website

In conference promotions including significant social media updates and inclusions in the AFDO weekly eNews that goes to 1,000+ with links to your website

In the conference printed materials

Some sponsorships include an opportunity to address attendees.

But there is more ...

Networking opportunities and exposure for your organization

Unique opportunity for you to reach out to the regulatory, industry, and academia communities

Extended marketing returns

Increased visibility that sets you apart from your competitors

A leadership position in the industry

If you have ideas for extending your sponsorship that we can assist with, tell us. The more benefit you receive, the more benefit the AFDO members and AFDO AEC attendees receive.

The details - what's right for your organization?

Overall Event Underwriting Levels

Gold	\$ 10,000
Silver	\$ 7,500
Bronze	\$ 5,000

Please see the sponsor registration form for specific investment opportunities.

Opportunities range from \$1,500 to \$10,000.



Got an idea of your own?

Let's talk.

Contact Krystal Reed at kreed@afdo.org to discuss your sponsorship needs.





128th AFDO AEC

Grand Rapids,
Michigan



The Association of Food and Drug Officials was founded in 1896. In 2024, the 128th AFDO AEC will be held in Grand Rapids, Michigan.

The AFDO AEC attracted more than 500 participants in 2023. Five days of educational sessions offered 90+ workshops, federal regulatory updates, general information sessions, and track offerings for food, retail, cannabis, produce, and body art. Sprinkled throughout were networking and award events.

The value of the AFDO annual education conference is partially conveyed by the numbers.

- **130+ speakers** - with more than 24 offering multiple sessions
- **96** different topical sessions offered in 7 tracks
- **550 professionals** attending including regulators, staff, academics, and industry
- **120** first-time attendees
- **46 U.S. states represented** as well as U.S. territories and Canada