April 10 – 13, 2017
Galt House, Louisville, KY

EXHIBITOR AND SPONSOR PROSPECTUS

http://afsspring.societyconference.com
About the AFS and Why You Should Exhibit

The American Filtration & Separations Society is a technical, educational nonprofit organization started in 1987 to provide a forum for exchange of information among engineers, scientists and technologists in all areas of the fluid/particle separation field. The AFS exists to create change worldwide by providing comprehensive educational opportunities and fostering a community of collaboration, networking and idea-sharing within the filtration and separation industries. The association brings together a diverse group of individuals from all areas of the filtration spectrum.

Louisville is long-known as a major hub for transportation, the Kentucky Derby and Bourbon. The AFS 2017 Spring Conference will take place in this fine city, home to a dynamic, diversified economy, which outperformed the U.S. in job and income growth over the last decade. Rapid technological advancements and the growing demand for air filters for industrial, commercial, and household purposes and in the automotive sector is anticipated to drive the filters market from 2016 to 2024.

The Advanced Filtration Technologies Conference – Expo will bring industry professionals together to discuss modeling, materials, testing, media development and filter development to address these ever increasing demands. The Conference will feature a technical program that will attract industry specialists and process engineers who are looking to understand specific separation methodologies, as well as research engineers who want to present their innovations. The technical sessions will cover various separation methods available to the industry, from filters and coalescers to membranes and cyclones, plus many more.

This conference will also feature an Expo presenting companies providing products or services to the filtration and separations industry. The Expo is designed to give end-users the opportunity to meet with manufacturers, distributors and supplier who can provide the right solutions. 94% of attendees and exhibitors from the Spring 2016 conference agreed that networking opportunities at the conference was a significant benefit. The networking reception on Tuesday, continental breakfasts Tuesday and Wednesday and all coffee breaks will take place in the Expo hall.

Meeting Location

Galt House
140 N. Fourth St.
Louisville, KY 40202

Important Dates

Deadline to submit exhibitor and sponsor agreement
Friday, March 3, 2017

Exhibitor Move-In
Monday, April 10, 12:00 pm – 7:00 pm

Exhibit Dates
Tuesday, April 11 7:30 am – 8:00 pm
Wednesday, April 12 7:30 am – 3:30 pm

Exhibitor Dismantle
Wednesday, April 12, 3:30 pm – 6:00 pm

Conference Chairs

Rahul Bharadwaj, AAF Flanders
Martin Lehmann, MANN+HUMMEL, GmbH
Jennifer Wong, Johns Manville

Contact

Deahna Cring
Conference Coordinator
Deahna@afssociety.org

Lyn Sholl, CMP
Executive Director
lyn@afssociety.org 615.250.7792

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EXHIBIT AT AFS

Booth Packages

Please visit the Exhibits tab of Conference website to download the Exhibitor Contract or complete the form later in this prospectus. The online form is a fillable form that you can email to deahna@afssociety.org.

- Platinum/Premium AFS Corporate Sponsor, 8 x 10 Exhibit Booth $800
- Platinum/Premium AFS Corporate Sponsor, 8 x 20 Exhibit Booth $1,200
- Standard AFS Corporate Sponsor, 8 x 10 Exhibit Booth $1,200
- Standard AFS Corporate Sponsor, 8 x 20 Exhibit Booth $1,500
- Non-Corporate Sponsor, 8 x 10 Exhibit Booth $1,500
- Non-Corporate Sponsor, 8 x 20 Exhibit Booth $1,900

All booths include pipe and drape, company sign, 6’ table and two chairs.

Each Exhibitor Receives

- Listing on AFS Conference website with hyperlink to company website
- Listing on marketing materials
- Reduced registration fee to the AFS Conference (Plenary and Technical Sessions, all food and beverage events not sponsored in the Expo).
- Two name badges come with each 8x10 booth, which includes one conference registration only and two lunch tickets each day
- Exhibitors may purchase extra lunch tickets or conference registration(s) at a reduced fee
  - Exhibitor Only with Lunch $60
  - Full Conference Exhibitor $500

Exhibit Guidelines

- All exhibiting companies agree to abide by the Exhibit Rules and Regulations which can be found at later in this prospectus.
- Electricity and Internet access are not provided in the cost of the booth. Exhibitors will receive an exhibitor kit with information to order booth materials, internet, electricity and/or AV directly through the Expo Decorator. Your company is responsible for any and all costs associated with electricity and/or Internet at your booth.

Sponsorship Opportunities

EVENT SPONSOR

- Continental Breakfast, $3,000
  - Tuesday
  - Wednesday
- Morning Coffee Break, $2,000
  - Tuesday
  - Wednesday
- Afternoon Coffee Break, $2,000
  - Tuesday
  - Wednesday
- Monday Networking Event – Churchill Downs (Co-Sponsor with Blue Heaven Technologies) $1,500
- Tuesday Welcome Reception, $6,000
  - Tuesday
- Lunch, $7,000
  - Tuesday
  - Wednesday

OTHER SPONSOR OPPORTUNITIES

- Tote Bags, $2,000
- Portfolios, $2,000
- Lanyards, $1,500
- Proceedings on USB drive, $3000
- Keycards (Hotel room cards customized with your company logo), $2500

Advertising and Marketing Opportunities

Conference Program or Expo Program

Advertise in the AFS Conference program and/or the Expo program for added visibility and marketing potential. To be included in the Conference program, all artwork must be submitted by Noon Central on Friday, March 3, 2017. All artwork must be submitted in PDF format.

- Full Page (color) $1,500
- ½ page (horizontal only, color) $700
- ¼ page $400

Ad Specs for Your Designer

- ½ page horizontal, 8w x 4.85h
- ½ page vertical, 3.75w x 10.25h
- ¼ page, 3.75w x 4.85h
- Full page, 8w x 10.25h

The dimensions are live area. They do not bleed.

Conference Bag Inserts

Provide a flyer for Conference attendees’ tote bags. Flyers should be shipped directly to the AFS Executive Office for inclusion in attendee tote bags.

- Conference Bag Insert $750

Attendee Mailing Lists

All exhibitors will receive one complimentary copy of the pre-Conference mailing list for a one-time use.
All sponsors will receive one complimentary copy of the pre- and post-Conference mailing list for a one-time use each.

**Note that attendees of the conference and expo have the ability to opt out of the directory**
EXHIBITOR & SPONSOR APPLICATION

Company Information (As it should appear in exhibit material)

Company Name:  
Address:  
City/State/Province:  
Zip:  Country:  Phone:  
Company Website:  

Exhibit Booth Selection  (Please select one)

AFS Platinum/Premium Corporate Sponsor
- Single booth, $800
- Double booth, $1,200

AFS Standard Corporate Sponsor
- Single booth, $1,200
- Double booth, $1,500

Non-Corporate Sponsor
- Single booth, $1,500
- Double booth, $1,900

List companies you prefer not to be across from or adjacent to:  

List products and services you will exhibit:  

Provide a 50 word description of your company for the Expo program:  

Sponsorship Selection

Please list the item(s) your company wishes to sponsor/co-sponsor below:
Please refer to the prospectus for a complete list of opportunities

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<th>Sponsorship Item</th>
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SPONSORSHIP AMOUNT $ 

BOOTH AMOUNT (from previous page) $ 

TOTAL AMOUNT $ 

PAYMENT INFORMATION

- Check
- Visa
- MasterCard
- American Express

Card Number:  Expiration Date:  
Name on Card:  
Billing Address:  

CHECKS: Make Checks payable to AFS and mail to Lyn Sholl, 618 Church Street, Ste. 520, Nashville, TN 37219  
CREDIT CARDS: Email to deahna@afssociety.org or fax to 615-250-7047
EXHIBITOR RULES & REGULATIONS

Contract for Space: The application for space and the formal confirmation constitutes a contract for the right to use the space allotted. In the event of fire, strikes, or other uncontrollable circumstances, this contract will not be binding.

Use of Space: (1) No exhibitor shall assign, sublet, or share the whole or any part of the space allotted without the knowledge and consent of AFS. Aisles must be kept clear. Exhibitor must comply with safety, fire and health requirements during move-in, operation, and move-out. (2) AFS does not endorse the products or services of the companies who exhibit during the Conference and Expo. (3) AFS shall have the right to require dismantling of an exhibit or part of an exhibit which in their opinion is not suitable to or in keeping with the character and purpose of the Conference and Expo.

Assignment of Space: Space is assigned at the discretion of AFS. No space is assigned without the official contract and full payment of the exhibit fee.

Care of the Building/Equipment: Exhibitors or their agents shall not injure or deface the walls or floors of the building or booth. No signs or any other articles shall be posted, nailed or otherwise attached to floors, walls, ceiling, furniture or fixtures. When damage appears, the exhibitor is liable to the AFS and to the Galt House.

Shipping: Exhibitors are responsible for arranging their own shipping to and from the meeting site or exhibition decorator. Shipping instructions will be included in the Exhibitor kit.

Dismantling: Exhibitor expressly agrees not to dismantle their exhibit or do any packing before the closing hour of the exhibit hall, 3:30 pm, Wednesday, April 12, 2017. Dismantling must be complete by 6:00pm on Wednesday, April 12.

Insurance: Exhibitors wishing to insure their goods must do so at their own expense.

Indemnification for hotel: Exhibitor agrees to protect, save and hold Galt House and all agents and employees thereof (hereafter collectively called “Hotel Indemnitees”) forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the Exhibitor or those holding under the Exhibitor, and further, Exhibitor shall at all times protect, defend, indemnify, save and hold harmless the Hotel Indemnitees against and from any and all losses, costs, damages, liability, or expenses (including attorney’s fees) arising from or by reason of any accident or bodily injury or other occurrence to any person or persons, including Exhibitor, its agents, employees and business invites, which arises from or out of the exhibition premises, the hotel or any part thereof.

Indemnification for AFS: Exhibitor agrees to protect, save and hold XMi Association Management and the American Filtration & Separations Society and all agents and employees thereof (hereinafter collectively called “AFS Indemnitees”) forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the Exhibitor or those holding under the Exhibitor, and further, Exhibitor shall at all times protect, defend, indemnify, save and hold harmless the AFS Indemnitees against and from any and all losses, costs, damages, liability, or expenses (including attorney’s fees) arising from or by reason of any accident or bodily injury or other occurrence to any person or persons, including Exhibitor, its agents, employees and business invites, which arises from or out of the exhibition premises, the hotel or any part thereof.

Liability: The AFS, and officers or staff members of the same, will not be responsible for the safety or the property of the exhibitors, their agents or employees, from theft, damage of fire, accident or other cause, but will use reasonable care to protect the exhibitor from such loss. On-site security will be provided by AFS during the hours that the Exhibit area is not officially open.

Cancellation Cut-Off and Refund Policy: All cancellations must be submitted in writing to the AFS office no later than February 10, 2017. Cancellation penalties apply

- November 1 – December 31, 2016 – Full cancellation minus $100 processing fee
- January 1 – February 17, 2017 – 50% cancellation fee applies
- February 18 – April 11, 2017 – 100% cancellation fee applies

Assistance for Disabled Persons Available: If an exhibitor requires reasonable accommodations or auxiliary aid to participate in this meeting, please contact the AFS office at deahna@afssociety by February 3, 2017.

Attendee lists
Exhibitors agree to use attendee lists provided by AFS one time only. Lists will include attendee name, attendee company name and email address.

In order to be included in conference materials, the signed contract and fee are due by Friday, March 3, 2017. Exhibitors who submit contracts or fees after March 3, 2017 will not be listed in the conference or expo program, website, or any other materials.

Signature: ______________ Date: ______________