



Spring 2009

Dear Friends,

Planning is underway for this year's Association of Fundraising Professionals (AFP) Massachusetts Chapter Annual Conference on Philanthropy, where we will celebrate *Our Passion is Our Strength!* The 2009 gathering promises to deliver an extraordinary educational program examining the latest trends, models, and ideas in fundraising, and the AFP Massachusetts Chapter hopes you will join us on November 17, 2009, at the Boston Sheraton Hotel as an exhibitor or sponsor.

As the largest and most comprehensive conference for fundraisers in the Northeast, the Annual Conference represents an opportunity for your company to be a visible partner in the day's activities touching **over 1,300 members and attendees from over 600 leading nonprofit institutions**. Various sponsorship and exhibit opportunities provide you a chance to heighten brand awareness, build and strengthen existing relationships with key decision makers, and increase sales of your product or service within this sector. Our attached exhibitor and sponsor forms detail these opportunities and we encourage you to partner with us once again.

Based on comments we received following the 2008 conference, we have made the subsequent upgrades for 2009 which will help us better showcase our sponsors and exhibitors:

- NEW location at the Sheraton Hotel for better flow for conference attendees and interaction for Sponsors/Exhibitors
- Lunch will be organized at a central location surrounded by Exhibitor/Sponsor booths – giving you direct access to attendees
- Better placement of Exhibitor/ Sponsor booths – for more foot traffic and interaction we have now placed exhibitor booths surrounding the central food location where ALL attendees will access food.
- Exhibitor/Sponsor booths can now be viewed from the lunch/snacks area attracting more attendees
- More sponsorship and exhibitor visibility for same levels as 2008
- More access to Conference attendee and AFP Chapter Member mailing lists (approximately 1,300 total)

The AFP Conference guarantees a rewarding experience for attendees, sponsors, and exhibitors and we hope you become involved in this great day.

We will follow-up with you during the next few weeks to review the details of our exhibitor and sponsorship offerings. In the meantime, please do not hesitate to contact either of us if we may be of assistance. You may also contact our chapter administrator at 866-574-3429 or info@afpmass.org.

On behalf of the 2009 AFP Conference Leadership Committee, thank you for your consideration. We look forward to speaking with you soon.

Best,
Kate & Sunny

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