

2021 METALCASTING CONGRESS SPONSORSHIPS

Distinguish your brand at **Metalcasting Congress 2021** as an Official Sponsor. Available only to **AFS Corporate Members**, you'll receive nine months of promotion in our \$44 billion industry and unparalleled brand exposure at our 125th Anniversary celebration and trade show. Choose from two sponsorship levels (Platinum or Gold) and other exclusive sponsorships: **(SPONSORSHIP DEADLINE FEB. 1, 2021.)**

SPONSORSHIP BENEFITS	Platinum \$6,000	Gold \$3,500
PRE-CONFERENCE EMAILS: Your logo* is included in the sponsor array in all outgoing Metalcasting Congress 2021 emails, accounting for thousands of impressions across the industry.	•	•
PRE-CONFERENCE MAILINGS: Your logo* is printed in the sponsor array in all Metalcasting Congress 2021 direct mail.	•	•
OFFICIAL METALCASTING CONGRESS PROGRAM GUIDE: Your logo* is featured prominently in the official program guide's sponsor array.	•	•
METALCASTING CONGRESS 2021 WEBSITE: Your logo* and web link is included in the sponsor array on the Metalcasting Congress 2021 website.	•	•
SPONSOR BADGE RIBBONS: All company employees will receive badge ribbons denoting your sponsorship level.	•	•
OFFICIAL SPONSOR LOGO FOR MARKETING: Market your participation at Metalcasting Congress 2021 with the Official Sponsor logo.	•	•
ONSITE RECOGNITION: Sponsor "Thank You" signage showcasing your logo will appear throughout the registration area and exhibit hall on meter boards, digital monitors, floor clings and built-in displays.	•	•
METALCASTING CONGRESS EXHIBITOR WEBSITE: Your company profile will be highlighted in the exhibitor listing and your enhanced logo will appear on the exhibit floorplan.	•	
METALCASTING CONGRESS APP: Your name, logo*, and exhibitor profile will be highlighted and moved to the top of all listings, making yours the first to be seen every time someone accesses this feature.	•	
DEDICATED SPONSOR E-BLAST: Your logo*, company description, web link, and booth number will be sent to all registered attendees via email the week before the show, encouraging them to visit your exhibit and learn about your products and services.	•	
HALL ANNOUNCEMENT: A daily announcement over the PA system at the Wisconsin Center thanking Platinum sponsors by name.	•	
SOCIAL MEDIA RECOGNITION: Individual thanks on all AFS social media channels will be sent monthly. These will include your logo and will tag your related accounts.	•	

*Logos sized according to sponsorship level.

Please note, only 12 sponsorships are available per level and are considered reserved with full payment. To become an Official **Metalcasting Congress Sponsor**, contact **John Carano** at jcarano@afsinc.org or **614-378-8948**.

FOCUSED SPONSORSHIPS

AFS has a few unique opportunities for those seeking a more targeted audience at Metalcasting Congress. You can support these important industry initiatives and build your brand at the same time through one of these simple, recognition-based sponsorships. These sponsorships are not exclusive. For more information, contact **John Carano** at jcarano@afsinc.org or **614-378-8948**. **SPONSORSHIP DEADLINE FEB. 1, 2021.**

SPONSORSHIP OPTIONS	Price
<p>CASTING SOURCE THEATER SPONSOR: Become an official sponsor of the Casting Source Theater, which will host the Buyers & Designers education track. Your company logo will be placed prominently in the theater and also be included in all related marketing materials promoting these sessions to OEM's and other casting end-users. ONLY AVAILABLE TO CINA FOUNDRY EXHIBITORS.</p>	\$500
<p>SHOW APP SPONSOR: Sponsor the innovative Metalcasting Congress app. Your logo will be featured on all splash pages, banner ads, and watermark pages. App users will also receive one push notification with your message. Act now - limited to four sponsorships.</p>	\$1,200
<p>COFFEE AND CRULLERS BREAKFAST SPONSOR: Receive tremendous pre-show and in-show exposure as the exclusive Coffee and Crullers Breakfast Sponsor for Thursday, April 15. Your company name will be included in all related marketing materials in addition to compelling onsite visibility. Act now - only one sponsorship available.</p>	\$5,250
<p>HAVE A DRINK ON US SPONSOR: Bring the reception to your own exhibit, from 3:00 p.m. to 5:00 p.m. on Wednesday, April 14. Attendees will converge at your exhibit beverages and light snacks. Publicity will drive attendee traffic to your exhibit.</p>	\$2,750
<p>SMARTPHONE CHARGING STATIONS SPONSOR: Show attendees will stay fully charged with your company to thank. Have your logo and booth number displayed on one of four strategically placed device charging stations in either the exhibit hall, registration area or outside the technical sessions. Act now - limited to four sponsorships.</p>	\$1,200
<p>FOUNDRY-IN-A-BOX SPONSOR: One of the most interactive areas on the exhibit floor, the Foundry-in-a-Box demonstration receives a constant flow of attendees of all ages and experience levels who want to make a casting. Sponsors will be recognized on displays at the station and also have an opportunity to collaborate on a branded pattern. BRANDED PATTERNS MUST BE FINALIZED BY JAN. 15, 2021.</p>	\$1,200

ON-SITE SIGNAGE

Drive traffic to your booth and make an impression with highly visible, on-site signage inside the **Wisconsin Center**. Visit www.afsinc.org/2021MCCsignage for more details.

