

2024 Marketing Kit

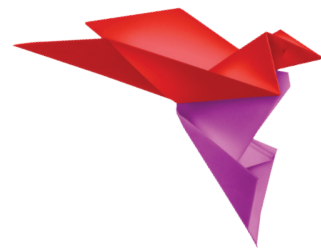
Let Your Brand SOAR

Exhibit | Educate | Sponsor | Advertise



AFSA
AMERICAN FINANCIAL SERVICES ASSOCIATION

WHO WE ARE



About the American Financial Services Association

AFSA was founded to represent one of the most significant drivers of the American economy: the consumer credit industry, and exists to promote our industry, drive thought leadership, and create quality events to network and grow business opportunities. Through its highly engaged Business Partner program, AFSA delivers a suite of strategic business products and services, as well as a robust portfolio of in-person events and virtual programming. AFSA's Business Partner and Marketing team provides valuable solutions to a broad set of companies across many verticals in the consumer credit and financial services industries.



"There is nothing better in a highly competitive market to expand business, meet customer needs, or address a challenge, than a partnership. Whether internal among colleagues or external between businesses, harnessing strength to strength is a strategic advantage to serve customers and grow."

Bill Himpler, President and CEO
American Financial Services Association

Why Invest in AFSA?



\$2 trillion

in outstanding credit AFSA members provided to consumers.



300,000

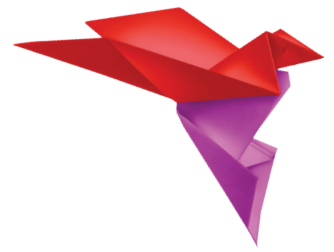
Americans employed by AFSA members.



\$200 billion

credit originated in the last year by AFSA members.

MAXIMIZE YOUR WINGSPAN



AFSA members need partners who understand their businesses and priorities. Our members are actively engaged and do business with Business Partners. There is no better way to reach your target audience than through the AFSA Business Partner Program.

Increase Your Reach

AFSA Business Partners

Connect with the association whose members empower consumers with the credit they need and add \$1 trillion to the US economy annually.

From traditional installment loans to vehicle financing, mortgages, payment cards, and retail credit. Increase your market share and bottom line by receiving:

- ✓ Contact information for all AFSA members, including primary contacts for each member company, as well as AFSA committees and boards.
- ✓ A complimentary listing in our exclusive Business Partner Resource Guide, accessible to anyone from the AFSA website homepage.
- ✓ Membership in committees and networking groups of professional interest.
- ✓ A subscription to AFSA*Track, our comprehensive state legislative tracking system.
- ✓ Substantial discounts on registration, advertising, sponsorships, and exhibit fees at AFSA conferences.
- ✓ High visibility advertising open only to Business Partners in member communications: *AFSA Capital Notes*, *AFSA News You Need*, and other AFSA communications.
- ✓ Sponsorships of thought-provoking webinars – open only to Business Partners – that highlight your thought leadership.
- ✓ The ability to promote membership on your website and in your materials with an AFSA member logo.

Maximize Your Reach

Premier Business Partners

AFSA's Premier Program provides Business Partners the opportunity to gain valuable bonuses, discounts, and complimentary conference registrations, while planning annual marketing programs in advance and bundling participation with exhibits, sponsorships, advertising, webinars, donated services.

Enhanced benefits beyond those at Business Partner level include:

- ✓ Seat on the AFSA Business Partner Board.
- ✓ Custom membership and conference attendee lists with emails.
- ✓ Exclusive direct marketing opportunities.
- ✓ Early selection for exhibits at select AFSA conferences.
- ✓ AFSA online Business Partner Resource Guide listing with your Premier level logo: www.afsaonline.org/buyersguide.
- ✓ Premier Partners only Business Partner Resource Guide search option.
- ✓ Recognition at AFSA conferences and in AFSA publications.
- ✓ Premier Partner logo for corporate marketing materials.
- ✓ And more, depending on participation level.



AFSA CONFERENCES & EXPOS



AFSA's conferences provide multiple opportunities for you to network with leaders of the consumer finance industry who make the decisions that can grow your business. Via on-site exhibit and sponsorship opportunities you can track industry changes and demand, and enhance the products and services you offer.

PARTICIPATE



NETWORK



INTERACT



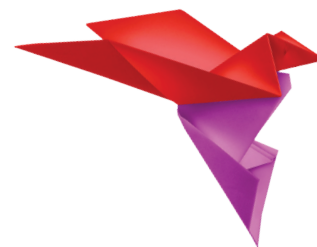
C-suite industry leaders count on AFSA's conferences for key information and networking. The attendance numbers confirm that importance:

Vehicle Finance Conference & Expo: 650+

Independents Conference & Expo: 450+

Annual Meeting: 400+

AFSA CONFERENCES & EXPOS cont.



Vehicle Finance Conference & Expo

January 29-Feb 1, 2024 | The Bellagio, Las Vegas, Nevada vehicle.afsaonline.org

The Vehicle Finance Conference & Expo is AFSA's largest conference for both prime and specialty finance providers for direct and indirect auto financing. It is an educational and networking forum for industry leaders and top executives to discuss important business and regulatory issues affecting vehicle finance. An extensive exposition of products and services is offered by industry suppliers and AFSA Business Partners.

Attendees include CEOs and senior executives, attorneys, marketing, operations, public policy, remarketing, risk management, state and federal government affairs executives, vehicle commercial credit executives, auto dealers, and industry suppliers and business partners. It is historically held in conjunction with the National Automobile Dealers Association (NADA) Show, along with several AFSA committees and boards.

Independents Conference & Expo

May 20-24, 2024 | Marriott Harbor Beach, Ft. Lauderdale, Florida independents.afsaonline.org

The Independents Conference & Expo is the premier gathering for independent finance companies providing traditional installment/personal loans, auto financing through independent auto dealers, mortgages, and other types of sales financing. The conference offers new ideas in compliance, legal and regulatory issues, technology, funding, HR, and new business opportunities. The program is enhanced by an exposition of products and services offered by industry suppliers and AFSA Business Partners. Many networking special events are also planned, including events for AFSAPAC contributors.

This conference is held in conjunction with the AFSA Board of Directors Meeting and several other AFSA committees and boards. Special group discounts are offered for large company group attendance.

Attendees are CEOs and executives from independently owned finance companies, and industry suppliers and representatives from major financial services companies interested in networking with independent operators. This includes professionals in accounting, compliance, funding, human resources, legal/legislative, marketing, and operations.

Annual Meeting

October 21-23, 2024 | Arizona Biltmore, Phoenix, Arizona annual.afsaonline.org

This is the association's annual meeting for corporate CEOs, senior executives, and other professionals in the financial services industry, featuring prominent industry executives and well-known keynote speakers and compliance, legislative and operational issues/trends, sessions relevant to specific market niches.

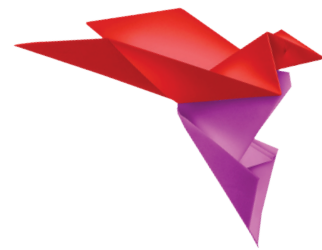
The AFSA Board of Directors meets along with other boards: AFSA Education Foundation Board, Business Partner Board, Independents Auto Finance Executive Group, Vehicle Finance Division Board, and Women's Leadership Council (WLC). Many of the association's Committees of Professional Interest meet, including: Human Resources,

Law, Marketing, Operations (for COOs, consumer finance companies), Operations & Regulatory Compliance, State Government Affairs, Vehicle Commercial Credit, and Vehicle Risk Management

Attendees are all levels of industry management, including CEOs, COOs, CFOs, senior management from the financial services industry and professionals in the areas of compliance, legal, human resources, marketing, operations, risk management, state/federal government affairs, vehicle commercial credit and industry suppliers, and spouse/companions.

For more information, visit afsaonline.org/businesspartners or contact Jenny Bengtson at jbengtson@afsamail.org.

EXHIBITION & SPONSORSHIPS



AFSA Conference Expos and sponsorships build your brand's presence with key decision makers and industry influencers.

Conference Exhibitions

When AFSA conference attendees think of networking opportunities, they think of the Expo Hall. Beautifully decorated by AFSA's Meetings team, the Expo Hall is the location for many of AFSA's happy hours, meals and coffee breaks.

- Exhibition opportunities are sold either as strategically arranged booths or interactive, modern kiosks that make your participation effortless.
- **Exhibiting Companies Receive:**
 - ✓ **Pre-Conference:** Exhibiting companies will be included on the conference's website, in the exhibitor listing of the program guide, and on the conference mobile app.
 - ✓ **Pre/Post-Conference:** Registration rosters – electronic version with email addresses – sent approximately six weeks prior to the event.
 - ✓ **On-site:** Two complimentary conference registrations. Each registration will provide your booth/kiosk personnel admittance to all of the conference sessions, meals, and social events.

Conference Sponsorships

AFSA offers a sponsorship program for all of its conferences and forums.

AFSA Business Partner members receive an invitation to sponsor prior to each event.

All sponsor companies receive the following benefits:

- ✓ Recognition in all promotional mailings.
- ✓ Recognition in pre-session displays, on signage, and in the program guide and conference app.
- ✓ Pre/post-conference roster of attendees.
- ✓ Right of "first refusal" to sponsor same event/item at future meetings.
- ✓ AFSA website listing and company link.
- ✓ Complimentary registrations.

Conference Advertising

AFSA's conference websites and guides provide a unique opportunity to **maximize** your brand. With more than 1,000 industry leaders at AFSA conferences each year, you're guaranteed to get your ad in front of decisionmakers.

Program Guide

- ✓ Advertisers receive on-the-ground visibility with a must-have document for attendees.

Conference Website

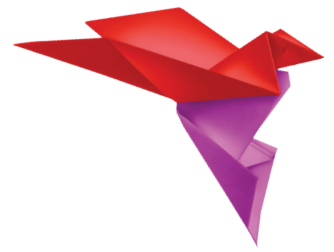
- ✓ Pre-conference visibility on the meeting website and in the program guide and conference app
- ✓ Designated URL to your content.

AFSA conference sites see more than 25,000 unique visitors annually.

The Vehicle Finance Conference site alone garnered 72,000 unique events in the three months leading up to the conference.

For more information, visit afsaonline.org/businesspartners or contact Jenny Bengtson at jbengtson@afsamail.org.

THOUGHT LEADERSHIP



You have the expertise and knowledge that AFSA members need to grow a business. AFSA Programs can get you in front of industry leaders who trust the AFSA brand to provide them with high-quality ideas and initiatives.

Webinars

AFSA's Business Partner Webinar Program allows industry experts to educate AFSA members on timely topics that affect financial services industry business operations. Webinars are marketed to executives and personnel at AFSA Member Companies – the key decision makers who design, develop, and implement strategies for their company's success.

What you'll get

- Post-program recordings and handouts for continued exposure to AFSA members.
- Direct access to consumer finance industry decision makers.
- Registration and attendee report.
- Content-rich survey feedback and lead generation resources.
- Two complimentary blog posts highlighting your program, company and any other information you'd like.
- Marketing coverage in AFSA's Capital Notes and on social media channels.
- A recording and material bank for evergreen access by AFSA members.

120+ average registrations

70+ average attendees

20+ programs per year

Extra Credit Podcast

AFSA's Extra Credit Podcast is a quick take on the consumer credit industry from professionals that work in and around it every day. Published on a weekly schedule during peak times of year and biweekly during the summer and holiday season, the podcast provides a key way to get your messaging straight to the members who need it most. Listeners actively click to listen, meaning you've got a captive audience from the outset.

What you'll get

- Bespoke development of a topic and flow in conjunction with AFSA staff.
- The opportunity for AFSA staff subject matter experts to participate in the conversation.
- The opportunity for video+ audio or audio only recordings.
- Dynamic scheduling to fit your podcast appearance into your marketing schedule.
- An average of 100 listeners per episode consisting of c-suite decisionmakers.
- Marketing coverage in AFSA's Capital Notes and on social media channels.

100+ listeners per episode

"We're in the relationship business so getting in front of AFSA's audience is crucial for our company's success. The Extra Credit Podcast delivers; we get to share our expertise directly with decisionmakers and know we're getting in front of our target audience."

Terri Horn
Managing Director, People Strategies

For more information, visit afsaonline.org/businesspartners or contact Jenny Bengtson at jbengtson@afsamail.org.

THOUGHT LEADERSHIP



The consumer credit industry relies on AFSA publications and websites for crucial information and intelligence, best practices and analysis of legislative, regulatory and economic environments at the federal and state levels. AFSA's robust set of advertising opportunities offer:

- Direct access to readers who trust AFSA'S editorial content.
- Advertising that leverages high-quality, original content.

Capitol Notes

Capitol Notes is a Thursday afternoon e-letter featuring original content written by AFSA staff that is focused on the public policy issues and trends at the federal, state and local levels that shape the consumer credit industry. Contributors include Business Partners, mainstream and industry focused reporters.

Capitol Notes offers four advertising positions that include one sponsored content which allows you to provide your own subject matter expertise direct to members.

- ▶ Sent each Thursday, 50 weeks a year.
- ▶ An industry shattering 32% open.
- ▶ 1.5% click thru rate.

News You Need

News You Need is a daily e-letter featuring curated daily news articles that highlights trending industry topics of interest to AFSA member companies. Readership includes AFSA members, as well as Business Partners, mainstream and industry focused reporters.

News You Need offers three advertising positions in each edition throughout the week to highlight your brand and elevate your presence or to promote an upcoming event.

- ▶ Sent each weekday.
- ▶ A remarkable 22% open rate.
- ▶ 3.3% click thru rate.

Advocacy Update

Advocacy Update is a bi-weekly conference call designed to keep members up-to-date with Association efforts nationwide. Participants include a broad representation of AFSA members.

Advocacy Update offers whole-call sponsorship with visibility in marketing materials and on the call itself to elevate your presence or to promote an upcoming event.

- ▶ Reminders sent weekly with additional recognition on the call.
- ▶ An average of 150 participants.
- ▶ A high of 265 participants.

- ▶ 8,500+ industry decisionmaker subscribers
- ▶ 35% of readers are VP & C-suite
- ▶ Most engaged readers have titles: CEO, Vice President, Director, Partner



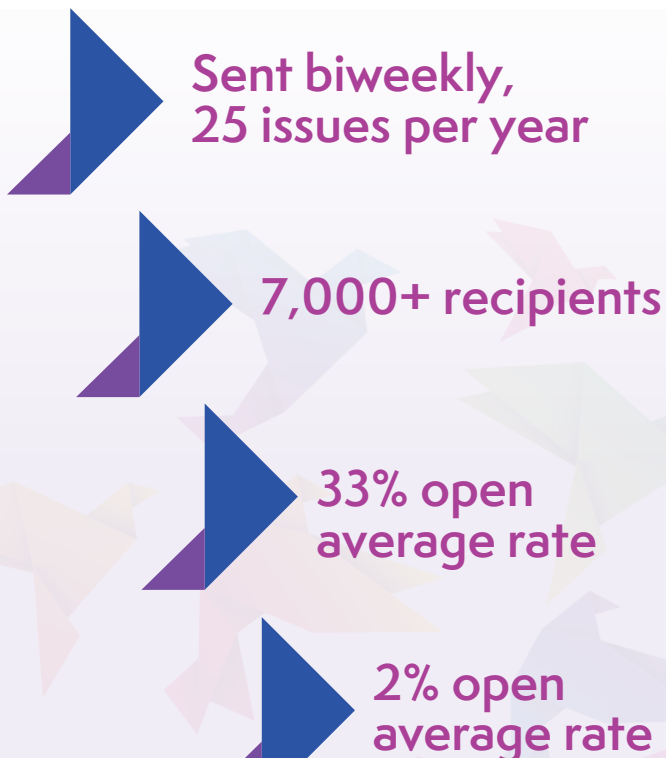
GROW YOUR FLOCK



Economy Matters

Economy Matters is a bi-weekly Wednesday afternoon e-letter featuring original analysis of federal economic, industry and consumer data by AFSA Chief Economist Tim Gill. *Economy Matters* readership includes Member Companies and stakeholders from across the consumer credit and financial services industries, Business Partners, mainstream and industry focused reporters.

Economy Matters offers monthly, full-edition sponsorships with the opportunity for image advertising and subject line visibility.



AFSA Website Advertising

AFSA's website is heavily visited by Member Companies to access Members-only public policy content, including AFSA's state by state legislative database AFSA*Track, White Papers, and Member and Business Partner contact information.

Choose from three options. Your logo appears as a "Powered by" at the top of the site:

- AFSA's main web page
- The *Blog*
- AFSA*Track and on *Legislative Advocacy* sites

Industry Expertise & News From Our Members

AFSA's Blog provides policy updates and conference news that industry leaders rely on every day. Include your subject matter expertise and marketing message directly in the blog, along with social media posts on AFSA accounts.

- *Industry Expertise* sponsored blog program – purchase a package of posts/blogs or one-at-a-time to fit your marketing schedule. Limit 3 per year.
- *News from Our Members* press release publishing – Limit two per quarter, no limit on number of quarters.

afsaonline.org sees more than 425,000 views per year, the vast majority from VP-level and up.

Visitors accounted for more than 1.4 million unique events on-site.

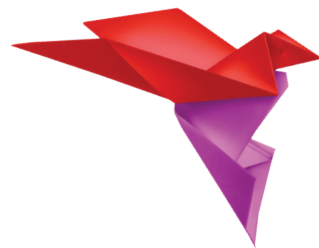
More than 100,000 of the visits were organic, meaning visitors know and trust AFSA first.

Blog, AFSA*Track and Legislative Advocacy pages are among the most visited on-site.

Nearly 25% of users visit at least twice a week, every week.

For more information, visit afsaonline.org/businesspartners or contact Jenny Bengtson at jbengtson@afsamail.org.

READY TO ENHANCE YOUR BRAND?



AFSA's unique set of opportunities managed with dedicated AFSA staff, combined with direct access to industry decisionmakers makes including AFSA properties in your marketing plan a must.

Business Partnership Information

Take advantage of special pricing and additional benefits by bundling your AFSA exhibitions, sponsorship and advertising initiatives with AFSA's Business Partner program.

Contact Jenny Bengtson, Director,
Business Partner Memberships
jbengtson@afsamail.org | 202-776-7304

Rate Card & Spec Information

More in-depth information about insertion rates, required specs, and technical information is available on AFSA's rate card and by contacting AFSA staff.

Contact Marilyn McKinnis, Senior Marketing Manager
mmckinnis@afsamail.org | 202-409-7533

Editorial Content

The AFSA blog, newsletters, podcast and webinars provide excellent visibility for your brand and put you in front of industry decisionmakers.

Contact Dan Bucherer, Director, Communications
dbucherer@afsamail.org | 202-466-8613

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About AFSA

Formed in 1916, the American Financial Services Association (AFSA) is the primary trade association for the consumer credit industry, protecting access to credit and consumer choice. AFSA corporate members provide consumers with many kinds of credit, including traditional installment loans, direct and indirect vehicle financing, mortgages, payment cards and non-vehicle retail sales finance.



🏠 919 18th St., NW, Suite 300
Washington, D.C. 20006

☎ 202.296.5544

✉ info@afsamail.org

🌐 afsaonline.org