

2026 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.

▶ "The consumer credit industry is the beating heart of American commerce. AFSA Business Partners help lender members keep that heart beat in time. We're proud to contribute in a small way to this vital industry."

Celia Winslow, President and CEO
American Financial Services Association

Why Invest in AFSA?

\$3.5 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.

WHAT IS BUSINESS PARTNERSHIP?



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.

Become an AFSA Business Partner

AFSA's Business Partner Program provides industry vendor members with an opportunity to invest in the association where they think their spend is most impactful. By completing an annual Business Partner Agreement, Partners can plan their AFSA investment in advance and realize the significant benefits detailed below. Enrollment for the following year begins in November.

All AFSA Business Partner tiers receive:

- Access to AFSA Staff and SMEs
- Discounted meeting registration
- Access to AFSA resources, including AFSA*Track, compliance training & documents
- Inclusion in the AFSA Resource Guide
- Inclusion in AFSA's Affinity Program
- Priority access to booth/kiosk and sponsorship selections
- Introductory member contact list
- Logo presence on AFSA's website

Level Benefits	Premier \$85,000+	Platinum \$85,000 - \$55,000	Gold \$30,000+	Silver \$15,000 +
Special pre-Expo/meeting cocktail hour with AFSA BoD	✓			
Featured Business Partner Listing	✓			
Eligibility for a Seat on Business Partner Board	✓	✓		
Priority access to sponsorship opportunities	✓	✓		
Complimentary website advertising	✓	✓		
Priority access to booth/kiosk selection	✓	✓	✓	
Access to Small & Medium Business Partner Working Group			✓	✓
Annual Complimentary Member Contact List	✓	✓	✓	✓
Inclusion in AFSA's new "Industry Expertise" web feature	✓	✓	✓	✓
Complimentary Podcast	✓	✓	✓	✓
Complimentary Blog Post	✓	✓	✓	✓
Optional quarterly billing	✓	✓	✓	✓
Complimentary Ad runs in AFSA publications	✓	✓	✓	✓
Comps to AFSA Conferences (outside of other comps)	4	3	2	1
Sneak peaks at upcoming AFSA products and services	✓	✓	✓	✓
Access to all AFSA Resources, including AFSA*Track	✓	✓	✓	✓
Access to AFSA Staff and SMEs	✓	✓	✓	✓

For more information, visit afsaonline.org/businesspartners or contact Dan Bucherer at dbucherer@afsamail.org.



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

February 1-3, 2026 | The Bellagio, Las Vegas, NV 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 18-20, 2026 | OMNI PGA Frisco, Frisco, TX 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 25-26, 2026 | The Breakers, Palm Beach, FL 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 Dan Bucherer at dbucherer@afsamail.org.



CONFERENCE EXPO OPPORTUNITIES



AFSA Conference attendees include c-suite and leadership level representatives from across the financial services industry, including vehicle financing, traditional installment lending, mortgage, payment cards and more.

These consumer credit industry leaders know that AFSA conferences are the premier venue to learn, network and find new products and services, making AFSA Expos must-attend events.

AFSA Expos BY THE NUMBERS

1,200+

c-suite and industry leaders attend AFSA Expos each year.

100+

exhibitors spread across two dynamic, must-attend conferences.

15+

committee meetings and general sessions to attend and network.

7+

Expo Hall events per meeting, including happy hours, meals and entertainment.

AFSA Expo Benefits

ACCESS: Expo hours are centered around meals and happy hour, meaning a packed hall of industry leaders.

FREEDOM: Exhibitors are attendees too – attend sessions, move around the hall, network with attendees and sit in on many AFSA committee meetings.

CHOICE: Choose between standard 10x10 booths or kiosks

- Booths feature ample space for your collateral or booth setup.
- Kiosks are centrally located and feature your custom branding & a screen for presentations.

TRUST: AFSA lender members count on AFSA to attract the highest quality vendors to conferences – getting in the room puts you a step ahead.

COMPS: Every booth or kiosk comes with two free complimentary passes to the entire conference.

CONTACTS: Each exhibiting company receives three or more attendee lists with contact information.

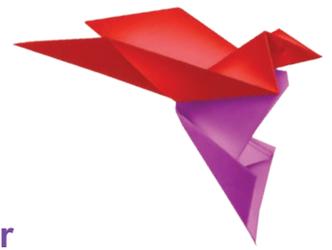
“AFSA expos are a must-attend for us each year. We derive substantial new business at each show and can meet with current partners, all in one spot, in some of the most beautiful locations.”

*Glen Twede
Vice President of Sales
GoldPoint Systems*

For more information, visit afsaaonline.org/businesspartners or contact Dan Bucherer at dbucherer@afsaaonline.org.



SPONSORSHIP OPPORTUNITIES



There is no better venue to elevate your brand or display your subject matter expertise than by participating in sponsorship at an AFSA conference.

AFSA Sponsorship Benefits

RECOGNITION: In pre-conference promotional mailings, on-site signage and displays, as well as in the AFSA Events app and text message alerts.

ACCESS: Sponsoring companies receive special access to attendees and session participants, including attendance on planning calls.

CHOICE: With three dynamic conferences, each with content-rich sessions, must-attend committee meetings and outstanding networking happy hours and meals, companies have a variety of opportunities from which to choose.

CONSISTENCY: Every sponsorship comes with a "right of first refusal" for the following year's conference, allowing you to plan your AFSA investment ahead of time.

COMPS: Many sponsorships come with complimentary passes and/or significant discounts.

CONTACTS: Each sponsoring company receives three or more attendee lists with contact information.

8+

item sponsorships per meeting, including wi-fi, room drops and lanyards.

AFSA conferences offer sponsorship opportunities to fit any budget or marketing plan

- **KEYNOTE ADDRESS**
\$15,000 - \$40,000

AFSA's headline speakers run the gamut from business leaders to inspiring figures, industry experts to influential futurists. The keynote sponsorship allows for the most brand presence, affording up to two minutes of pre-session remarks or video play. Sponsors also have exclusive access to the speaker before or after the session.

- **GENERAL SESSIONS**
\$10,000-\$20,000

AFSA attracts premier subject matter experts to its conferences. General sessions include similar recognition, signage, etc. They also afford the opportunity to introduce the session and speaker(s). The sponsor can choose to show a 30 second video followed by a brief intro, or take advantage of the stage and speak for one minute, followed by the intro.

- **BREAKOUT SESSIONS**
\$5,000-\$20,000

The consumer credit industry is detailed and often complicated – AFSA dives deep on issues that are front of mind.

- **COMMITTEES & WORKING GROUPS**
\$5,000-\$20,000

The committee and working group sponsorships offer recognition prominent signage and logo placement on the meeting agendas, opportunity for leave behinds and opening remarks to the committee before the meeting begins. The committee and working group sponsorships take the form of recognition in our program, app and on the web, prominent signage and logo placement on the agendas and one minute to address the committee before the meeting begins.

For more information, visit afsaonline.org/businesspartners or contact Dan Bucherer at dbucherer@afsamail.org.



SPONSORSHIP OPPORTUNITIES cont.



- **RECEPTIONS & MEALS**
\$10,000-\$50,000

Unique to each conference, AFSA's receptions and meals offer outstanding brand recognition opportunities in Expo Halls, restaurants and dining locations. The AFSA Meetings team tailors each meal and reception to the location of the conference, the audience and time of year.

- **SERVICES & EXPERIENCES**
Item/Service Dependent

- Conference WiFi
- Lanyards and Registration Bags
- City/Conference-specific Room Drops
- Activities & Events like city tours, group runs and other adventures

All sponsorships receive:

- Recognition in the AFSA Events App, on the conference website, in social media and in the on-site print program.
- Three pre- and one post-conference attendee lists with contact information.
- Right-of-first refusal for the same sponsorship in the following year.
- Recognition as an AFSA Business Partner.

Don't see something that you've had success with in the past? Let us know - we're more than happy to offer new and exciting sponsorship opportunities.

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.

Conference Program

- ✓ 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.

Today at the Conference



Exclusive, targeted access to attendees before during and after the show by sponsoring AFSA "Day Ahead" emails.

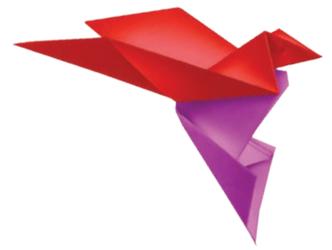


Work with AFSA staff to incorporate your messaging, logo and content in each email.



For more information, visit afsaonline.org/businesspartners or contact Dan Bucherer at dbucherer@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

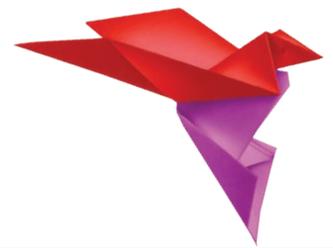
- Bespoke development of a topic and flow in conjunction with AFSA staff.
- The opportunity for AFSA staff subject matter experts to participate in the conversation.
- The opportunity for video+ audio or audio only recordings.
- Dynamic scheduling to fit your podcast appearance into your marketing schedule.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

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.

GROW YOUR FLOCK



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, including 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 rate.
- ▶ 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.

State Government Affairs Update

The State Government Affairs (SGA) Committee hosts a monthly update call to keep company executives and state association leaders informed on AFSA's activities around the country. Targeted at all members and attended by 150+ per month.

SGA Update offers monthly, whole-call sponsorships with the opportunity for image advertising, subject line visibility and promo materials.

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

 Sent biweekly,
25 issues per year

 7,000+ recipients

 33% open
average rate

 2% open
average rate

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

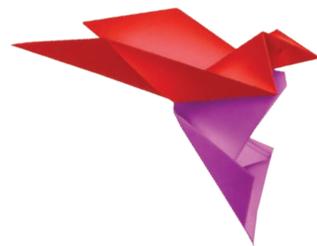
 Visitors accounted for more than 1.4 million unique events on-site.

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

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

For more information, visit afsaonline.org/businesspartners or contact Dan Bucherer at dbucherer@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, Sponsorship, Exhibits & Advertising 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 Dan Bucherer, Senior Director,
Member Services & Engagement.
dbucherer@afsamail.org | 202-466-8613

Editorial Content & Ad Bookings

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

Contact Grace McGurn, Manager,
Communications
gmcgurn@afsamail.org | 202-466-8614

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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.



AFSA

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