

120TH NATIONAL CONVENTION



VETERANS OF FOREIGN WARS.

Exhibits, Sponsorship and Advertising Opportunities

July 20-24, 2019 | Orlando, Florida



Corporate Relations for Partnership Opportunities:

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Convention/Exhibition Details

Vanessa Kane CMP, CMM

Manager Meetings & Events/Exhibits
vkane@vfw.org • office 816.968.1198

VFW National Headquarters

406 W. 34th Street
Kansas City, Missouri 64111





120TH VFW NATIONAL CONVENTION



Exhibitor Information

Dates: Saturday, July 20, 2019, through Wednesday, July 24, 2019.

Exhibit Show Hours: 8 a.m. – 4 p.m.

Important Dates: **February 15, 2019**

Hotel reservations can be booked via the VFW website.

May 10, 2019

Payment and all applicable paperwork must be received.

30 days prior to convention

An exhibitor services kit containing information on how to coordinate all logistical support for the convention. Company videos to be delivered to the VFW.

July 19, 2019

8 a.m. – 5 p.m., Exhibitor set-up commences.

July 23, 2019

4 p.m., Exhibitor tear-down commences.

**For Convention
& Exhibition Details:**

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Security: Security will be provided 24 hours a day in the exhibit hall.

**Exhibitor Cancellation
Policy:**

Exhibitor agrees to pay a charge based upon the percentages set below as liquidated damages, and not as a penalty, to compensate the VFW for its efforts and expenses related to this contract: (120-60 days: \$100 processing fee, 60-30 days: 50% of total fee, Under 30 days: 100% of total fee).





120TH VFW NATIONAL CONVENTION



The annual VFW National Convention is a high-profile event attended by thousands of veterans and their families. The Veterans of Foreign Wars is such a respected organization that many government and corporate leaders have come to speak before our attendees. The VFW members, VFW Auxiliary members, and their families represent a population that is patriotic, loyal, and enthusiastically support the companies that support them.

There are many opportunities to support the VFW’s 120th National Convention in the forms of sponsorship, advertising, and exhibitions. The convention presents your organization with the opportunity to reach the thousands of attendees and VFW leadership

from all 50 states and U.S. territories who represent the VFW’s extended network of more than 1.6 million VFW members, VFW Auxiliary members, and their family members.

The VFW looks forward to hosting your organization in Orlando, Florida. From sponsoring special exhibits and advertising, to social media live-streaming reaching the more than 710,000 online followers of the VFW, the convention experience in Orlando presents unique ways for your organization to be involved. Join us and be a part of celebrating the veterans who have served in our nation’s overseas conflicts and are dedicated to improving their country and communities.

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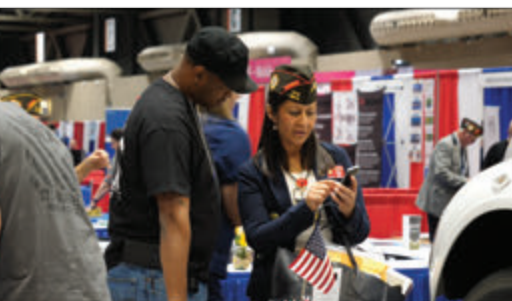
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NO ONE DOES MORE FOR VETERANS.®

Convention Sponsorship Opportunities

The VFW is experienced in building customized sponsorship packages that enhance and compliment brands. If you do not see any opportunities that may fit your organization's needs, please contact us.



Premier Sponsor | \$100,000

2 Available

1. Sponsor of the VFW National Convention and Joint Opening Session, premier speakers.
2. 10 minute address by company representative to the Joint Opening Session attendees along with ceremonial check presentation.
3. 60 second sponsor-produced video featured during Joint Opening Session.
4. Premier logo placement on video projection during the Joint Opening Session.
5. 30' x 50' prime booth placement in exhibit hall during the convention.
6. Top logo placement on all sponsorship banners/signage.
7. Full page, 4-color ad in the Official Convention Program, and on the back cover or inside the front cover.
8. A social media post about premier sponsorship during the convention to include brand signage.
9. Facebook Live video from Premier sponsor's booth/exhibit from the VFW.
10. Premier sponsorship recognition in the *VFW* magazine (October) issue, VFW National Convention webpage with link to company site, all VFW National Convention-related press releases, the VFW e-newsletter and on VFW social media.
11. Attendance at the Joint Opening Session and at all events and receptions, including the VIP Reception and the VFW Commander-in-Chief/VFW Auxiliary National President Reception.
12. Banner ad in the VFW National Convention mobile app.

Patriotic Sponsor | \$75,000

1 Available

1. 30 second sponsor-produced video to be played before and after select convention sessions.
2. 20' x 40' prime booth placement in exhibit hall during the convention.
3. Up to 8.5" x 11" registration bag insert.
4. Full page, 4-color ad in the Official Convention Program.
5. Company logo on the VFW National Convention webpage with link to company website.
6. Sponsorship recognition on VFW social media, in VFW e-newsletter and the VFW National Convention mobile app.
7. Company logo placement on all sponsorship banners/signage.
8. Facebook Live video from Patriotic sponsor's booth/exhibit during the convention.
9. Attendance at the VIP Reception, and the VFW Commander-in-Chief and/Auxiliary National President Reception.
9. Attendance at Joint Opening Session and any special events.
10. Banner ad in the VFW National Convention mobile app.

Fidelity Sponsor | \$50,000

Unlimited

1. Up to 8.5" x 11" registration bag insert.
2. Full page, 4-color ad in the Official Convention Program.
3. Company logo in the Official Convention Program and on the VFW National Convention webpage with link to company website.
4. Sponsorship recognition on VFW social media, in VFW e-newsletter and the VFW National Convention mobile app.
5. Company logo placement on all sponsorship banners/signage.
6. 20' x 30' prime booth placement in exhibit hall at the convention.
7. Attendance at the Joint Opening Session and any special events.
8. Attendance at the VIP Reception, and the VFW Commander-in-Chief/VFW Auxiliary National President Reception.
9. 30 second sponsor-produced video to be played before and after select convention sessions.

Freedom Sponsor | \$25,000

Unlimited

1. Up to 8.5" x 11" registration bag insert.
2. Half page, 4-color ad in the Official Convention Program.
3. Company logo in the Official Convention Program and on the VFW National Convention webpage with link to company website.
4. Sponsorship recognition on VFW social media, in VFW e-newsletter and the VFW National Convention mobile app.
5. Company logo placement on all sponsorship banners/signage.
6. 20' x 20' prime booth placement in exhibit hall at the convention.

Hero Sponsor | \$10,000

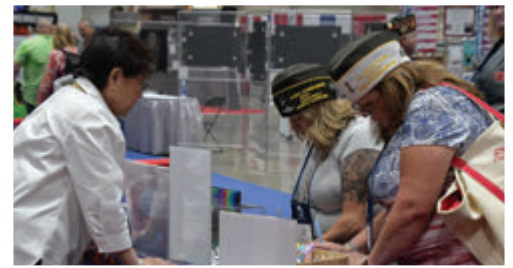
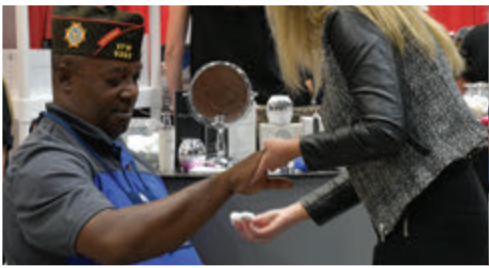
Unlimited

1. Up to 8.5" x 11" registration bag insert.
2. 1/4 page, 4-color ad in the Official Convention Program.
3. Company logo in the Official Convention Program and on the VFW National Convention webpage with link to company website.
3. Sponsorship recognition in the VFW e-newsletter and the VFW National Convention mobile app.
4. Company logo placement on all sponsorship banners/signage.
5. 10' x 10' prime booth placement in exhibit hall at the convention.

Educational Sponsor | \$5,000

Universities/Colleges/Trade Schools - Unlimited

1. Up to 8.5" x 11" registration bag insert.
2. Company logo in the Official Convention Program and on the VFW National Convention webpage with link to institution website.
3. Company logo placement on all sponsorship banners/signage.
4. 10' x 10' prime booth placement in exhibit hall at the convention.



Health Fair Sponsorship Information

From increasing awareness about mental well-being, to providing free medical screenings, the VFW's Health Fair is an interactive event providing VFW members, veterans and their families with free access to products, displays and educational information in one location. When available, we also offer veterans free onsite claims assistance through a free, two-day walk-in claims clinic. If you don't see an opportunity that fits your organization's needs, please contact us.

Premier Health Fair Sponsor | \$50,000

1 Available

1. Up to 8.5" x 11" registration bag insert.
2. Full page, 4-color ad in the Official Convention Program.
3. Company logo in the Official Convention Program on the VFW National Convention webpage with link to company website.
4. Sponsorship recognition on VFW social media, in VFW e-newsletter and the VFW National Convention mobile app.
5. Company logo placement on all sponsorship banners/signage.
6. 20' x 30' prime booth placement in health fair or exhibit hall at the convention.
7. Attendance at the Joint Opening Session, invitation-only receptions, and any special events.
8. 30 second sponsor-produced video to be played before and after select convention sessions.

Health Fair Sponsor Level 1 | \$25,000

Unlimited

1. Up to 8.5" x 11" registration bag insert.
2. Half page, 4-color ad in the Official Convention Program.
3. Company logo in the Official Convention Program and on the VFW National Convention webpage with link to company website.
4. Recognition of sponsorship on VFW social media, in VFW e-newsletter and the VFW Convention mobile app.
5. Company logo placement on all sponsorship banners/signage.
6. 20' x 20' prime booth placement in health fair exhibit hall at the convention.

Health Fair Sponsor Level 2 | \$10,000

Unlimited

1. Up to 8.5" x 11" registration bag insert.
2. 1/4 page, 4-color ad in the Official Convention Program.
3. Company logo in the Official Convention Program and on the VFW National Convention webpage with link to company website.
4. Recognition in VFW e-newsletter and the VFW Convention mobile app.
5. Company logo placement on all sponsorship banners/signage.
6. 10' x 10' prime booth placement in health fair exhibit hall at the convention.

Other Sponsorship Opportunities

100th Anniversary of National Veterans Service Department Celebration | \$25,000

At the 2019 VFW National Convention, the VFW will be celebrating the 100th anniversary of the organization's National Legislative Service and National Veterans Service department. Sponsors will be supporting the celebratory events for our National Veterans Service attendees. Please contact us for more details as the convention gets closer.

Event and Reception Sponsorships

- \$10,000 (1) **All-American Commanders Luncheon Sponsorship:** The All-American Luncheon is for current and past All-American VFW Post Commanders. The VFW recognizes these Posts based on their philanthropy and community service.
- \$7,500 (1) **VFW Department Commanders Luncheon:** Luncheon held for the state commanders.
- \$6,000 (1) **VFW National Outstanding Community Service Post Reception Sponsorship:** This reception honors and recognizes the top VFW Post's community service projects.
- \$6,000 (1) **Jr. Vice Commanders and Auxiliary Jr. Vice Presidents Luncheon Sponsorship**
- \$6,000 (1) **Sr. Vice Commanders and Auxiliary Sr. Vice Presidents Luncheon Sponsorship**
- \$5,000 (1) **Gold Star Families Reception:** The term "Gold Star" refers to a family who has lost a loved one while in military service. Every year at the convention, the VFW honors these families whose loved one has made the ultimate sacrifice in the defense of our nation with a reception prior to a Memorial Service.
- \$2,500 **2-Hour Breakout Session (Sat/Sun Only)**
- \$2,000 **Women Veterans Discussion Sponsorship**
- \$1,500 (2) **Exhibitors' Breakfast Sponsorship:** On Saturday/Sunday mornings at 7 a.m., the VFW offers a continental breakfast to exhibitors in the main hall and the Health Fair areas.

Company Logo Placement

- \$5,000 Put your company/organization logo on the VFW livestream at the convention.
- \$5,000 Facebook Live video from sponsored booth.
- \$3,000 Put your company logo on 3,000 registration/convention tote bags.
- \$2,000 Put your company logo on 2,000 VFW Store bags in various sizes.
- \$2,000 1/4 page ad opportunity in the Official Convention Program.
- \$1,500 Cellular Phone Charging Stations Sponsorship
- \$1,000 Have your company video (30-60 sec) played on a loop before and after certain events, as well as on registration kiosks.
- \$1,000 Push notification within the VFW National Convention mobile app. (Limited availability)
- \$250 No larger than 8.5" x 11" tote bag insert (3,000 total), printed front and back.
- \$100 Business Center Sponsorship
- \$TBD Advertising opportunity in the October issue of *VFW* magazine issue which covers the VFW National Convention.

Convention Program Ads (Deadline: May 10, 2019)

- ✓ An 8 1/2" x 11" 4-color publication, approximately 50 pages.
- ✓ Printed on glossy paper.
- ✓ Contains accomplishments and initiatives from every department within the VFW from the past year.
- ✓ Also includes reports from the VFW Auxiliary, VFW Foundation, VFW National Home for Children, and the Military Order of the Cootie.
- ✓ This program is kept by delegates after the convention is over.

Ad Mechanical Specs

Page Size	W x H
Full Page (No Bleed)	7 1/2" x 10"
Full Page (Bleed)	8 1/2" x 11"
1/2 Page, Horizontal Only	7 1/2" x 4 3/4"
1/4 Page, Vertical Only	3.6" x 5"

Bleeds (Full Page Ads Only):

For full page ads with bleed, add 1/8" on all sides.

Resolution:

Minimum of 300 dpi

Colors:

4-color process only. **No spot colors.**

Accepted Format:

PDF optimized for print. **No Word documents will be accepted.**



Company Logo Requirements (Deadline: May 10, 2019)

Please furnish a color company logo in Illustrator vector format. If not in vector, logo needs to be at least 8" x 8" in tiff format @ 300 dpi.

Video Requirements (Deadline: June 21, 2019)

Videos should be mp4 format in the highest quality available, 30-60 seconds in length.

For more information, contact

Brooke Brown
Corporate Relations/VFW Foundation
Email: bbrown@vfw.org
Office 816.968.2766
Cell 816.868.3156

ABOUT THE



Total VFW and Auxiliary Members: **More than 1.6 million**

Facebook Followers: **602,902**

Twitter Followers: **67,990**

LinkedIn: **15,901**

Our Mission: To foster camaraderie among United States veterans of overseas conflicts. To serve our veterans, the military and our communities. To advocate on behalf of all veterans.

Who We Are: The Veterans of Foreign Wars of the United States is a nonprofit veterans service organization comprised of eligible veterans and military service members from the active, guard and reserve forces. We trace our roots back to 1899 when veterans of the Spanish-American War (1898) and the Philippine Insurrection (1899-1902) founded local organizations to secure rights and benefits for their service. Some of these veterans banded together and formed organizations that would eventually band together and become known as the Veterans of Foreign Wars of the United States.

After chapters were formed in Ohio, Colorado and Pennsylvania, the movement quickly gained momentum. Today, membership stands at more than 1.6 million members of the VFW and the VFW Auxiliary. The VFW's reach extends far beyond its membership, auxiliary members and family members. VFW leaders are often leaders in their communities and are often utilized as military matter resources by local politicians and news outlets.

We have many programs and services that work to support veterans, service members and their families, as well as communities worldwide ... which is why we proudly claim that:

NO ONE DOES MORE FOR VETERANS.®





VFW Programs

The VFW Proudly proclaims: **No One Does More for Veterans.** The VFW offers many programs that address the needs of veterans, service members and their families. These programs range from providing direct relief to ensuring that the veterans have access to their benefits. The VFW manages a wide variety of programs to our nation’s heroes at no cost and no VFW-affiliation required by those we serve. The VFW is proud of these programs:

The **Unmet Needs** program provides assistance to veterans, service personnel and their families with financial grants of up to \$1,500 to be used for rent, mortgage, utilities, vehicle repair, medical expenses and food/basic assistance.

The **National Veterans Service (NVS)** program provides support for veterans in their benefit and compensation claims. The NVS program has a special interest in providing counseling to active-duty personnel separating from service. The VFW’s more than 2,000 service officers have helped more than 255,000 veterans recover billions of dollars worth of benefits in the last three years alone.

The VFW **Mental Health Awareness** program focuses on mental wellness within the military and veterans’ communities. The VFW is leveraging its membership with the nation’s leaders in mental health care, research and peer-to-peer support, to raise awareness and provide support for veterans, service members and their loved ones who may be suffering from invisible injuries or emotional stress.

The **Military Assistance Program** provides morale-boosting “welcome home” or “send-off” events for military units. Since 2005, more than 2.3 million service members and their families have been hosted at MAP events.

The **Voice of Democracy** and **Patriot’s Pen** programs are patriotic student essay contests that provide more than \$3 million annually for college scholarships for students grade 6-12.

The VFW’s **Help A Hero Scholarship** program provides eligible service members and veterans with up to \$5,000 in post-secondary scholarships to help them achieve their education goals.



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