



# SPONSOR & EXHIBITOR KIT



October 28-30, 2018 | Kansas City, MO | The Westin Crown Center

[WomenWhoCount.com](http://WomenWhoCount.com)



**Accounting & Financial Women's Alliance**  
CONNECT • ADVANCE • LEAD



## WHAT IS THE WOMEN WHO COUNT CONFERENCE?

AFWA's Women Who Count Conference will bring together hundreds of accounting and finance professionals from across the country. The event offers technical education to keep attendees competitive, professional development courses to empower their potential, and connection opportunities to build powerful business networks.

Our attendees are engaged and ready to network. Get quality face-time and make valuable connections with this attentive (and fun!) audience.

## WHO ATTENDS?

From emerging leaders to experienced industry professionals, this conference will see a wide array of experience and industry expertise.

### Employment (2017 Conference attendees):



### On the Ladder (AFWA Members)



### Top Areas of Practice Among AFWA Members

Accounting // Tax // Financial Analysis  
 Accounts Receivable and Payable // Bookkeeping  
 Auditing // Payroll // Operations // Government

## CONFERENCE OVERVIEW *(as of January 2018 - subject to change)*

SATURDAY 10/27  
 AFWA Board Meetings

SUNDAY 10/28  
 8:30a - 5:30p Sessions  
 Chapter leader and professional development  
 6:30p - Opening Reception

MONDAY 10/29  
 7:30a - 5:00p - Sessions  
 2 keynote sessions  
 Foundation Fundraising Lunch  
 Foundation FUN Night

TUESDAY 10/30  
 7:00a-5:00p - Sessions  
 2 keynote sessions  
 AFWA Women Who Count Awards

**6 Hours dedicated to  
 attendee networking with exhibitors!**



## AFWA DAY

We are excited to host AFWA Day at the Women Who Count Conference, on Sunday, October 27, 2018!

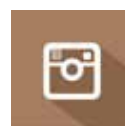
AFWA Day will bring together the leaders (and aspiring leaders) of over 50 local Chapters from across the nation. Chapter Leaders will participate in leadership development, chapter training, and round-table sessions.

**90% of AFWA members are involved  
 with a local Chapter.**

Connect with AFWA online for all the latest event updates and more!

[AFWA.org/AFWA18](http://AFWA.org/AFWA18)

@AFWANational #WomenWhoCount





# Women Who Count

## 2018 NATIONAL CONFERENCE

Presented by The Accounting & Financial Women's Alliance

### MAKE AN IMPACT

Our Conference exhibitor and sponsor opportunities allow businesses and firms of all sizes to customize the scale and scope of a package that best fits their needs. Whether a single advertisement or complete coverage throughout the event - we want to work with you!



### TAILORED TO YOUR BUSINESS GOALS

#### BUILD YOUR OWN

View our complete menu of exposure opportunities to build your own package with the items that will best deliver your desired results

- Build a Conference Sponsor packet up to any dollar amount
- Perfect for smaller firms or businesses with specific goals
- Use the enclosed worksheet to help organize your package

OR

#### READY FOR YOU

View our pre-packaged levels for national conference sponsorship

- Perfect for firms and businesses looking to make a large impact
- Most Packages include Conference Registration

#### EXHIBITOR HOURS

- Saturday 10/27
  - Optional set up
- Sunday 10/28
  - 8:30-4:30p - Optional exhibit and exhibitor set up
  - 6:30-8:00p - Opening reception with all exhibitors
- Monday 10/29
  - 7:30-5:00 Exhibits open
  - 7:30-9:00a - Coffee Break
  - 1:45-2:15p - Energy Break
- Tuesday 10/30
  - 7:00-11:00a Exhibits open
  - 7:00-9:0a - Breakfast
  - 10:45-11:00 - Coffee Break
  - 11:00 - Exhibitor break down

### AS A SPONSOR...

No matter your investment level, all sponsors will receive the following:

- Sponsor or exhibitor ribbon for your conference name badge
- Basic sponsor or exhibitor listing in the Conference Mobile App
- Logo placement or exhibitor description in the Conference Program
- Logo placement on the Conference Website
- Attending sponsors and exhibitors will have access to engage via the conference mobile app

In addition, all exhibitors will receive

- Attendee mailing list 30 days prior to the conference and immediately following the conference
- Opportunity to include a flyer or promotional item in the conference bags

#### SPONSOR RECOGNITION LEVELS

#### TOTAL INVESTMENT

SPONSOR RECOGNITION LEVELS	TOTAL INVESTMENT
Platinum	\$10,000
Gold	\$8,000
Silver	\$6,000
Bronze	\$4,000
Education	\$2,000
Exhibitor	\$1,400 (booth only)
Supporter	up to \$1,999

Questions Contact Debi Williams at [deborah.williams@afwa.org](mailto:deborah.williams@afwa.org) or 859.219.3578

♥	OPPORTUNITY	DESCRIPTION	INVESTMENT
	Exhibit Hall Booth	Exhibit spaces not purchased as part of an event sponsorship are assigned on a first-come, first served basis. Exhibitor space includes one table and two chairs, two exhibitor only passes (includes meals during exhibiting days), and mobile app standard listing. <i>*additional items for both space are available for rental from the exhibit hall vendor</i>	\$1400
	Conference Program Advertising	The Conference Program is distributed to all attendees at registration and will become their guidebook for the conference. All ads are in full color with full bleed.	Full page: \$1000 1/2 page: \$500 1/4 page: \$200 Note pages (logo placement): \$150
	Charging Station	A charging station for phones, tablets and other electronic devices is available in the conference space. This space include the sponsor's ad and message in a digital space.	\$500
	Conference Name Badge Lanyards	Your logoed lanyard will be worn by 200-250 attendees with the required conference name badge.	\$1000 \$500 (with donation of lanyards)
	Conference Mobile App	The Conference Mobile app allows conference attendees to leave their program book behind, and view their session schedule at their finger tips. Attendees engage with other attendees, rate sessions, and post photos. Opportunity includes mobile app splash screen (the opening screen on the mobile app will be conference branded and will include your company's logo and 'brought to you by'), mobile app instructional tent cards in the registration area will include your company's logo, recognition in the conference program as the mobile app sponsor and 1 branded promoted post and 1 branded push notification. <i>Must commit by July 1.</i>	\$1200
	Mobile App Push Notification	Direct message to each mobile app user. Will also include a promoted post of the same message	\$400 \$150 (with booth)
	Mobile App Banner Ad	Display your message at the top of the mobile app for all users to view as they navigate the app	Available with packages only
	Young Professional Event	The conference will include a networking or educational event exclusive for young professional attendees. You will receive recognition on all promotions related to the YP event, logo placement in the Conference program and on signage, a mobile app listing, one day conference pass, and a 2-minute address to happy hour attendees.	\$500
	Energy Breaks	Your company name and information will be present as attendees stop to recharge between sessions with snacks and beverages. All breaks for the day are included in each sponsorship.	\$1000 /break (6 available)

♥	OPPORTUNITY	DESCRIPTION	INVESTMENT
	Keynote Sessions	The Conference will include several keynote presentations for all attendees. Each sponsor receives name recognition alongside all Keynote promotion, listed in the mobile app, and the program. If you sponsor entire keynote, you will receive logo placement and a 2-minute welcome opportunity at the start of the session.	\$2000 /session \$100 co-sponsor opportunity- limited availability
	Education Supporter	A conference would not be a conference without education sessions. Be a supporter of learning and professional development. Each sponsor receives name recognition alongside all session promotion, listed in the mobile app, and the program.	\$100 co-sponsor opportunity- limited availability
	Conference Tote Bag	Co-branded with AFWA, the conference totebag is given to 200-250 conference attendees. In addition to the logo of your choice placed on the bag	\$2000
	Foundation Fun Night	The Foundation Fun Night is an exciting evening of fun and competition that supports the Foundation of AFWA. This event has included races, trivia, and many more memorable activities. Always a fun event! Your company will receive recognition on all promotions for the event, a listing on the conference mobile app, and a 1/2 page ad in the Conference program, and a 2-minute welcome at the start of the event.	\$3000
	Foundation Fundraising Lunch	The Foundation Fundraising lunch serves as the annual platform for the Foundation of AFWA to promote its mission, recognize scholarship recipients, and acknowledge volunteers. During the lunch, the Foundation will close out its annual silent auction, and host a live auction. Always an inspiring event! Receive a 1/2 page ad in the Conference program, and a 2-minute welcome at the start of the lunch.	\$5000
	AFWA's Women Who Count Awards lunch	The Women Who Count Awards are held annually to recognize women making a difference in their community and industry. Call for nominations occur May-August, and winners are announced during the Awards lunch at the National Conference. You will receive recognition on all promotions during the Call for Nominations time frame, including the nominations packet sent to 2,000+ members and contacts, recognition during the Conference, inclusion in post-event PR, mobile app listing, 1/2 page program ad, and exclusive sponsorship of the Awards breakfast, including a 2-minute welcome at the start of the breakfast.	\$5000
	Fall National Board and Foundation Board Meetings	Held in conjunction with the national conference in October each year, the National and Foundation boards meet to go over progress on initiatives, governance needs and priorities for the next 6-8 months. For sponsoring this event, your company will receive a full conference registration pass for 1 representative, opportunity to provide a presentation at the lunch during the board meetings, and invited to the board's evening meal. Receive a 1/2 page conference program ad, recognized in the annual report and in social media.	\$3000

## READY FOR YOU

### Sponsor and Exhibitor Packages

These packages have been specifically designed to provide your business the greatest impact throughout the Women Who Count Conference. We'll work closely with you to develop a plan, coordinate deliverables, and ensure you earn the desired return for your investment.

Sponsorship Level	PLATINUM	GOLD	SILVER	BRONZE	EDUCATION <i>(limited availability)</i>
Investment	\$10,000	\$8,000	\$6,000	\$4,000	\$2,000
Opportunity to host an Early Bird or Pre-Conference Session	X				
Exclusive sponsor of the co-branded tote bag	X				
Pre or Post Conference email to all attendees (Oct-Nov)	X	X			
Mobile App Push Notification	X	X			
Mobile App Banner ad (limited daily)	X	X	X		
Conference attendee mailing list (30 days prior to conference and once after the event)	X	X	X		
Partner Showcase booth space (includes 2 exhibit hall only passes)	premium location	premium location	X	X	
Full Conference Registrations	5	5	2	2	1
Conference program ad	Full page	Full page	Full page	1/2 page	1/2 page
Mobile App Enhanced Listing	X	X	X	X	X
Conference Bag stuffer	X	X	X	X	X
VIP status and recognition throughout the event	X	X	X	X	X

