



 *Women Who Count*  
2019 NATIONAL CONFERENCE  
Presented by The Accounting & Financial Women's Alliance

October 21-23, 2019 | Orlando, FL

# Sponsor & Exhibitor Prospectus



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

January 2018 \*\*\* Event details may change

# 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, leadership training to grow and manage their chapters, 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.

# When & Where is the 2019 Conference?

**October 21-23, 2019**

Wyndham Grand Resort, Orlando Bonnet Creek, Florida

FEATURED EVENTS \*\*\* *Subject to change*

## MON OCT 21

Opening Keynote Session  
Exhibit Area opens at 11:30am  
Opening Reception  
Chapter Achievement Reception

## TUES OCT 22

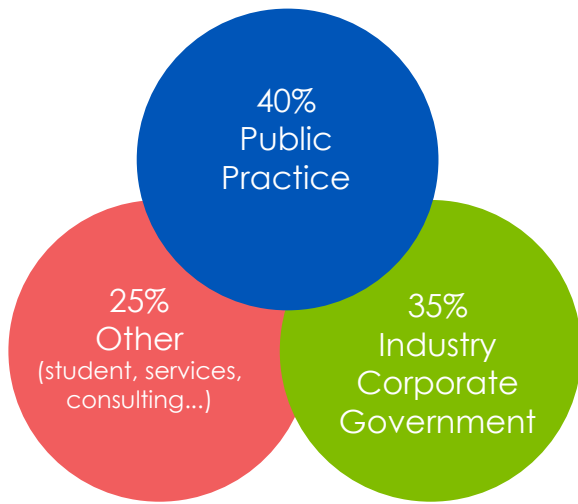
Exhibit area open all day  
Afternoon break with exhibitors  
Women Who Count Awards Lunch  
AFWA Annual Business Meeting

## WED OCT 23

Partner Mimosa Toast  
Coffee Break with Exhibitors  
Exhibit Area breakdown at 11:30  
Foundation Fundraising Lunch



# Who attends Women Who Count?



**30%**  
 Under the age of 36



**250+**  
 anticipated attendees

AFWA Members represent

**43** States and

**55** local Chapters

**1 in 3** attendees  
 Is a leader in her local Chapter

## 2018 Sponsors & Exhibitors

- Wiley
- The O Protocol
- FDIC
- Xero
- BKD, LLP
- Alight Analytics
- Avalara
- Beta Alpha Psi
- CPAplus Network
- DiversityComm
- Federal Reserve Bank
- Go Red for Women
- Illinois Tax School
- National Women's History Museum
- oGoLead
- StarChapter

We asked our partners to describe Women Who Count in one word...

electric  
 engaging  
 growth  
 encouraging  
 motivational  
 collaborative  
 exciting  
 valuable  
 unique  
 inspiring  
 supportive  
 transforming  
 fun  
 beautiful  
 powerful  
 connections  
 generous

# Spotlight

## SPONSOR

\$10,000 Investment

- Three full conference registrations for team members
- Opportunity to either present educational content during one 50 minute break out session *(as available)* OR welcome and address attendees at the start of one pre-scheduled session *(must be mutually agreed upon between presenter and sponsor)*
- One exhibit space, includes table and two chairs
- One full-page ad in the Conference Program
- One pre-conference email to attendees, pushed through AFWA, 1-3 week prior to conference (scheduled on a first-come, first-serve basis)
- One mobile-app push notification sent to all conference app users during the conference
- Opportunity to provide one piece of approved collateral in attendee conference bags
- Recognition as Spotlight Sponsor, to include logo on all conference promotional materials, event website, and event signage
- Sponsor listing in the conference program and on the conference mobile app
- Attendee mailing list 30 days prior and final mailing list following to include, name title, mailing address, company
- Opportunity to engage with attendees via the conference mobile app
- One webinar (for all AFWA members) following Women Who Count 2019 on a mutually agreed upon date and educational topic

# Women Who Count Awards

## LUNCHEON SPONSOR

\$6,000 Investment | One Available

- Exclusive named sponsor of the AFWA Women Who Count Awards Luncheon
- Three full conference registrations for team members OR one table (8 seats) at the Awards Event
- Opportunity or a five minute address to attendees at the the start of the Women Who Count Awards Event
- One exhibit space, includes table and two chairs
- One full-page ad in the Conference Program
- One pre-conference email to attendees, pushed through AFWA, 1-3 week prior to conference (scheduled on a first-come, first-serve basis)
- One mobile-app push notification sent to all conference app users during the conference
- Opportunity to provide one piece of approved collateral in attendee conference bags
- Recognition as the Women Who Count Award Event Sponsor, to include logo on all conference promotional materials, event website, and event signage
- Sponsor listing in the conference program and on the conference mobile app
- Attendee mailing list 30 days prior and final mailing list following to include, name title, mailing address, company
- Opportunity to engage with attendees via the conference mobile app
- One webinar (for all AFWA members) following Women Who Count 2019 on a mutually agreed upon date and educational topic

# Chapter Achievement

## RECEPTION SPONSOR

\$2,500 Investment | One Available

- Exclusive named sponsor of the invitation-only AFWA Chapter Achievement Reception to recognize outstanding chapters
- One full conference registration
- Opportunity for a five minute address to attendees at the the start of the Reception
- One half page ad in the Conference Program
- One pre-conference email to attendees, pushed through AFWA, 1-3 week prior to conference OR one email, pushed through AFWA, to all AFWA Chapter leaders (scheduled on a first-come, first-serve basis)
- One mobile-app push notification sent to all conference app users during the conference
- Opportunity to provide one piece of approved collateral in attendee conference bags
- Recognition as a conference Sponsor, to include logo on all conference promotional materials, event web-site, and event signage
- Sponsor listing in the conference program and on the conference mobile app
- Attendee mailing list 30 days prior and final mailing list following to include, name title, mailing address, company
- Opportunity to engage with attendees via the conference mobile app
- One webinar (for all AFWA members) following Women Who Count 2019 on a mutually agreed upon date and educational topic



# Exhibitor

7.5  
hours dedicated  
to exhibitor  
networking

\$1,400 Investment

- One standard space in the Conference Exhibit area, includes table and two chairs
- Two exhibitor passes (includes meals and breaks on exhibiting days)
- Opportunity to provide one piece of approved collateral in attendee conference bags
- Recognition as an exhibitor, to include logo on all conference promotional materials, event website, and event signage
- Sponsor listing in the conference program and on the conference mobile app
- Attendee mailing list 30 days prior and final mailing list following to include, name title, mailing address, company
- Opportunity to engage with attendees via the conference mobile app



# A La Carte

## SPONSORSHIPS

- Conference Program Ad                      Full page \$800 | Half page \$400
- Mobile Charging Station                      \$500
- Namebadge Lanyards                         \$1,000 | if lanyards provided \$500
- Mobile App Sponsor                         \$1,500
- Mobile App Push Notification              \$400 | with exhibit \$150
- Young Professional Event                  \$800
- Coffee Breaks                                 \$1,000/break

# Year-Round Add-Ons

## ADVERTISING

- **Sponsored Webinar** (\$600): Prepare and deliver your own educational content for AFWA members. Registration and promotions and handled by AFWA with prominent sponsorship mentions. Webinars are free for AFWA members and offer NASBA CPE Credit (minimum 50 minute presentations required)
- **Social Media Blast** (\$500): Promote your message across all of AFWA National's social media networks, including Facebook, Twitter, Instagram, and LinkedIn. Include an image and link back to your content.
- **eNewsletter Banner Ad**: Make an impact with a banner ad in one of AFWA's regular eNewsletters
  - Accountability (\$200): monthly eNewsletter sent to all AFWA members
  - Leaps & Bounds (\$150): quarterly eNewsletter sent to AFWA members 35 years old and younger
  - Foundation Quarterly (\$150): quarterly eNewsletter sent to all AFWA members promoting scholarships and initiatives by The Foundation of AFWA
  - Leader's Ledger (\$175): monthly eNewsletter sent to all Chapter Leaders
- **Email to Members** (\$500): Your custom message sent directly AFWA member inboxes. Messages are scheduled and sent by AFWA.
- **Membership Invoice Insert** (\$700 for 6 months, \$1000 for 12 months): Insert your costume brochure or flyer into each AFWA membership renewal invoice mailed to AFWA members throughout the year

Your opportunities with AFWA don't end here. Earn additional benefits for your organization when you join 5 or more members under AFWA's Corporate Membership. Or, contact us to find out how you can post your job openings to AFWA's Job Board. We are happy to work with you to develop a Sponsorship and Advertising packet costume to your needs and goals as a partner!

# Our Commitment

## 2019 SPONSOR & EXHIBITOR FORM



Company Name:	
Primary Contact:	
Email:	
Phone Number:	
Address:	

Sponsorship	Investment	Selection
Spotlight Sponsor	\$10,000	
Awards Luncheon Sponsor	\$6,000	
Chapter Achievement Sponsor	\$2,500	
Exhibitor	\$1,400	
<b>Conference A La Carte Add-Ons</b>		
Conference Program Ad	\$800 - Full page	
	\$400 - Half page	
Mobile Charging Station	\$500	
Lanyards	\$1,000	
	\$500 - w/ lanyards provided	
Mobile App Sponsor	\$1,500	
Mobile App Push Notification	\$400	
	\$150 - w/ exhibitor or higher	
Young Professional Event	\$800	
Coffee Breaks	\$1,000	
Conference Bag Stuffer	\$500	
Additional Attendee	AFWA Member/Early Bird Rate	
<b>Year Round Add-Ons</b>		
Sponsored Webinar	\$600	
Social Media Blast	\$500	
eNewsletter Banner Ad		
Accountability	\$200	
Leaps & Bounds	\$150	
Foundation Quarterly	\$150	
Leaders Ledger	\$175	
Email to Members	\$500	
Membership Invoice Insert	\$700 - 6 months	
	\$1,000 - 1 year	
	<b>Total</b>	\$

Thank you for showing your support for Women Who Count!

We value your partnership and want to ensure you receive the best results for your investment. All levels of sponsorship are customizable to your goals.

Return your completed commitment form to

**AFWA Executive Director**  
**Cindy Stanley**  
**cindy.stanley@AFWA.org**  
**p: 859-219-3590**

A separate invoice and agreement specific to your organization will be provided.



Accounting & Financial  
 Women's Alliance

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