



## SPONSOR & EXHIBITOR KIT



October 28-30, 2017 | Washington D.C. | The Westin Alexandria, VA

[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.

At least 56% of conference attendees are practicing CPAs. 21% of AFWA Members work in Public Accounting/Auditing

Age (2016 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

## CONFERENCE OVERVIEW

(as of January 2017 - subject to change)

FRIDAY 10/27

AFWA Board Meetings

SATURDAY 10/28 | AFWA DAY

8:30a - 5:30p Sessions

Chapter leader and professional development

6:30p - Opening Reception

SUNDAY 10/29

7:30a - 5:00p - Sessions

2 keynote sessions

Foundation Fundraising Lunch

Foundation FUN Night

MONDAY 10/30

7:00a-5:00p - Sessions

2 keynote sessions

AFWA Excellence Awards

6 Hours dedicated to attendee networking with exhibitors!



AFWA DAY

We are excited to host our first ever AFWA Day at the Women Who Count Conference, on Saturday, October 27, 2017!

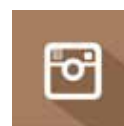
AFWA Day will bring together the leaders (and aspiring leaders) of over 70 local Chapters from across the nation. Chapter Leaders will participate in leadership development, chapter training, and round-table sessions.

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

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

[AFWA.org/AFWA17](http://AFWA.org/AFWA17)

@AFWANational #WomenWhoCount17





## 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

### EXHIBIT HALL HOURS

- Friday 10/27
  - Optional set up
- Saturday 10/28
  - 8:30-4:30p - Optional exhibit hall and exhibitor set up
  - 6:30-8:00p - Opening reception with all exhibitors
- Sunday 10/29
  - 7:30-5:00 Exhibit hall open
  - 7:30-9:00a - Coffee Break
  - 1:45-2:15p - Energy Break
- Monday 10/30
  - 7:00-11:00a Exhibit hall 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)
Sponsor	up to \$1,999

*Questions* Contact Ericka Harney at [ericka.harney@afwa.org](mailto:ericka.harney@afwa.org) or 859.219.3532



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 booth/table (depending on location), two chairs and company identification sign, two exhibit-hall 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 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>	\$1300
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 Promoted Post	Your message, which may include an image and link to your website or conference session, will sit at the top of the mobile app news feed for 1 hour.	\$250
Young Professional Breakfast	The conference will include a breakfast event exclusive for young professional attendees and guests. You will receive recognition on all promotions related to the YP breakfast, logo placement in the Conference program and on breakfast signage, a mobile app listing, and a one day conference pass, and a 2-minute opportunity to address breakfast 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.	\$2000 /day (3 days available)

♥	OPPORTUNITY	DESCRIPTION	INVESTMENT
	Keynote Sessions	The Conference will include several keynote presentations for all attendees. In addition to name recognition and logo recognition alongside all Keynote promotion, your company will receive 2-minute welcome opportunity at the start of the session.	\$2000 /session
	Conference Tote Bag	Co-branded with AFWA, the conference totebag is given to 200-2500 conference attendees. In addition to the logo of your choice placed on the bag - SOLD OUT!	\$2500
	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 Excellence & Achievement Awards Lunch	The Excellence and Achievement Awards are held annually to recognize women making a difference in their community and industry, and Chapters of AFWA excelling at programming and membership. Call for nominations occur May-August, and winners are announced during the Awards Breakfast at the National Conference. Your company 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, a mobile app listing, 1/2 page conference 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

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		\$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 Promoted Post or Poll Question	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

