



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

October 21-23, 2019 | Wyndham Grand, Orlando Resort Bonnet Creek

# Sponsor & Exhibitor Prospectus



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

[WOMENWHOCOUNT.COM](http://WOMENWHOCOUNT.COM)

January 2019 \*\*\* 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

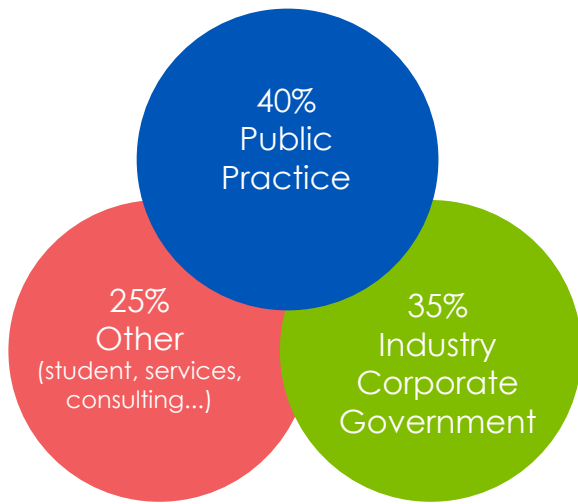
Exhibit area open all day  
Afternoon break with exhibitors  
Women Who Count Awards Lunch  
AFWA Annual Business Meeting

## 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...



# Sponsor & Exhibitor Opportunities

## ALL PACKAGES INCLUDE

- Recognition as a Conference Sponsor on all pre-event promotions
- Listing in the Conference Program and Mobile App
- Opportunity to engage with attendees via the conference mobile app
- Opportunity to provide one piece of approved collateral in attendee conference bags
- Attendee mailing list 30 days prior and final mailing list following to include, name title, mailing address, company

# Spotlight

## SPONSOR

\$10,000 Investment

- Three full conference registrations for team members
- Opportunity to welcome and address attendees at the start of one pre-scheduled breakout 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
- 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
- Two full conference registrations for team members OR one table (8 seats) at the Awards Event
- Opportunity for a 3 minute address to attendees at the the start of the Women Who Count Awards Lunch
- One exhibit space
- One full-page ad in the Conference Program
- One mobile-app push notification sent to all conference app users during the conference
- One webinar (for all AFWA members) following Women Who Count 2019 on a mutually agreed upon date and educational topic

# Keynote

## SPONSOR

\$6,000 Investment

- Exclusive named sponsor of one of five Keynote Sessions
- One full conference registration
- Opportunity to welcome attendees and introduce the Keynote speaker
- Distribution of promotional brochure or materials at all seating in the session
- One exhibit space
- One full-page ad in the Conference Program
- One mobile-app push notification sent to all conference app users during the conference
- One webinar (for all AFWA members) following Women Who Count 2019 on a mutually agreed upon date and educational topic

**ENTERTAINMENT** We want to kick-off Women Who Count 2019 with a bang! Let's discuss how your Company can help make this event memorable. **Sponsor the entertainment** at our Opening Keynote session.

# 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 quarter page ad in the Conference Program
- One mobile-app push notification sent to all conference app users during the conference
- One webinar (for all AFWA members) following Women Who Count 2019 on a mutually agreed upon date and educational topic



# Mobile App SPONSOR

\$4,000 Investment | One Available

- Exclusive named sponsor of the Conference Mobile App and recognition on all related promotions
- One full conference registration
- Sponsor logo on the opening splash screen of the app
- Rotating Banner Ad at the top of Mobile App navigation screen
- One mobile-app push notification sent to all conference app users during the conference
- One half page ad in the Conference Program

# YP Connection SPONSOR

\$3,000 Investment | One Available

- Exclusive named sponsor of Young Professional Programming on Sunday, October 22. Programming will include a professional development session, AFWA LEAP Council Meeting, and Dinner outing.
- Sponsor mention along side all promotion of the event
- Opportunity to welcome and address attendees at the start of the session
- One pre or post conference email to YP attendees
- One quarter page ad in the Conference Program
- One webinar (for all AFWA members) following Women Who Count 2019 on a mutually agreed upon date and educational topic

# Speed Networking SPONSOR

\$2,000 Investment | One Available

- Exclusive named sponsor of the Speed Networking event and recognition on all related promotions
- Opportunity to welcome and address attendees at the start of the session
- Logo on screen during the session
- One mobile-app push notification sent to all conference app users promoting the session
- One quarter page ad in the Conference Program

# Welcome Reception **SPONSOR**

\$5,000 Investment | One Available

- This year we want to take attendees "around the world" with a sampling of foods from different countries and cultures.
- Exclusive named sponsor of the AFWA Women Who Count Welcome Reception, included on all promotions for the event
- One full conference registration
- One exhibit space
- One half-page ad in the Conference Program

# Dessert Break **SPONSOR**

\$2,000 Investment

- Following Tuesday's Women Who Count Awards attendees will be treated to dessert in the exhibit area. Your exclusive named sponsorship will make this dessert a memorable experience!



# Energy Break SPONSOR

\$1,000 Investment

- Exclusive named sponsor of one coffee break between sessions
- Special mention in the program schedule and on a mobile push notification
- Signage at the break
- Opportunity to distribute promotional materials

# NameBadge SPONSOR

\$1,000 Investment | \$500 if lanyards provided

- Exclusive sponsor of attendee namebadges
- Your company logo on the lanyard worn by all attendees

# Exhibitor

\$1,400 Investment

- One standard space in the Conference Exhibit area, includes table and two chairs
- Two exhibitor passes (includes meals and breaks during exhibit hall hours)
- Recognition as an exhibitor, to include logo on all conference promotional materials, event website, and event signage

7.5  
hours dedicated  
to exhibitor  
networking





# A La Carte


## ADVERTISING

- Conference Program Ad            Full page \$800 | Half page \$400 | Quarter page \$250
- Mobile Charging Station            \$500
- Conference Bag Stuffer            \$500
- Mobile App Push Notification    \$400 | with exhibit \$150

# Increase Your Impact

## YEAR-ROUND 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
	Spotlight Sponsor	\$10,000
	Awards Luncheon	\$6,000
	Keynote	\$6,000
	Chapter Achievement	\$2,500
	Mobile App	\$4,000
	YP Connection	\$3,000
	Speed Networking	\$2,000
	Welcome Reception	\$5,000
	Dessert Break	\$2,000
	Energy Break	\$1,000
		\$1,000
	Name Badge	\$500 - w/ lanyards provided
	Exhibitor	\$1,400
	<b>Conference A La Carte Add-Ons</b>	
	Conference Program Ad	\$800 - Full page
		\$400 - Half page
		\$250 - Qtr page
	Mobile Charging Station	\$500
	Mobile App Push Notification	\$400
		\$150 - w/ exhibitor or higher
	Conference Bag Stuffer	\$500
	Additional Attendee w/ sponsorship package	\$749

✓	Sponsorship	Investment
	<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>	

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**  
CONNECT • ADVANCE • LEAD

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.