



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

# Women Who Count

## 2020 NATIONAL CONFERENCE

October 28-30, 2020  
The Drake Hotel | Chicago, IL

**SPONSORSHIP & EXHIBITOR PROSPECTUS**





# Connect with Women Who Count

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.



250+ anticipated attendees



Diverse attendance includes public accounting professionals, industry CFOs and controllers, professors, students, and small business owners.



30% under the age of 36



Members represent 43 states and 50 local chapters and networks



1 in 3 attendees is a leader in her chapter or network

## How our sponsors describe Women Who Count...

MOTIVATIONAL beautiful exciting collaborative  
connections ELECTRIC encouraging ENGAGING  
valuable transforming unique inspiring POWERFUL  
fun growth SUPPORTIVE generous



# Sponsorship Opportunities

## All Packages Include

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

## Exhibitor | \$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)
- 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
- Opportunity to engage with attendees via the conference mobile app



## Career Development Center | \$750 or \$300 with an Exhibit Package

- Sponsor a table topic in AFWA's Career Development Center
- Topics include interview advice, resume review, online job search techniques, impression management, career path advice, salary negotiation, and more
- 10% discount on AFWA's online job board for one year
- More details to be added... contact AFWA for more information



# Sponsorship Opportunities



## Women Who Count Awards Luncheon **SPONSOR**

\$4,500 Investment

- Exclusive named sponsor of the AFWA Women Who Count Awards Luncheon
- 3 full conference registrations for team members OR one table (8 seats) at the Awards Event
- Opportunity for a 5 minute address to attendees at the start of the Awards Event
- One full-page ad in the Conference Program
- Distribution of promotional brochure or materials at all seating in the luncheon
- One pre-conference email to attendees, pushed through AFWA, 1-3 week prior to conference
- One mobile-app push notification sent to all conference app users during the conference

## Welcome Reception **SPONSOR**

\$4,000 Investment

- Exclusive named sponsor of the opening reception for all attendees
- One full conference registration
- Signage throughout the reception
- One full-page ad in the Conference Program
- One pre-conference email to attendees, pushed through AFWA, 1-3 week prior to conference
- One mobile-app push notification sent to all conference app users during the conference

## Opening Entertainment

\$2,000 Investment

**SPONSOR**

We want to kick-off Women Who Count 2020 with a bang! Let's discuss how your company can help make this event memorable.

## Keynote **SPONSOR**

\$3,000 Investment

- Exclusive named sponsor of one keynote session
- One full conference registration
- Opportunity for a 5 minute address to attendees at the start of the Keynote Event
- One full-page ad in the Conference Program
- Distribution of promotional brochure or materials at all seating in the session
- One pre-conference email to attendees, pushed through AFWA, 1-3 week prior to conference
- Special mention in the program schedule and a mobile push notification

## Chapter Achievement Reception **SPONSOR**

\$2,000 Investment

- Exclusive named sponsor of the invitation-only AFWA Chapter Achievement Reception to recognize outstanding chapters
- One full conference registration
- Opportunity for a 5 minute address to attendees at 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
- One mobile-app push notification sent to all conference app users during the conference

# Sponsorship Opportunities

## Young Professional Event **SPONSOR**

\$2,000 Investment

- Sponsor an outing organized by AFWA's LEAP Council for young professional attendees
- Invitation to one monthly LEAP Council conference call prior to the conference to introduce your company
- One banner ad in the quarterly Leaps & Bounds eNewsletter
- One full conference registration
- One quarter page in the Conference program
- One mobile-app push notification sent to all conference app users during the conference
- One "scholarship" to cover the registration cost for a young professional conference attendee

## Foundation of AFWA Event **SPONSOR**

\$2,000 Investment

- Support the fundraising efforts of The Foundation of AFWA with a sponsorship to offset the cost of the event
- One ticket to the Foundation event
- Full terms of this sponsorship will be specified as event details are set
- One banner ad in the quarterly Foundation eNewsletter
- One quarter page in the Conference program
- One mobile-app push notification sent to all conference app users during the conference

## Dessert Break **SPONSOR**

\$2,000 Investment

- Exclusive named sponsor of the post Women Who Count Award luncheon dessert break and
- Signage and distribution of materials during the break
- Special mention in the program schedule and a mobile push notification

## Speed Networking **SPONSOR**

\$1,500 Investment

- Exclusive named sponsor of the Speed Networking event
- Opportunity to welcome and address attendees at the start of the session.
- Logo on screen during the session.
- Special mention in the program schedule and a mobile push notification

## Energy Break **SPONSOR**

\$1,000 Investment

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

## Namebadge **SPONSOR**

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

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





# Sponsorship Opportunities

## Additional Opportunities

- Conference Program Ad Full \$500 | Half \$300 | Quarter \$200
- Mobile Charging Station Ad \$300
- Mobile App Push Notification \$150 | with exhibit or higher \$50
- Conference Bag Stuffer \$300
- Education Supporter \$250
- Silent Auction Donation \$50+ value (sponsor provides the item)
- Sponsor a Young Professional Attendee \$749

## Increase Your Impact

## Year-Round Advertising

- **Sponsored Webinar** (\$500): 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** (\$400): 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** (\$400): Your custom message sent directly AFWA member inboxes. Messages are scheduled and sent by AFWA.
- **Membership Invoice Insert** (\$600 for 6 months, \$1000 for 12 months): Insert your costume brochure or flyer
- **AFWA Job Board**: visit [jobs.afwa.org](http://jobs.afwa.org) for pricing

## Get Started!

## Contact

AFWA Executive Director, Cindy Stanley  
e: [cindy.stanley@AFWA.org](mailto:cindy.stanley@AFWA.org)  
p: 859-219-3590

# Our Commitment

## 2020 SPONSOR & EXHIBITOR FORM



**Women Who Count**  
2020 NATIONAL CONFERENCE

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

	Investment	Selection
<b>Exhibitor</b>	<b>\$1,400</b>	
Career Development Center	\$750	
	\$1,700 + exhibit package	
<b>Sponsorship</b>		
Awards Luncheon Sponsor	\$4,500	
Welcome Reception	\$4,000	
Opening Entertainment	\$2,000	
Keynote Sponsor	\$3,000	
Chapter Achievement Reception	\$2,000	
Young Professional Event	\$2,000	
Foundation Event	\$2,000	
Dessert Break	\$2,000	
Speed Networking	\$1,500	
Energy Break	\$1,000	
Namebadge	\$1,000	
	\$500 if lanyards provided	
<b>Additional Opportunities</b>		
Conference Program Ad	\$500 - Full page	
	\$300 - Half page	
	\$200 - Quarter page	
Mobile Charging Station	\$300	
Mobile App Push Notification	\$150	
	\$50 - w/ exhibitor or higher	
Coffee Breaks	\$1,000	

	Investment	Selection
Conference Bag Stuffer	\$300	
Education Supporter	\$250	
Sponsor a YP Attendee	Current full member rate	
Additional Sponsor Attendee	AFWA Member/ Early Bird Rate	
<b>Year Round Add-Ons</b>		
Sponsored Webinar	\$500	
Social Media Blast	\$400	
eNewsletter Banner Ad		
Accountability	\$200	
Leaps & Bounds	\$150	
Foundation Quarterly	\$150	
Leaders Ledger	\$175	
Email to Members	\$400	
Membership Invoice Insert	\$600 - 6 months	
	\$1,000 - 1 year	
	<b>Total</b>	<b>\$</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.



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