



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

**Leadership Conference – June 17 & 18, 2021**  
**Women Who Count National Conference – October 18-22, 2021**

# ***Virtual Experiences***

## **SPONSORSHIP & EXHIBITOR PROSPECTUS**

**AFWA is excited to announce that we will be 100% virtual in 2021!**  
**Our NEW robust virtual platform will allow sponsors and exhibitors to engage like never before!**

**We invite you to consider the many opportunities we can provide for you to build brand awareness, engage and interact with our members and show your support of AFWA!**



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# Welcome to Our virtual Lobby!

Each conference will have a unique lobby with signage, logo, banner ads and video opportunities for sponsors!



**AFWA Connect. Advance. Lead. Conference: June 17-18, 2021**  
**Women Who Count 2021 National Conference: October 18-22, 2021**

[www.afwa.org](http://www.afwa.org)

# Advertising & Sponsorship Opportunities – EDUCATION SESSIONS

## Keynote Session Sponsor & Introductions

**Leadership Conference - 1 Keynote available at \$800**

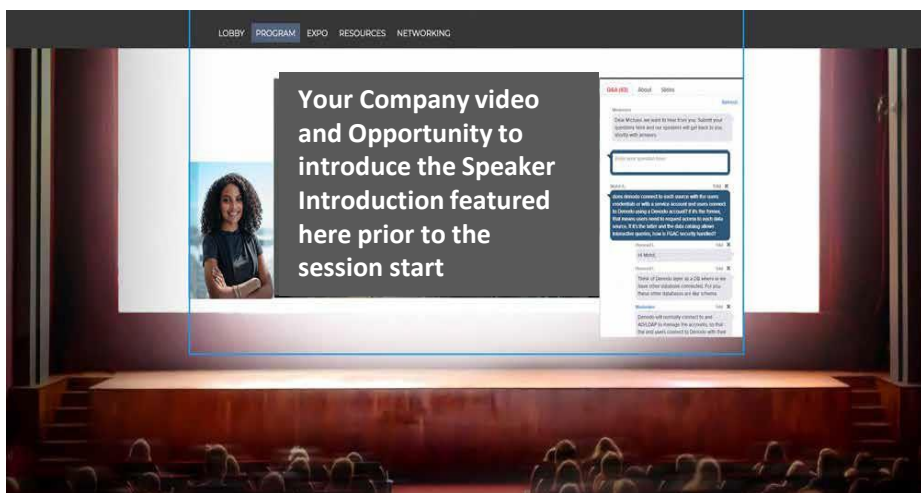
**Women Who Count Conference - 3 Keynote Session Available at \$1,500 each**

This sponsorship is limited to one sponsor per general session, giving you exclusive sponsorship of the Keynote session, you choose. Keynote sponsors will provide a pre-recorded video introduction for the session. The video introduction to be sent to AFWA 406 weeks in advance of the event for approval.

- A representative from your company will pre-record the Keynote speaker introduction video which can include a 1-minute plug of your company.
- Your logo will be featured in the session room with a link directly connected to your company.
- Acknowledgment of your sponsorship in your booth space in the Exhibit Hall.

AFWA

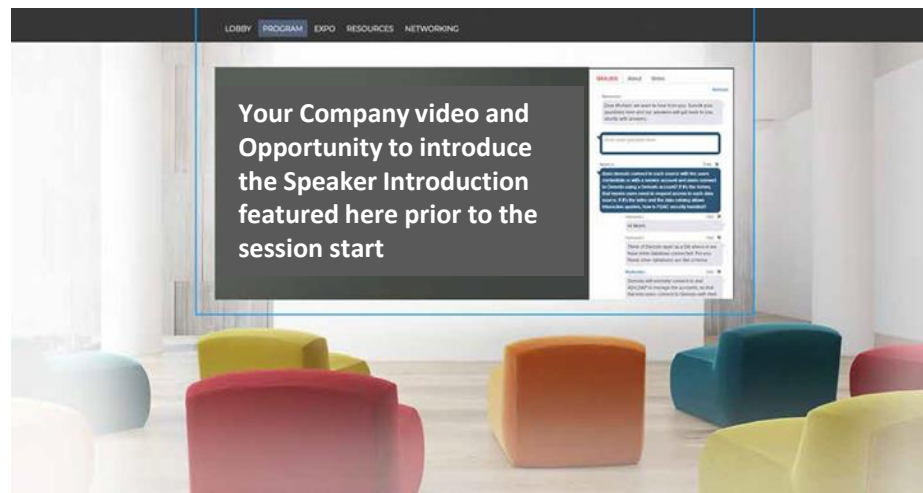
Sponsored By: 



**SAMPLE KEYNOTE SESSION**

AFWA

Sponsored By: 



**SAMPLE BREAKOUT SESSION**

## Breakout Session Introductions

**Multiple Available at each conference – Leadership Conference - \$350 each, Women Who Count Conference - \$650 each**

This sponsorship is limited to one sponsor per breakout session, giving you exclusive sponsorship to a dedicated breakout session. Breakout session sponsors will provide a pre-recorded video introduction for the breakout session they are sponsoring. To maximize your exposure, you can select more than one breakout session to sponsor. The video introduction will need to be sent to AFWA 4-6 weeks prior to each event for advance approval.

- A representative from your company will pre-record the breakout session introduction video including a 20 second plug of your company..
- Your logo will be featured in the session room with a link directly connected to your company.
- Acknowledgment of your sponsorship in your booth space in the Exhibit Hall.
- Recognition in pre-event and post-event electronic marketing promotions specific for this breakout session.

# Advertising and Sponsorship Opportunities

## Women Who Count Awards Event

**\$2,000 | 2 Available During Women Who Count Conference**

- Two tickets to the Awards Event
- Option to announce some awards or provide company video
- Full terms of this sponsorship will be specified as event details are set
- Participation in our sponsor area of our virtual platform
- Recognition on our website, virtual platform and social media
- Your logo and a link directly to your booth featured on the bottom banner of every page throughout the virtual conference platform.

## Virtual Lobby Commercial

**Exclusive Sponsorship - Leadership Conference - \$1100**

**Exclusive Sponsorship - Women Who Count Conference - \$1,800**

- A pre-recorded video commercial up to 1-minute long playing on the video screen in the virtual conference lobby. The video commercial will be displayed during the conference as well as the 2 months it is available on-demand following the live event. The virtual lobby commercial video will need to be sent to AFWA 4-6 weeks in advance of event for approval.
- Your logo and a link directly to your booth or website featured on the bottom banner of every page throughout the virtual conference platform.

## Young Professional Event

**\$1,500 | 1 Available During Women Who Count Conference**

- Sponsor a young professional event/game night or event-your choice
- Invitation to one monthly LEAP Council conference call prior to the Conference to introduce your company
- One full Conference registration
- Participation in our sponsor area of our virtual platform
- Recognition on our website, virtual platform and social media
- Your logo and a link directly to your booth featured on the bottom banner of every page throughout the virtual conference platform.

## Foundation Event

**\$1,500 | 1 Available During Leadership Conference**

**\$1,500 | 2 Available During Women Who Count Conference**

- One full Conference registration
- Sponsor our foundation event/game night (we will customize with you)
- Participation in our sponsor area of our virtual platform
- Recognition on our website, virtual platform, mobile app and social media
- Your logo and a link directly to your booth featured on the bottom banner of every page throughout the virtual conference platform.

## Virtual Lobby Meter board or Banner

**Leadership Conference - 2 Available at \$600**

**Women Who Count Conference - 2 Available at \$1,000 each**

- Your company logo or advertisement on one of the meterboards in the virtual lobby during one week of the live virtual conference. Everyone who enters the virtual conference will see the meterboard during that week and will be linked directly to your booth in the Exhibit Hall. The virtual lobby meterboard advertisement will need to be sent to AFWA 4-6 weeks prior to event for approval.
- Your logo and a link directly to your booth or website featured on the bottom banner of every page throughout the virtual conference platform.



# Advertising and Sponsorship Opportunities

## Snack and/or Energy Break Sponsor

**\$1,000 | 4 Available- Women Who Count Conference Only**

- Provide a snack (includes snack – choices will be given) to be sent to participants in our pre-event swag box mailer
- Participation in our sponsor area of our virtual platform
- Recognition on our website, virtual platform and social media

## Registration Sponsor

**Multiple Available - Leadership Conference - \$300 each - Women Who Count Conference - \$600 each**

- Your logo and a link to your website to be featured in the on the registration emails that each registered attendee receives when they register for the virtual conference.

## Pre-Conference Marketing Advertisement

**Multiple Available – Leadership Conference - \$250 each – Women Who Count - \$500 each**

- Your advertisement and a link to your website to be featured in one pre-conference electronic marketing promotion. Reaches an audience of more than 2,500 individuals.

## Social Reception Virtual Game Sponsor

**\$850 | 2 Available – Women Who Count**

AFWA will host a virtual game night/social event creating some friendly competition as part of a virtual networking event. The sponsorships will support the event logistics and winning door prize. Help us create a memorable event and event participate as the MC!. Sponsors will be recognized throughout the event and in marketing materials.

## Gathering Hub - Think Virtual Lounge!

**1 per day – Leadership Conference \$350 - Women Who Count- \$850**

- Your advertisement and a link to your booth and/or website to be featured.
- Your Logo featured in this area where attendees can live chat with their friends and peers!

## Discussion Board

**\$300 per topic | Multiple available – Women Who Count**

- Your advertisement and a link to your booth and/or website to be featured.
- You or a company representative can host/monitor topic conversation of your choice

## Swag Box Pre-mailer

**\$450\* | Multiple Available- Women Who Count Conference Only**

AFWA will be sending out swag boxes as a pre-event excitement builder to the first 200 registrants. Provide us with your cool company swag and we will include it in the swag box!

***\*All sponsorships at the \$1500 level or above will be able to provide a Swag box item at NO additional cost!***

## Have a sponsorship idea that is not listed?

We would love to hear your ideas, please contact Jennifer Mayhugh at [jennifer.Mayhugh@afwa.org](mailto:jennifer.Mayhugh@afwa.org) OR Cindy Stanley at [cindy.Stanley@afwa.org](mailto:cindy.Stanley@afwa.org) to explore your ideas and to help you find a solutions that best fits your marketing needs and budget.

***Bundle and SAVE!*** Sponsor the same item at both events and get a bundle discount – contact Jennifer Mayhugh for details!

# 2021 Virtual Conference Exhibit Hall



**Sample STANDARD BOOTH**



**Sample PREMIUM/UPGRADED BOOTH**

## STANDARD Virtual Expo Booth Information

Leadership Conference = \$400 each

Women Who Count = \$700 each

### Standard Booth Includes:

- Video screen featuring up to a 2-minute video of your content.
- Company profile (website, email, and 50-word description).
- Company logo recognition.
- Up to 3 PDFs posted (products, services and specials).
- Live **chat room and ability to book 1:1 appointments**
- Virtual booth analytics.
- A list of names, titles and addresses of conference attendees.
- Two booth representatives with full-access, complimentary conference registrations. Additional booth representatives can be purchased at a fee of \$50 each (Leadership Conf.) and \$75 each (Women Who Count).

## PREMIUM/UPGRADED Virtual Expo Booth Information

Leadership Conference = Not available

Women Who Count = \$850 each

### Premium/Upgraded Booth Includes:

#### Everything that is included with a standard booth plus:

- Video screen featuring up to a 4-minute video of your content.
- Company social media links.
- Up to 5 PDFs posted (products, services and specials).
- Three booth representatives with full-access, complimentary conference registrations. Additional booth representatives can be purchased at a fee of \$75 each.
- **Booth remains posted during on-demand feature - up to 90 days after "live" event dates**

**An Asset collection form will be sent to each confirmed exhibitor - Deadline to Provide all Assets Needed for Virtual Platform:**

**Leadership Conference: Friday, April 23, 2021**

**Women Who Count Conference: August 6, 2021**



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## What Can I Get Out of a Virtual Event?

### What's Different About the New Virtual Platform?

- Our robust platform will allow you to [track the exact number of visitors](#) to your brand and provide opportunities for one-on-one presentations and demos in private one-on-one virtual meetings.
- The [post event analytics](#) will allow you to see who visited your booth space and the level of engagement from each visitor. This will allow for immediate follow-up and relationship building.
- Get your message out! As an exhibitor you have the [opportunity to link and integrate white papers, marketing materials](#) and knowledge content and have the track interactions. (think lead generation!)
- [Find the right people](#) – our event will allow attendees to be precisely identified by their affiliation, title, employer, geography and content engagement.
- [3 months of advertising!](#) Our [event platform will remain open on-demand for 90 days](#) – giving you a full quarter of exposure!
- And of course – No travel. No aching feet. Shorter event days. The ability to [connect with every attendee](#) from the comfort of your virtual workplace!

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Conference: [June 17-18, 2021](#)  
Women Who Count 2021 National  
Conference: [October 19-22, 2021](#)

For more information on sponsorship or exhibiting – OR – to schedule a platform demo, please contact Jennifer Mayhugh at [jennifer.Mayhugh@afwa.org](mailto:jennifer.Mayhugh@afwa.org)

[www.afwa.org](http://www.afwa.org)

## Maximize Your Involvement – Become a Corporate Partner!

*Want to support AFWA at the Conferences AND throughout the year? Learn more about the benefits of a corporate partnership. Let's work together to get your brand the best exposure to our members!*

For more information visit our website: <https://www.afwa.org/about/corporate-partners/>

AFWA Corporate Partner Benefits	Bronze	Silver	Gold	Platinum
	\$1,000	\$2,500	\$5,000	\$10,000 +
Featured Resource Directory Listing	✓	✓	✓	✓
Premium Memberships	(1)	(2)	(3)	(4)
Guest Articles	(2)	(4)	(6)	(8)
Custom Email	(1)	(1)	(2)	(3)
Homepage Logo Ad	✓	✓	✓	✓
Logo on Corporate Partner Page	✓	✓	✓	✓
Social Media Shares	(2)	(3)	(4)	(5)
Women Who Count Partner Recognition		✓	✓	✓
Digital Conference Program Ad		1/4 Page	1/2 Page	Full Page
Corporate Membership Discount to Employees		20%	25%	30%
Webcast panelist or custom		(1)	(2)	(3)
Committee Sponsor/Participation		(1)	(2)	(3)
Priority Opportunity in Additional National Events as Created		✓	✓	✓
Virtual Conference Banner Ad			✓	✓
Full Women Who Count Conference Registration			(1)	(2)
Women Who Count Exhibit Space			Standard Booth	Premium Booth
Women Who Count Corporate Membership Registration Discount			10%	15%
Recognition at AFWA Connect.Advance.Lead™ Conference			✓	✓
Exclusive Company Product Promotion Opportunity				✓
Choice of Women Who Count Sponsorship (\$2,000 Value)				✓



## Maximize Your Marketing Dollars With Year-Round Advertising!

### Year-Round Advertising Opportunities:

- **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.



- **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 custom brochure or flyer



## AFWA 2021 Sponsorship Commitment Form



Company Name:

Primary Contact:

Email:

Address:

Phone Number:

City, State Zip:

Sponsorship Opportunity	Leadership Conference	Select	Women Who Count Conference	Select
	<i>Investment</i>	X	<i>Investment</i>	X
<i>Keynote Session &amp; Introduction</i>	\$800		\$1,500	
<i>Breakout Session &amp; Introduction</i>	\$350		\$650	
<i>Women Who Count Awards Event</i>		N/A	\$2,000	
<i>Virtual Lobby Commercial</i>	\$1,100		\$1,800	
<i>Young Professional Event</i>		N/A	\$1,500	
<i>Foundation Event</i>	\$1,500		\$1,500	
<i>Virtual Lobby Meter Board or Banner</i>	\$600		\$1,000	
<i>Snack/Energy Break</i>		N/A	\$1,000	
<i>Registration Sponsor</i>	\$300		\$600	
<i>Pre-Conference Marketing Advertisement</i>	\$250		\$500	
<i>Social Reception/Virtual Game Sponsor</i>		N/A	\$850	
<i>Gathering Hub/Virtual Lounge</i>	\$350		\$850	
<i>Discussion Board</i>		N/A	\$300	
<i>Swag Box Pre-mailer</i>		N/A	\$450	
<i>Standard Expo Booth</i>	\$400		\$700	
<i>Premium/Upgraded Expo Booth</i>		N/A	\$850	
<i>Additional Booth Personnel</i>	\$50		\$75	
<b>SUB -TOTAL (LC)</b>			<b>SUB -TOTAL (WWC)</b>	

### Year Round Advertising

<i>Sponsored Webinar</i>	\$500		
<i>Social Media Blast</i>	\$400		
<i>Email to Members</i>	\$400		
<i>Membership Invoice Insert</i>	\$600 (6 months)		\$1000 (12 months)
			<b>Advertising Total</b>
			<b>Sub-Total (LC)</b>
			<b>Sub-Total (WWC)</b>
			<b>GRAND TOTAL</b>

Return your completed commitment form to Jennifer Mayhugh at [jennifer.mayhugh@afwa.org](mailto:jennifer.mayhugh@afwa.org)

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.

Separate invoice and agreement specific to your organization will be provided.



# Accounting & Financial Women's Alliance

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Go to [www.AFWA.org](http://www.AFWA.org) today to register for a sponsorship, advertisement, or virtual booth!

## CONTACT INFORMATION

*National Headquarters*

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Lexington, Kentucky 40504

**Cindy Stanley, Executive Director**

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