



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

WOMEN WHO COUNT CONFERENCE
RENO PEPPERMILL HOTEL & CASINO
OCTOBER 24-27, 2023
PROSPECTUS



Join us
in
Reno!



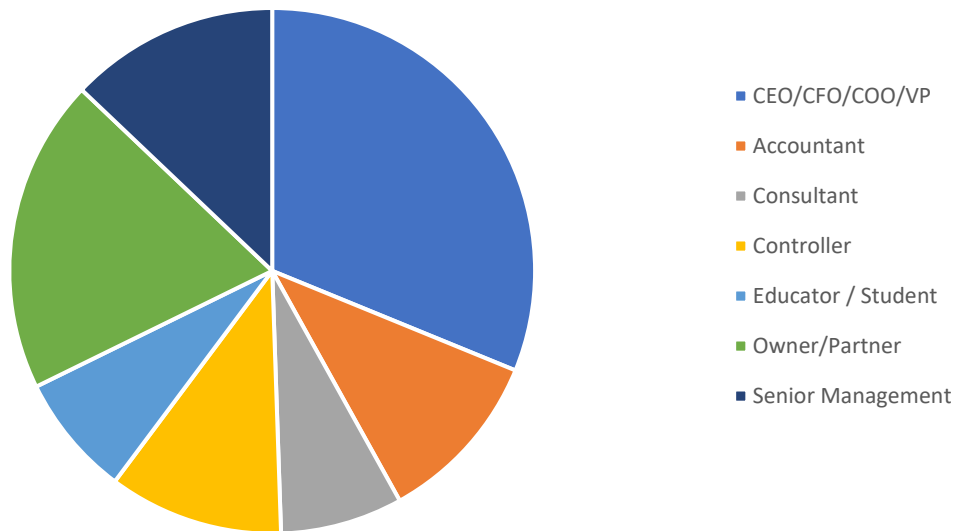
What is the Women Who Count Conference?

AFWA's Women Who Count Conference will bring together hundreds of accounting and finance professionals from across the country. The event offers 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 members are apart of the big firms that can potentially lead to better opportunities for all!



Who Attends?

AFWA Women Who Count Conference 200+ Attendees



Why Exhibit?

Meet face to face with accounting and financial professionals excited to learn more about you and what your company can offer them. Provide the attendee with updates, innovation, and new products, training they can help them solve problems and challenges in their companies. AFWA offers up to 8+ hours of dedicated exhibitor face to face time.

Who Exhibits?

auditing	CPA services	professional development
banking services	credit card services	professional services
benefit administration	cybersecurity	retirement planning
business analytics	government agencies	software providers
business intelligence	innovation businesses	staffing services
business services	job placement	tax law
consulting firms	management solutions	tax professionals
cost recovery	payroll	training materials

Where & When?

The 2023 Women Who Count Conference
is being held at:

Reno Peppermill Resort ~ Spa ~ Casino
October 25 – 27, 2023



What is the schedule?

10.24.23 - Tuesday Pre-Conference

8:00am – 10:00pm	Exhibitor Setup
9:00am – 12:00pm	AFWA National Board Meeting
1:00pm - 2:30pm	Membership Chair Meeting/Chapter President's Meeting
1:00pm – 5:00pm	Registration & AFWA Store Opens
2:45pm - 4:15pm	Chapter Round Tables
4:30pm - 6:00pm	Annual Business Meeting
7:00pm	Young Professionals Outing (TBD)
8:00pm – 10:00pm	Movie Night (TBD)

10.25.23 - Wednesday Day 1 Conference

7:00am – 9:00am	Continental Breakfast with the Exhibitors
7:30am – 6:30pm	Foundation Silent Auction Open/Registration Opens
7:30am – 8:30am	First time Attendee Orientation
8:45am-10:15am	OPENING KEYNOTE
10:30am - 11:20am	EDUCATIONAL SESSIONS (3 Tracks)
11:30am – 12:30pm	Lunch Pick Up & Socialize with the Exhibitors
11:30am – 6:00pm	Exhibit Hall Opens
12:30pm - 2:00pm	EDUCATIONAL SESSIONS (3 Tracks)
2:10pm – 3:00pm	EDUCATIONAL SESSIONS (3 Tracks)
3:30pm – 4:30pm	CPE - SESSION
5:00pm – 6:00pm	Annual Business Meeting
6:00pm- 7:00pm	Opening Kickoff Reception with Exhibitors
7:00pm – 8:00pm	Chapter Leader Reception (By invitation only event)

10.26.23 - Thursday Day 2 Conference

6:00am – 9:00am	Continental Breakfast with the Exhibitors
6:45am – 5:00pm	Registration Opens
7:00am – 8:50am	Thursday Morning Opening Keynote
7:00am – 5:00pm	Expo Hall Opens - meet up with Exhibitors throughout the day
7:00am – 9:00pm	Foundation Silent Auction
9:00am – 10:50am	Special Education Session
11:00am – 11:50am	EDUCATIONAL SESSIONS (3 Tracks)
12:00pm-1:00pm	Past National President's Luncheon
12:00pm – 2:00pm	Lunch/Vendor Dessert Party with the Exhibitors
2:00pm – 2:50pm	EDUCATIONAL SESSIONS (3 Tracks)
3:00pm – 3:50pm	EDUCATIONAL SESSIONS (3 Tracks)
6:00pm – 10:00pm	SIGNATURE AWARDS EVENT – FORMAL ATTIRE

10.27.23 - Friday Day 3 Conference

6:45am – 11:00am	Registration Opens
7:00am – 7:50am	Special Session: <i>Move Project – 2023 Report Reveal</i>
7:00am – 10:00am	Continental Breakfast with Exhibitors/Expo Hall Opens
8:00am – 8:50am	Special Session for Chapter Training & Round Tables
9:00am – 9:50am	EDUCATIONAL SESSIONS (3 Tracks)
10:00am – 10:50am	EDUCATIONAL SESSIONS (3 Tracks)
10:30am – 11:00am	Mimosa Toast with Exhibitors (By invitation only)
10:30am – 4:00pm	Exhibitor Tear Down
11:00am – 12:30pm	Closing Keynote



Sponsor & Exhibitor Opportunities

PREMIER

Sponsor

\$10,000 Investment

Premier Conference Sponsor – *includes exhibit booth*

- Two opportunities available (or one exclusive \$20,000)
- Exhibit Booth
- Two full conference registrations
- Opportunity to welcome and address attendees
- Full-page ad in conference program
- Pre-conference email to attendees through AFWA
- One mobile-app push notification
- Exclusive promotion and conference signage

KEYNOTE

Sponsor

\$5,000 Investment

Keynote Sponsor – *includes exhibit booth*

- Five opportunities available
- Exclusive named sponsor of one of the Keynote Sessions
- Exhibit Booth
- One full conference registration
- Opportunity to welcome and address attendees
- Half-page ad in conference program
- Pre-conference email to attendees through AFWA
- One mobile-app push notification
- Exclusive promotion and conference signage

OPENING KICK-OFF RECEPTION WITH EXHIBITORS

Sponsor

\$5,000 or \$20,000 Investment

Kick-Off Reception Sponsor – *includes exhibit booth*

- Four opportunities available (or one exclusive \$20,000 sponsor)
- Exclusive named sponsor of one of the Keynote Sessions
- Exhibit Booth
- One full conference registration
- Opportunity to welcome and address attendees
- Half-page ad in conference program
- Pre-conference email to attendees through AFWA
- One mobile-app push notification
- Exclusive promotion and conference signage

EARLY CAREER / YP EVENT

Sponsor

\$3,000 Investment

Early Career/YP Event Sponsor – *includes exhibit booth*

- One opportunity available
- Exclusive sponsor of the event and will travel with the attendees
- Two registrations for the event
- Quarter-page ad in conference program
- Webinar post conference
- One mobile-app push notification
- Conference signage
- Sponsor is responsible for all additional event expenses including food, setup, transportation, etc.

CHAPTER LEADER RECEPTION

Sponsor

\$2,500 Investment

Chapter Achievement Reception Sponsor – *includes exhibit booth* One opportunity available

- Exclusive sponsor with the opportunity to address the attendees
- One full conference registration
- Quarter-page ad in conference program
- Pre-conference email to chapters
- Webinar post conference
- One mobile-app push notification
- Conference signage
- Sponsor is responsible for all additional food and setup expenses

PHOTO BOOTH

Sponsor

\$2,500 Investment

Welcome Reception Photo Sponsor

- Get your company's logo on everyone's customized photo at the Welcome Reception with the exhibitors! A memory of the conference that everyone will be able to share on social media and take a memento home with them!

BREAKFAST

Sponsor

\$1,500 Investment

Breakfast Sponsor

- Three opportunities available
- Webinar post conference
- One mobile-app push notification
- Conference signage

LUNCH

Sponsor

\$1,500 Investment

Lunch Sponsor

- Three opportunities available
- Webinar post conference
- One mobile-app push notification
- Conference signage

DESSERT

Sponsor

\$1,500 Investment

Dessert Sponsor

- One opportunity available
- Logo incorporated in the dessert or setup
- Webinar post conference
- One mobile-app push notification
- Conference signage

VIDEO BOOTH

Sponsor

\$1,500 Investment

Video Booth Sponsor

- Increase your company's branding visibility! Host the AFWA Video Booth where the attendees will share their thoughts about the conference, AFWA membership, exciting chapter news and award winners shout outs!
- We will be sharing these videos on our NEW YouTube account. AFWA National!

EXHIBITOR

Booth

\$1,500 Investment

Exhibit Booth –

- One standard space in the Conference Exhibit area
- Location will include a table and two chairs
- Two exhibitor passes which will include (breakfast & lunch)
- Recognition as an exhibitor, to include logo on all conference materials, website, and mobile app
- Listing on the mobile app

PAST PRESIDENT EVENT

Sponsor

\$1,500 Investment

Past President's Luncheon –

- Support past AFWA Leadership with a sponsorship of lunch gathering of AFWA past Presidents and current Leadership

ATTENDEE SCHOLARSHIP

Sponsor

\$1,500 Investment

Scholarship Sponsor for Attendee –

- Sponsor an attendee who is unable to attend the WWC and help them have influence in their career (Scholarship will cover registration and 2 nights' accommodation.)

SESSION INTRODUCTION

Sponsor

\$500 Investment

Session Introduction Sponsor

- Several opportunities available
- Session sponsor with the opportunity to address the attendees and introduce the speaker

CONFERENCE EMAIL

Banner ad

\$500 Investment

Conference Email Newsletter Banner Ad

- Several opportunities available
- Weekly updates on conference with your ad included with link to your website

SOCIAL MEDIA

Blast

\$500 Investment

Social Media Blast

- Several opportunities available
- AFWA will promote an approved message via AFWA social media networks

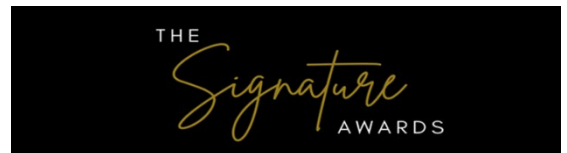


\$5,000 or \$20,000 Investment

Women Who Count Awards

Signature Event Sponsor – *includes exhibit booth*

- Only four opportunities available (or one exclusive \$20,000 sponsor)
- Exclusive named sponsor for the event
- Exhibit Booth
- One full conference registration OR 4 seats at the Signature Event
- Opportunity to welcome and address attendees during the event
- Full-page ad in conference program
- Pre-conference email to attendees through AFWA
- One mobile-app push notification
- Exclusive promotion and conference signage



\$5,000 or \$20,000 Investment

Signature Event ~ Women Who Count Awards

Welcome Reception Sponsor – *includes exhibit booth*

- Four opportunities available (or one exclusive \$20,000 sponsor)
- Exhibit Booth
- Exclusive promotion for the event within photo area
- One full conference registration
- Half-page ad in conference program
- Pre-conference email to attendees through AFWA
- One mobile-app push notification
- Conference signage

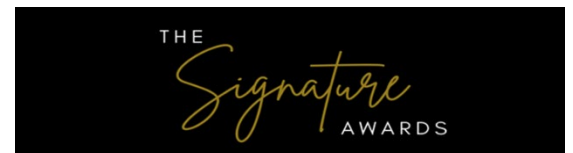


\$5,000 Investment

Signature Event ~ Women Who Count Awards

Entertainment Sponsor – includes exhibit booth

- One opportunity available
- Exhibit Booth
- Exclusive Entertainment Sponsor
- Opportunity to welcome and address attendees
- One full conference registration
- Half-page ad in conference program
- Pre-conference email to attendees through AFWA
- One mobile-app push notification
- Conference signage



\$2,500 Investment

Signature Event ~ Women Who Count Awards

Photo Booth Sponsor

- Get your company's logo on everyone's customized Signature Event Award photo! A memory of the evening for every attendee!

W O M E N W H O C O U N T

TABLE SPONSORSHIP



\$1,500 Investment

Signature Event ~ Women Who Count Awards Foundation Table Fundraiser

- \$200 of your table sponsorship supports the AFWA Foundation
- Table will have the sponsor logo
- Table will have seats for eight guests and includes dinner & one cocktail each

Increase Your Impact ~

By being a part of the
Connect.Advance.Lead™
Conference



June 15 & 16, 2023 Virtual Event!

**CONNECT.
ADVANCE.
LEAD.** *Conference*

\$750 Investment

Connect.Advance.Lead™ Conference

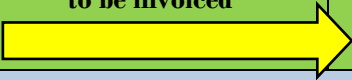
- Several opportunities available
- Speaking engagement during the conference
- Exhibitor opportunity at the conference

Our Commitment

2023 SPONSOR & EXHIBITOR FORM

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

✓	 Conference Sponsorship	Investment
	Premier Conference Sponsor (1 of 2 or exclusive)	\$10,000 / \$20,000
	Keynote Sponsor	\$5,000
	Opening Kick-Off Reception with Exhibitors Sponsor (1 of 4 or exclusive)	\$5,000 / \$20,000
	Early Career /YP Event Sponsor	\$3,000
	Chapter Leader Achievement Reception Sponsor	\$2,500
	Breakfast Sponsor (3 – available)	\$1,500
	Lunch Sponsor (3 – available)	\$1,500
	Dessert Sponsor (1 – available)	\$1,500
	Exhibitor	\$1,500
	Past President's Event	\$1,500
	Attendee Scholarship Sponsor	\$1,500
	Video Booth Sponsor	\$1,500
	Session Introduction Sponsor	\$500
	Conference Email Newsletter Banner Ad	\$500
	Social Media Blast	\$500
✓	 Signature Event Sponsorship	Investment
	WWC Signature Event Sponsor (1 of 4 or exclusive)	\$5,000 / \$20,000
	WWC Awards Cocktails Reception Sponsor (1 of 4 or exclusive)	\$5,000 / \$20,000
	WWC Awards Entertainment Sponsor	\$5,000
	WWC Awards Red Carpet Photo Booth Sponsor	\$2,500
	WWC Foundation Table Sponsor	\$1,500
✓	 INCREASE YOUR IMPACT!	Investment
	Connect.Advance.Lead Conference	\$750

Total Investment to be invoiced 	\$
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SPECIAL NOTES AS NEEDED IN THIS AREA BELOW:

IMPORTANT DETAILS!

**INVOICES DUE
BY OCTOBER 16, 2023**

Invoices must be paid before the conference.

We look forward to your participation at
2023 WOMEN WHO COUNT CONFERENCE!



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Increase Your Engagement with AFWA!

Become an AFWA Partner!

[Learn how by clicking here, contact us!](#)

Questions? Contact – Shane Schaefer at 740-815-2235 and/or email shane.schaefer@afwa.org
A separate invoice and agreement specific to your organization will be provided.
Thank you for showing your support for The Women Who Count!