



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



October 23-27, 2024 Women Who Count Prospectus

We are the Women Who Count!

The Westin Hilton Head Island Resort & Spa



**WOMEN
WHO
COUNT**

What is the Women Who Count Conference?



85

Years of operations

1200+

Members Nationally

57+

Chapters Nationally

200+

Conference Attendees

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!



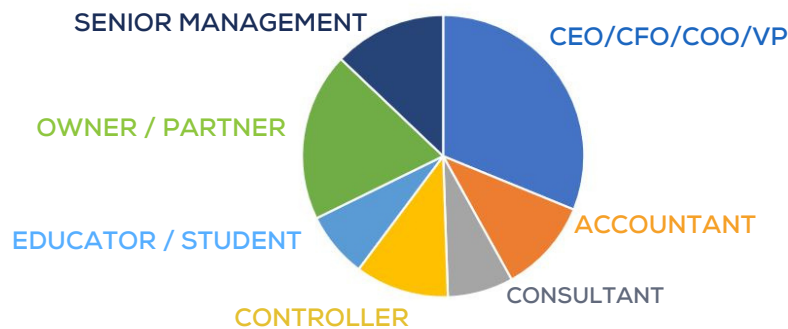
Grace Staten
AFWA National President

Conference Overview

AFWA Women Who Count Conference 200+ Attendees



Who Attends?



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
- Banking Services
- Benefit Administration
- Business Analytics
- Business Intelligence
- Business Services
- Consulting Firms
- Cost Recovery

- CPA Services
- Credit Card Services
- Cybersecurity
- Government Agencies
- Innovation Businesses
- Job Placement
- Management Solutions
- Payroll

- Professional Development
- Professional Services
- Retirement Planning
- Software Providers
- Staffing Services
- Tax Law
- Tax Professionals
- Training Materials

NEW! Career Day

➤ Early Career & Student Initiative

Marketing opportunity to participate in our career day where attendees can experience educational sessions, exhibits, networking with potential employers, resume building, interviewing techniques and other career advancement opportunities. We are looking for participants to build this Career Day as a full day of growth for students, early career professionals as well as those looking for a change in their career.

➤ Grow with AFWA



How to beat the algorithm



Social Media Marketing



Market yourself!



You are with it!



Email Marketing



Resume building



Where to search



How to respond



Dress of success



We are looking for corporate partnerships to help AFWA become a leader in career development, educational advancement as well as mentors and mentees in all areas of finance. Come be a partner with AFWA today!

EXHIBITORS
WANTED!

Our Schedule

Schedule is subject to change!



10.22.24 – Tuesday

Time	Meeting
8a	Move into registration area
9a - 12p	Foundation Board Meeting
12p - 1p	Joint Luncheon
1p - 4p	AFWA National Board Meeting
6p - 8p	President's Reception

10.24.24 – Thursday

Time	Meeting
6a - 9a	Continental Breakfast
6:45a - 5p	Registration Opens
7a - 7:50a	Thursday Morning Early Bird (1)
8a - 8:50a	Thursday Morning Early Bird (2)
7a - 9p	Foundation Silent Auction
9a - 10:50a	Keynote Session
11a - 11:50a	General Session
12p - 1p	Past National President's National Foundation Chairs Luncheon
12p - 2p	Lunch
2p - 2:50p	EDUCATIONAL SESSIONS (3 Tracks)
3p - 5p	Exhibitor Setup
3p - 3:50p	EDUCATIONAL SESSIONS (3 Tracks)
4p - 4:50p	EDUCATIONAL SESSIONS (3 Tracks)
5p - 6p	Welcome Reception w/Exhibitors

10.26.24 – Saturday

Time	Meeting
6:45a - 11a	Registration Opens
7a - 10a	Continental Breakfast
7a - 7:50a	Special Session: Move Project
8a - 8:50a	CPE Session
9a - 9:50a	CPE Session
9a - 12p	SPONSOR INTERACTIVE SESSION
	Expo Area with stage
	CAREER Area with Exhibitors

20 minutes Ted Talk Session - NO CPE Credit

10.23.24 – Wednesday

Time	Meeting
3p - 8p	Exhibitor Setup
1p - 5p	Store Setup/Foundation
8a - 5p	Registration
8a - 9:30a	Membership Chair Meeting
8a - 9:30a	Chapter President's Meeting
9:45a - 11:15a	Chapter Leadership Training
11:30a - 2:30p	First time Attendee Orientation
12:30p - 2p	Doors Open for Opening Session
2:15p - 3:15p	EDUCATIONAL SESSIONS (3 Tracks)
3:30p - 4:30p	EDUCATIONAL SESSIONS (3 Tracks)
4:45p - 6p	Annual Business Meeting
7:30p - 8:30p	Chapter Leader Reception

10.25.24 – Friday

Time	Meeting
6:45a - 9a	Continental Breakfast
6:45a - 5p	Registration Opens
7a - 7:50a	FRIDAY Morning Early Bird (1)
8a - 8:50a	FRIDAY Morning Early Bird (2)
7a - 5p	Expo Hall Opens
7a - 9p	Foundation Silent Auction
9a - 10:50a	Keynote Session
11:00a - 11:50a	General Session
12p - 2p	Lunch Pickup
1p - 2p	Vendor Dessert Sponsor Party
2p - 2:50p	EDUCATIONAL SESSIONS (3 Tracks)
3p - 3:50p	EDUCATIONAL SESSIONS (3 Tracks)
4p - 4:50p	EDUCATIONAL SESSIONS (3 Tracks)
6p	Cocktails Welcome with Exhibitors
6:30p	Signature Event
8:30p	Party location after the formal dinner
8:30p	After Party

Sponsorship / 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

Sponsorship / Exhibitor Opportunities



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

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.

Sponsorship / Exhibitor Opportunities



CHAPTER ACHIEVEMENT 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!

Sponsorship / Exhibitor Opportunities



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

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

Sponsorship / Exhibitor Opportunities



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

CONFERENCE EMAIL

Banner ad

\$500 Investment

Conference Email Newsletter Banner Ad

- Several opportunities available

SOCIAL MEDIA

Blast

\$500 Investment

Social Media Blast

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

Sponsorship / Exhibitor Opportunities



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

PAST PRESIDENT LUNCHEON

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

Sponsorship Opportunities



WOMEN WHO COUNT SIGNATURE EVENT

Sponsor

\$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

WOMEN WHO COUNT COCKTAIL RECEPTION

Sponsor

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

Signature Event ~ Women Who Count Awards

Cocktail 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

Sponsorship Opportunities



WOMEN WHO COUNT ENTERTAINMENT

Sponsor

\$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

WOMEN WHO COUNT RED CARPET PHOTO

Sponsor

\$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!

Sponsorship Opportunities

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

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



Connect.Advance.Lead™ Conference 2025 Event!

\$750 Investment

Connect.Advance.Lead™ Conference

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

Commitment Form



Company Name



Contact Name



Email



Phone



Billing Address

Billing Address 2

COMMITMENT TO:

(Please list the sponsorship you are interested in.) *First Come. First Served.*

Any question? Please contact Cindy Stanley at cindy.stanley@afwa.org or
Shane Schaefer at shane.schaefer@afwa.org

The beach is calling...

October 23-27, 2024

The Westin Hilton Head Island Resort & Spa



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



WOMEN
WHO
COUNT

Contact Us



Website

www.afwa.org/women-who-count/



Phone

859.219.3532



E-mail

shared@afwa.org



Social Media

@afwanational



HQ address

2365 Harrodsburg Rd., Ste A325,
Lexington, KY 40504