October 23-26, 2024
Women Who Count
Prospectus

We are the Women Who Count!

The Westin Hilton Head Island Resort & Spa
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 a part 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?

- SENIOR MANAGEMENT
- CEO/CFO/COO/VP
- OWNER / PARTNER
- EDUCATOR / STUDENT
- CONTROLLER
- ACCOUNTANT
- CONSULTANT

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 that 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 for success

EXHIBITORS WANTED!

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!
# Our Schedule

Schedule is subject to change!

## 10.22.24 – Tuesday

<table>
<thead>
<tr>
<th>Time</th>
<th>Meeting</th>
</tr>
</thead>
<tbody>
<tr>
<td>8a – 9a</td>
<td>Move into registration area</td>
</tr>
<tr>
<td>9a - 12p</td>
<td>Foundation Board Meeting</td>
</tr>
<tr>
<td>12p – 1p</td>
<td>Joint Luncheon</td>
</tr>
<tr>
<td>1p - 4p</td>
<td>AFWA National Board Meeting</td>
</tr>
<tr>
<td>6p – 8p</td>
<td>President’s Reception</td>
</tr>
</tbody>
</table>

## 10.23.24 – Wednesday

<table>
<thead>
<tr>
<th>Time</th>
<th>Meeting</th>
</tr>
</thead>
<tbody>
<tr>
<td>3p - 6p</td>
<td>Exhibitor Setup</td>
</tr>
<tr>
<td>1p - 5p</td>
<td>Store Setup/Foundation</td>
</tr>
<tr>
<td>8a - 5p</td>
<td>Registration</td>
</tr>
<tr>
<td>9a - 10:30a</td>
<td>Membership Chair Meeting</td>
</tr>
<tr>
<td>8a - 9:30a</td>
<td>Chapter President’s Meeting</td>
</tr>
<tr>
<td>10:45a - 12:00p</td>
<td>Chapter Round Table/Training</td>
</tr>
<tr>
<td>11:00a - 12:00p</td>
<td>First time Attendee Orientation</td>
</tr>
<tr>
<td>1:00p - 1:50p</td>
<td>EDUCATIONAL SESSIONS (2 Tracks)</td>
</tr>
<tr>
<td>2p - 2:50p</td>
<td>EDUCATIONAL SESSIONS (2 Tracks)</td>
</tr>
<tr>
<td>3p - 3:50p</td>
<td>EDUCATIONAL SESSIONS (2 Tracks)</td>
</tr>
<tr>
<td>4:30p - 6p</td>
<td>Annual Business Meeting</td>
</tr>
<tr>
<td>6p - 7p</td>
<td>Welcome Reception with Exhibitors</td>
</tr>
<tr>
<td>7p – 8p</td>
<td>Chapter Leader Reception</td>
</tr>
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</table>

## 10.24.24 – Thursday

<table>
<thead>
<tr>
<th>Time</th>
<th>Meeting</th>
</tr>
</thead>
<tbody>
<tr>
<td>7a</td>
<td>Exhibitor &amp; Silent Auction Setup</td>
</tr>
<tr>
<td>7:15a – 9a</td>
<td>Continental Breakfast</td>
</tr>
<tr>
<td>7:30a – 6:30p</td>
<td>Registration Open/Silent Auction Open</td>
</tr>
<tr>
<td>8:30am – 10:15am</td>
<td>Doors Open General Session</td>
</tr>
<tr>
<td>10:30a - 11:20a</td>
<td>EDUCATIONAL SESSIONS (3 Tracks)</td>
</tr>
<tr>
<td>11:30a - 12:30p</td>
<td>Lunch</td>
</tr>
<tr>
<td>11:30a - 6p</td>
<td>Exhibits Open</td>
</tr>
<tr>
<td>12:30p - 2:10p</td>
<td>EDUCATIONAL SESSIONS (3 Tracks)</td>
</tr>
<tr>
<td>2:10p - 2:30p</td>
<td>Visit Exhibits</td>
</tr>
<tr>
<td>2:30p - 4:10p</td>
<td>EDUCATIONAL SESSIONS (3 Tracks)</td>
</tr>
<tr>
<td>6:00p</td>
<td>The Signature Event</td>
</tr>
<tr>
<td>8:30p</td>
<td>The After Party</td>
</tr>
</tbody>
</table>

## 10.25.24 – Friday

<table>
<thead>
<tr>
<th>Time</th>
<th>Meeting</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30a - 9a</td>
<td>Continental Breakfast</td>
</tr>
<tr>
<td>7:30a - 5p</td>
<td>Registration / Exhibits Opens</td>
</tr>
<tr>
<td>8a - 9p</td>
<td>Foundation Silent Auction</td>
</tr>
<tr>
<td>8a - 8:50a</td>
<td>Early Morning Session (Tax)</td>
</tr>
<tr>
<td>9:00a - 9:50a</td>
<td>EDUCATIONAL SESSIONS (3 Tracks)</td>
</tr>
<tr>
<td>9:50a</td>
<td>Visit Exhibits</td>
</tr>
<tr>
<td>10a - 10:50a</td>
<td>EDUCATIONAL SESSIONS (3 Tracks)</td>
</tr>
<tr>
<td>10:50a</td>
<td>Visit Exhibits</td>
</tr>
<tr>
<td>11a - 11:50a</td>
<td>EDUCATIONAL SESSIONS (3 Tracks)</td>
</tr>
<tr>
<td>11:50a</td>
<td>Visit Exhibits</td>
</tr>
<tr>
<td>12p - 2p</td>
<td>Lunch Pickup With Exhibitors</td>
</tr>
<tr>
<td>1p - 2p</td>
<td>Vendor Dessert Sponsor Party</td>
</tr>
<tr>
<td>2p - 2:50p</td>
<td>EDUCATIONAL SESSIONS (3 Tracks)</td>
</tr>
<tr>
<td>2:50p</td>
<td>Visit Exhibits</td>
</tr>
<tr>
<td>3p - 3:50p</td>
<td>EDUCATIONAL SESSIONS (3 Tracks)</td>
</tr>
<tr>
<td>3:50p</td>
<td>Visit Exhibits</td>
</tr>
<tr>
<td>4p - 5:45p</td>
<td>Closing Keynote</td>
</tr>
<tr>
<td>5:45p - 6:30p</td>
<td>Exhibitor Gathering</td>
</tr>
<tr>
<td>7p</td>
<td>Beach Party</td>
</tr>
</tbody>
</table>

## 10.26.24 – Saturday - CAREER DAY & CPE Education

<table>
<thead>
<tr>
<th>Time</th>
<th>Meeting</th>
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</thead>
<tbody>
<tr>
<td>8a</td>
<td>Registration Opens</td>
</tr>
<tr>
<td>8a - 9a</td>
<td>Coffee Bar &amp; Continental Breakfast</td>
</tr>
<tr>
<td>9a - 12p</td>
<td>Student Career Day Education</td>
</tr>
<tr>
<td>9a - 10:40a</td>
<td>CPE Education - Ethics (2 CPE)</td>
</tr>
<tr>
<td>11a - 11:50a</td>
<td>CPE Education</td>
</tr>
</tbody>
</table>
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

$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**

$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.
$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

$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

$2,000 Investment
*Welcome Reception Sponsor*
- Signature Welcome Reception Cocktail with Logo Signage
- One mobile-app push notification
- Conference signage
- Webinar post conference

$2,000 Investment
*Signature Event Sponsor*
- Signature Event Cocktail with Logo Signage
- One mobile-app push notification
- Conference signage
- Webinar post conference

$2,000 Investment
*After Party Beverage Sponsor*
- After Party Cocktail with Logo Signage
- One mobile-app push notification
- Conference signage
- Webinar post conference
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 (Non-Member)
$1,400 Investment (Member)
*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

Do you need additional tables?
Two 6’ Tables = $2100 (Members) $2200 (Non-Members)

**CONFEERENCE 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**

$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**

$500 Investment
Session Introduction Sponsor -

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

**Past President Luncheon**

$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

$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

$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
$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!
Sponsorship Opportunities

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 2025 Event!

$750 Investment

Connect.Advance.Lead™ Conference
- Several opportunities available
- Speaking engagement during the conference
- Exhibitor opportunity at the conference
Sponsorship Opportunities

NEW!

CAREER DAY TAILGATE

Keynote

$5,000 Investment
Career Day Event Sponsor & Booth
- Opening Speaker for Career Day
- 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

$2,500 Investment
Tailgate Party Sponsor & 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
Sponsorship Opportunities

NEW!

CAREER DAY TAILGATE

$1,500 Investment

Career Day Session Speaker & 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

$1,500 Investment

Exhibit Booth & 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
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 23-26, 2024

The Westin Hilton Head Island Resort & Spa

Contact Us

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Phone: 859.219.3532

E-mail: shared@afwa.org

Social Media: @afwanational

HQ address: 2365 Harrodsburg Rd., Ste A325, Lexington, KY 40504