



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

# Women Who Count Annual Conference

*Chicago, IL | Oct. 25-28, 2022*

## **SPONSORSHIP & EXHIBITOR PROSPECTUS**

**AFWA is excited to announce that we will be back in person for the first time in two years!**

**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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# Join us in Chicago, IL at the Drake Hotel!



## Women Who Count Conference

October 25-28, 2022 - Chicago, IL



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

# THE DRAKE, A HILTON HOTEL

## THE FACTS



Opening its doors with a roaring start on New Year's Eve in 1920, The Drake, a Hilton Hotel maintains a revered reputation of setting the stage to present Real Chicago Experiences. Having hosted icons like Bing Crosby, Marilyn Monroe, Joe DiMaggio, Walt Disney and Charles Lindbergh, the hotel continues to uphold a legacy of service for travelers which has landed praise from Conde Nast "Readers' Top Choice Chicago Hotels", Meetings Focus "Best of the Midwest" and Catering Executives "Best Venue". Combining historic Chicago relevance with distinguished service in the upscale Gold Coast neighborhood along the shoreline of Lake Michigan, your Real Chicago™ urban retreat awaits.

### AT A GLANCE

- Located in the Gold Coast along the Shoreline of Lake Michigan within the Magnificent Mile and Oak Street Shopping Districts
- 535 spacious guest rooms including 49 suites, and specialty suites like The Princess Diana Suite
- Average of 200-320ft<sup>2</sup> per guest room and 700-900ft<sup>2</sup> per suite
- Renovated guest bathrooms
- 36,863ft<sup>2</sup> of meeting space and 21 event rooms including 2 ballrooms and 19 meeting rooms accommodating up to 500 attendees
- Coq d'Or—Lounge spirited by the repeal of prohibition
- Camellia Room—Casual breakfast dining overlooking Lake Michigan. Available for private afternoon and evening events
- Palm Court—Timeless, traditional afternoon tea service
- Health Club offering 3,000ft<sup>2</sup> with endurance and strength training equipment

## ACCOMMODATIONS

- 535 total guest rooms, 49 suites, 54 Executive Level rooms, 141 deluxe rooms, 49 family rooms and 242 standard rooms
- Average of 200-320ft<sup>2</sup> per guest room and 400-450ft<sup>2</sup> per family room
- Michigan Suites offer shoreline views, while Gold Coast Suites provide views of the Chicago skyline, averaging 700-900ft<sup>2</sup>
- Family rooms offer 2 queen beds and 2 bathrooms
- Full range of amenities including the plush comforts of the Hilton Serenity Dream Bed, HDTV, in-room safe
- Newly renovated bathrooms



## MEETINGS

A powerful backdrop with plenty of natural light and captivating views of Lake Michigan and the metropolitan bustle of Chicago, The Drake, a Hilton Hotel has a notable history of setting the stage for corporate and social gatherings, large or small. With a reputation redefining experience, expect close attention to detail, tailored amenities and subtle, yet meaningful service.

### FEATURES INCLUDE:

- 21 meeting rooms, including 2 ballrooms accommodating up to 900 attendees for a reception
- 8 of the 21 meeting rooms offer an abundance of natural light with views of Lake Michigan or the urban architecture of Chicago
- 2 boardrooms located on the 1st and 10th floor ideal for connecting up to 18 Guests
- Gold Coast Room features 6,838ft<sup>2</sup> of ornate architecture and floor to ceiling windows with sweeping views of Lake Michigan, accommodating up to 510 Guests
- The Grand Ballroom was originally built in the roaring twenties for The Charleston craze: the floor is equipped to put a spring in your step. Accommodates over 500 Guests for events.
- Unique meeting and reception space can be accommodated in Camellia Room, Palm Court and Club International



## SIP & SAVOR

### COQ D'OR

Spirited by the repeal of Prohibition, Coq D'Or has been a Chicago staple for over 8 decades. Sip from the throwback menu of nostalgic "drinks of decades", while enjoying live entertainment over upscale American bites. Join the Whiskey Club for tasting events and monthly exclusives.

### CAMELLIA ROOM

Casual shoreline breakfast dining with stunning views of Lake Michigan. An amazing meeting and dining option to host groups for afternoon and evening private events.

### PALM COURT

Timeless, traditional afternoon tea service served in an astoundingly beautiful room complete with a strumming harpist and large ambient fountain. Historic Tour & Pour experiences available.



Please contact our Group Sales Department at +1 312 621 7325 or via email at [CHIDH-SALESADM@hilton.com](mailto:CHIDH-SALESADM@hilton.com) for additional information or to schedule an event.

**THE DRAKE, A HILTON HOTEL**  
140 E Walton Street | Chicago, IL 60611  
T: +1 312 787 2200

[thedrakehotel.com](http://thedrakehotel.com)

## FACILITIES

### FITNESS CENTER

3,000ft<sup>2</sup> outfitted with PRECOR® endurance equipment, cardio & strength training equipment, and free weights to replenish mind and body. Alternatively, Guests have access to the Gold Coast Equinox facility (315ft from the hotel; a 1 min walk) which features a deluxe spa, pool, personal trainer and group fitness classes.



### BUSINESS CENTER

Accessible anytime and conveniently located adjacent to the Registration Desk, the Business Center provides complimentary computer use and internet connectivity as well as copy, print and fax services.

### THE DRAKE ARCADE LEVEL

An upscale promenade of luxury boutiques including Chanel, Hildt Galleries, Van Cleef & Arpels, Lavazza Coffee, Mangel Florist & Travel Traders.

## LOCATION

Overlooking Lake Michigan with direct Oak Street Beach access and steps to the upscale boutique and shopping districts of Oak Street + The Magnificent Mile. The Drake, a Hilton Hotel puts you in the heart of Chicago's retail and dining corridor with nearby attractions including Water Tower Place, 900 North Shops, John Hancock Observatory, Museum of Contemporary Art and Navy Pier. Plus, it's only a 5 minute taxi to the Loop, Chicago's finance and business district.





# Sponsor & Exhibitor Opportunities

## ALL PACKAGES INCLUDE

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

## Spotlight

### SPONSOR PLUS EXHIBIT BOOTH

\$10,000 Investment | Two Available

7.5  
hours dedicated  
to exhibitor  
networking

- Three full conference registrations for team members
- Opportunity to welcome and address attendees at the start of one pre-scheduled breakout session (*must be mutually agreed upon between presenter and sponsor*)
- One exhibit space, includes table and two chairs
- One full-page ad in the Conference Program
- One exclusive pre-conference email to attendees, pushed through AFWA, 1-3 week prior to conference (scheduled on a first-come, first-serve basis)
- One mobile-app push notification sent to all conference app users during the conference
- One webinar (for all AFWA members) following Women Who Count Conference on a mutually agreed upon date and educational topic
- Lobby Signage promoting Spotlight Sponsorship
- Exclusive signage throughout the conference including select pre-session sponsor ads

## Women Who Count Awards

### SIGNATURE EVENT SPONSOR PLUS EXHIBIT BOOTH

\$5,000 Investment | Four Available

- Exclusive named sponsor of the AFWA Women Who Count Awards Signature Event
- Two full conference registrations for team members OR one table (8 seats) at the Signature Event
- Opportunity to address to attendees during the Women Who Count Signature event
- One exhibit space, includes table and two chairs
- One full-page ad in the Conference Program
- One mobile-app push notification sent to all conference app users during the conference
- Participation in design and execution of this event

# Keynote

## SPONSOR PLUS EXHIBIT BOOTH

\$5,000 Investment

- Exclusive named sponsor of one of five Keynote Sessions
- One full conference registration
- Opportunity to welcome attendees and introduce the Keynote speaker
- Distribution of promotional brochure or materials at all seating in the session
- One exhibit space, includes table and two chairs
- One full-page ad in the Conference Program
- One mobile-app push notification sent to all conference app users during the conference
- One webinar (for all AFWA members) following Women Who Count Conference on a mutually agreed upon date and educational topic

# OPENING SESSION

## ENTERTAINMENT SPONSOR

\$2,500 Investment | One Available

We want to kick-off Women Who Count Conference with a bang! Let's discuss how your Company can help make this event memorable. Sponsor the entertainment at our Opening Keynote session.

# Chapter Achievement

## RECEPTION SPONSOR

\$2,500 Investment | One Available

- Exclusive named sponsor of the invitation-only AFWA Chapter Achievement Reception to recognize outstanding chapters
- One full conference registration
- Opportunity for a five minute address to attendees at the the start of the Reception
- One quarter page ad in the Conference Program
- One mobile-app push notification sent to all conference app users during the conference



# Mobile App SPONSOR

\$4,000 Investment | One Available

- Exclusive named sponsor of the Conference Mobile App and recognition on all related promotions
- One full conference registration
- Sponsor logo on the opening splash screen of the app
- Rotating Banner Ad at the top of Mobile App navigation screen
- One mobile-app push notification sent to all conference app users during the conference
- One half page ad in the Conference Program

# YP/Early Career Event SPONSOR

\$3,000 Investment | One Available

- Exclusive named sponsor of Young Professional /Early Career Programming will include a professional development session, AFWA Early Career Meeting Council Meeting, and Dinner outing.
- Sponsor mention along side all promotion of the event
- Opportunity to welcome and address attendees at the start of the session
- One pre or post conference email to YP attendees
- One quarter page ad in the Conference Program
- One webinar (for all AFWA members) following Women Who Count Conference on a mutually agreed upon date and educational topic

# Speed Networking SPONSOR

\$2,000 Investment | One Available

- Exclusive named sponsor of the Speed Networking event and recognition on all related promotions
- Opportunity to welcome and address attendees at the start of the session
- Logo on screen during the session
- One mobile-app push notification sent to all conference app users promoting the session
- One quarter page ad in the Conference Program

# Welcome Reception

## SPONSOR PLUS EXHIBIT BOOTH

\$5,000 Investment | One Available

- This year we want to take attendees "around the world" with a sampling of foods from different countries and cultures.
- Exclusive named sponsor of the AFWA Women Who Count Welcome Reception, included on all promotions for the event
- One full conference registration
- One exhibit space
- One half-page ad in the Conference Program

# Dessert Break

## SPONSOR

\$2,000 Investment

- Attendees will be treated to dessert in the exhibit area. Your exclusive named sponsorship will make this dessert a memorable experience!





# Energy Break SPONSOR

\$1,000 Investment

- Exclusive named sponsor of one coffee break between sessions
- Recognition as a sponsor and special mention in marketing materials
- Special listing in the mobile app
- Signage at the break
- Opportunity to distribute promotional materials

# Career Center SPONSOR

\$1,000 Investment

- Participate in our Career Center and gain direct access to attendees
- Your company logo on Career Center Signage
- Recognition as a sponsor and special mention in marketing materials
- Special listing in the mobile app

# Exhibitor

\$1,500 Investment

- One standard space in the Conference Exhibit area, includes table and two chairs
- Two exhibitor passes (includes meals and breaks during exhibit hall hours)
- Recognition as an exhibitor, to include logo on all conference promotional materials, event website, and event signage
- Special listing in the mobile app

7.5  
hours dedicated  
to exhibitor  
networking



# Past President's Event

## SPONSOR

\$1,200 Investment

- Support past AFWA Leadership with a sponsorship of an event/meeting recognizing AFWA Past Presidents

# Conference Attendee Scholarship SPONSOR

\$1,200 Investment

- Sponsor an attendee who is unable to attend o the Women Who Count National Conference and help them make a difference in their career (Scholarship will cover registration and 2 nights stay)

# A La Carte

## ADVERTISING

- Conference Program Ad                      Full page \$800 | Half page \$400 | Quarter page \$250
- Mobile Charging Station                      \$500
- Conference Bag Stuffer                      \$500
- Mobile App Ad                                      \$400 | with exhibit \$150



Your opportunities with AFWA don't end here. Earn additional benefits for your organization when you join 5 or more members under AFWA's Corporate Membership. Or, contact us to find out how you can post your job openings to AFWA's Job Board. We are happy to work with you to develop a Sponsorship and Advertising packet custom to your needs and goals as a partner!

# What Can I Get Out of a being a Sponsor or Exhibitor?



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.

- **Lead generation**

As a sponsor you will have access to all the registrations to your presentation or panel session. Get the contact information of hundreds of qualified prospects to enable connections right now.

- **Thought leadership**

Demonstrate thought leadership and credibility by tackling the key talking points in the accounting and finance sectors alongside key industry perspectives.

- **Brand awareness**

Enhance brand awareness and exposure to our database of accountants, bookkeepers, tax professionals, CFOs, finance managers, treasurers and more.

- **Education**

Educate the accounting & finance community on what they need to understand and how your organization is uniquely placed to help

- **Face to Face Connections**

An opportunity to meet with attendees one on one to discuss your product and how it can fit into their needs. You can select those you'd like to meet from the list of registered participants.

Last year's annual Women Who Count Conference was rated 4.2 stars!

4.2★

average rating



**AFWA Connect. Advance. Lead.  
Conference**

June 23-24 2022

**Women Who Count 2022 National  
Conference** October 25-28, 2022

**For more information on sponsorship  
or exhibiting please contact Cindy  
Stanley at [cindy.stanley@afwa.org](mailto:cindy.stanley@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!

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

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

# Maximize Your Marketing Dollars With Year-Round Advertising!

## Year-Round Advertising Opportunities:

- **Sponsored Webinar (\$600):** 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 (\$500):** 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 (\$500):** Your custom message sent directly to AFWA member inboxes.
- **Membership Invoice Insert (\$700 for 6 months, \$1000 for 12 months):** Insert your custom brochure or flyer



# Our Commitment

## 2022 SPONSOR & EXHIBITOR FORM

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

✓	Sponsorship	Investment
	Spotlight Sponsor	\$10,000
	Signature Awards Event	\$5,000
	Keynote	\$5,000
	Entertainment	\$2,500
	Chapter Achievement	\$2,500
	Mobile App	\$4,000
	YP Connection	\$3,000
	Speed Networking	\$2,000
	Welcome Reception	\$5,000
	Dessert Break	\$2,000
	Energy Break	\$1,000
	Career Center	\$1,000
	Past President's Event	\$1,000
	Conference Attendee Scholarship	\$1,200
	Exhibitor	\$1,500
<b>Conference A La Carte Add-Ons</b>		
	Conference Program Ad	\$800 - Full page
		\$400 - Half page
		\$250 - Qtr page
	Mobile Charging Station	\$500
	Mobile App Ad	\$400
		\$150 - w/ exhibitor or higher
	Conference Bag Stuffer	\$500
	Additional Attendee w/ sponsorship package	\$749

✓	Sponsorship	Investment
<b>Year Round Add-Ons</b>		
	Sponsored Webinar	\$600
	Social Media Blast	\$500
	eNewsletter Banner Ad	
	Accountability	\$200
	Leaps & Bounds	\$150
	Foundation Quarterly	\$150
	Leaders Ledger	\$175
	Email to Members	\$500
	Membership Invoice Insert	\$700 - 6 months
		\$1,000 - 1 year
<b>Total \$</b>		

Return your completed commitment form to

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

A separate invoice and agreement specific to your organization will be provided.



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.



# 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 booth!**

## CONTACT INFORMATION

*National Headquarters*

**Accounting & Financial Women's Alliance**

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Lexington, Kentucky 40504

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Executive Director**

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