



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



October 21-25, 2025

Women Who Count Conference Prospectus

We are the Women Who Count!

The Sheraton Mesa Hotel at Wrigleyville West
Mesa, Arizona



**WOMEN
WHO
COUNT**

What is the Women Who Count Conference?



86

Years of operations

1200+

Members Nationally

57+

Chapters Nationally

250+

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!



Stephanie Sommers
AFWA National President

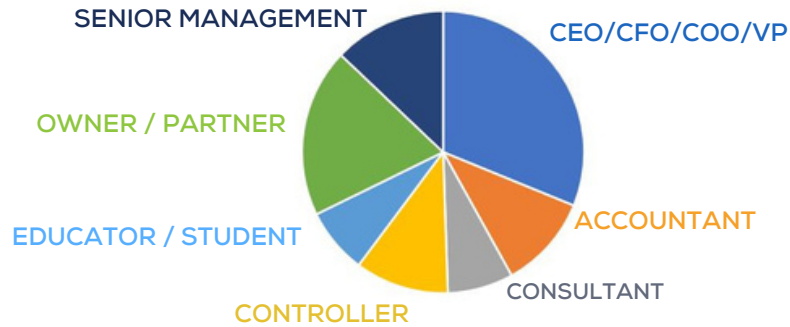
Conference Overview

AFWA Women Who Count Conference 250+ Attendees

AFWA Family Photo



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 | 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 |

Career Day for ALL!

- **FOR Students & FOR Early Career Professionals & FOR Seasoned Professionals looking for new opportunities!**

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 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 accounting and finance. Come be a partner with AFWA today!



Our Schedule



We have a new schedule for 2025
Please review our pdf
schedule [click here!](#)

Tuesday, October 21, 2025

Wednesday, October 22, 2025

Thursday, October 23, 2025

Friday, October 24, 2025

Saturday, October 25, 2025

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

GEM (Giving Every Month) RECEPTION

Sponsor

\$2,500 Investment

GEM Reception Sponsor

- Cocktail Reception with Logo Signage
- One mobile-app push notification
- Conference signage
- Webinar post conference

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



WELCOME RECEPTION BEVERAGE

Sponsor

\$2,000 Investment

Welcome Reception Sponsor

- Signature Welcome Reception Cocktail with Logo Signage
- One mobile-app push notification
- Conference signage
- Webinar post conference

SIGNATURE EVENT BEVERAGE

Sponsor

\$2,000 Investment

Signature Event Sponsor

- Signature Event Cocktail with Logo Signage
- One mobile-app push notification
- Conference signage
- Webinar post conference

AFTER PARTY BEVERAGE

Sponsor

\$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)

CONFERENCE EMAIL

Banner ad

\$500 Investment

Conference Email Newsletter Banner Ad

- Several opportunities available

Sponsorship / Exhibitor Opportunities



SOCIAL MEDIA

Blast

\$500 Investment
Social Media Blast

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

ATTENDEE SCHOLARSHIP

Sponsor

\$1,500 Investment
Scholarship Sponsor for Attendee –

- Sponsor an attendee who is unable to attend the WWC and help them advance 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

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 SIGNATURE EVENT

Sponsor

\$5,000 Investment

Women Who Count Awards

Signature Event Sponsor – includes exhibit booth

- 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
- Participation of our Career Day
- Potential Media Coverage

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!
June 26 & 27 in Newport, KY**

[Click here for more details!](#)

\$750 Investment

Connect.Advance.Lead™ Conference

- Several opportunities available
- Speaking engagement during the conference



Sponsorship Opportunities

CAREER DAY FOR ALL STUDENTS & ATTENDEES!



CAREER DAY KEYNOTE CAREER DAY EVENT

Sponsor

\$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)
- Recognition as an exhibitor, to include logo on all conference materials, website, and mobile app
- Listing on the mobile app

POOL PARTY EVENT

Sponsor

\$2,500 Investment

Pool 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)
- Recognition as an exhibitor, to include logo on all conference materials, website, and mobile app
- Listing on the mobile app

Sponsorship Opportunities

CAREER DAY FOR ALL STUDENTS & ATTENDEES!



CAREER DAY SESSION

Sponsor

\$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)
- Recognition as an exhibitor, to include logo on all conference materials, website, and mobile app
- Listing on the mobile app

CAREER DAY EXHIBITOR

Sponsor

\$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)
- 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

Return form to Shane Schaefer

City Limitless

October 21-25, 2025

VISIT  MESA
CITY LIMITLESS®






The Sheraton Mesa Hotel at Wrigleyville West, Arizona



*Come
join
us!*



Contact Us

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