



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



# October 21-25, 2025

# Women Who Count Conference Speaker Opportunity 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?



**87**

Years of operations

**1200+**

Members Nationally

**57+**

Chapters Nationally

**240+**

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 240+ Attendees

## AFWA Family Photo

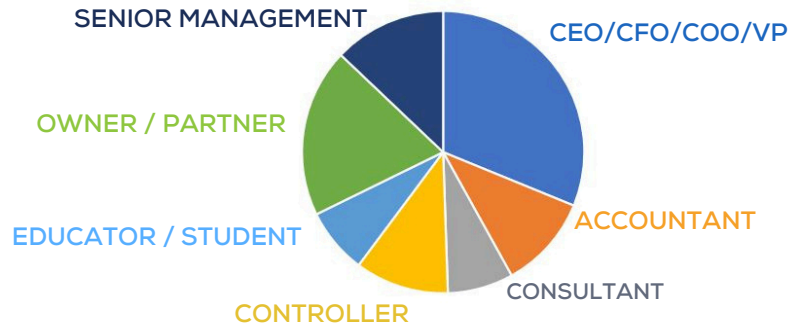


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**Welcome to the Family!**

### 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

# Speaker Sponsorship Opportunities



## PREMIER KEYNOTE SPEAKER

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*Sponsor*

### \$10,000 Investment

*Premier Conference Sponsor – Opening Keynote Opportunity & includes exhibit booth*

- One opportunity available
- 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 SPEAKER

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*Sponsor*

### \$5,000 Investment

*Keynote Opportunity & includes exhibit booth*

- Limited number 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

# Speaker Sponsorship Opportunities



## SPONSORED EDUCATOR *Sponsor*

### **\$2,500 Investment**

*Speaking Opportunity & includes exhibit booth*

- Limited number opportunities available
- Exclusive named sponsor of one of the education sessions
- Exhibit Booth
- One full conference registration
- Half-page ad in conference program
- Pre-conference email marketing through AFWA
- One mobile-app push notification
- Exclusive promotion and conference signage

## SUPPORTING EDUCATOR *Sponsor*

### **\$1,000 Investment**

*Speaking Opportunity*

- Limited number opportunities available
- Exclusive named sponsor of one of the education sessions
- One full conference registration
- Half-page ad in conference program
- Pre-conference email marketing through AFWA
- One mobile-app push notification
- Exclusive promotion and conference signage

# Opportunities for Speakers

**PREMIER  
KEYNOTE  
SPEAKER**

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*Sponsor*

**\$10,000 Investment**

Premier Conference Sponsor –  
Opening Keynote Opportunity & includes exhibit  
booth

**KEYNOTE  
SPEAKER**

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*Sponsor*

**\$5,000 Investment**

Keynote Opportunity & includes exhibit booth

**SPONSORED  
EDUCATOR**

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*Sponsor*

**\$2,500 Investment**

Speaking Opportunity & includes exhibit booth

**SUPPORTING  
EDUCATOR**

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*Sponsor*

**\$1,000 Investment**

Speaking Opportunity

**SPEAKER  
ATTENDEE**

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**\$500**

Speaker Registration

Discounted Registration Fee



# Commitment Form

Date of Request:

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 Company Name

---

 Contact Name

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 Email

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 Phone

---

 Billing Address

---

Billing Address 2

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## COMMITMENT TO:

(Please list the sponsorship you are interested in.)

*First Come. First Served.*

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Any question? Please contact Cindy Stanley at [cindy.stanley@afwa.org](mailto:cindy.stanley@afwa.org) or Shane Schaefer at [shane.schaefer@afwa.org](mailto: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

 Website	<a href="http://www.afwa.org/women-who-count/">www.afwa.org/women-who-count/</a>
 Phone	859.219.3532
 E-mail	<a href="mailto:shared@afwa.org">shared@afwa.org</a>
 Social Media	@afwanational
 HQ address	2365 Harrodsburg Rd., Ste A325, Lexington, KY 40504