

Our Mission Is Clear

Promoting Equity and Providing Opportunities



The American Woman's Society of Certified Public Accountants

2002 National Conference

- **Sponsorship Information**
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- **Advertising Opportunities**

The American Woman's Society of Certified Public Accountants (AWSCPA) began in 1933 as a group of nine women CPAs united in facing the challenges affecting women in the profession at that time. Over the years, the organization has become the voice of women in the accounting profession.



AWSCPA is the only organization devoted exclusively to the support and professional development of women CPAs. The Society is also a leader in addressing these concerns:

- Gender equity
- The glass ceiling
- Work and family issues

Our Mission

The American Woman's Society of Certified Public Accountants provides a supportive environment that promotes equity and provides opportunities for the achievement of career goals in a competitive and rapidly changing environment.

AWSCPA is a national organization of individual members and affiliate groups in many major cities. Members receive benefits including a quarterly newsletter; access to the members only section of the web site with an on-line, searchable member directory (www.awscpa.org); a peer support network and use of the speakers' bureau; the annual conference; and periodic issues papers covering topics of concern to members and the profession. Local affiliates provide their members with networking, continuing professional education programs, and social and civic opportunities. Both the national and local groups provide scholarship funds and outreach to accounting students.

AWSCPA is the leading national voice working to level the playing field for women CPAs. Add *your* voice to the most articulate and effective organization for women in the accounting profession by joining chair, Barbara Guerra and our Texas Affiliates to present the AWSCPA annual conference to members and guests.

Conference Information

General Information

The Annual Conference of the AWSCPA will consist of general and concurrent educational sessions, as well as several social and networking activities. The Conference will be attended by CPAs from throughout the country representing industry, education, government and public accounting and other finance professionals. In celebration of the Society's Annual Conference, a special gala event will take place on Thursday evening. In addition to celebrating 69 years of supporting women CPAs, the Society will also celebrate the contributions to the accounting field made by its members with its annual awards ceremony recognizing the Woman CPA of the Year, Educator of the Year, Woman of Courage Award, and the Award for Public Service. Visit our web site at awscca.org for updates.

Tentative Schedule of Events

Wednesday, June 12th

12:00 pm - 2:00 pm	Optional Tour
2:30 pm - 4:00 pm	Affiliate and MAL Exchanges
4:10 pm - 5:50 pm	Keynote
6:30 pm - 7:30 pm	Opening Reception

Thursday, June 13th

8:00 am - 9:40 am	General Session with Continental Breakfast
9:40 am - 10:00 am	Refreshment Break
10:00 am - 11:55 am	Sessions
12:00 pm - 1:15 pm	Luncheon with Speaker
1:15 pm - 2:05 pm	Sessions
2:05 pm - 2:30 pm	Refreshment Break
2:30 pm - 5:20 pm	Sessions
6:00 pm - 9:00 pm	Annual Awards Banquet

Friday, June 14th

8:00 am - 9:40 am	General Session with Continental Breakfast
9:40 am - 10:00 am	Refreshment Break
10:00 am - 11:55 am	Sessions
12:00 pm - 1:15 pm	Business Luncheon
1:15 pm - 2:05 pm	Sessions
2:05 pm - 2:30 pm	Refreshment Break
2:30 pm - 5:20 pm	Sessions
6:00 pm - 7:00 pm	Closing Reception

Facilities/Logistics

All of the AWSCPA events will be held at the Adams Mark San Antonio-River Walk in San Antonio, Texas, unless otherwise noted.

The displays will be located adjacent to the registration area to encourage attendees to view displays during their free time.

Audience Profile

Members of the AWSCPAs include:

- Certified Public Accountants from throughout the country representing all levels of accounting professionals in industry, government, education and public accounting;
- Professionals in the accounting field who are working towards but have not yet received the designation of CPA;
- Other financial professionals;
- And students pursuing degrees in the field of accounting.

Housing Information

Housing forms and conference promotional brochures will be forwarded when available in early February 2002. Room rates are \$139.00 for single or double occupancy.

Sponsorship Opportunities

We invite you and your company to participate in the 2002 Annual Conference of the American Woman's Society of Certified Public Accountants (AWSCPA).

With your contributions to AWSCPA, your company becomes an official sponsor of the 2002 Annual Conference. As such, your company will receive high-profile recognition and exposure based upon the following sponsorship categories:

- Title Sponsor - \$15,000 (one available)
- Platinum Sponsor - \$10,000 (two available)
- Keynote Sponsor - \$7,500 (one available)
- Dinner Sponsor - \$5,000 (one available)
- Reception Sponsor - \$3,000 (three available)
- Luncheon Sponsor - \$2,500 (two available)
- Breakfast Sponsor - \$1,000 (two available)
- Refreshment Break - \$300 (five available)
- Conference Supporter - \$300 - \$5,000 (unlimited) *

* *Receives the same benefits as the level contributed.*

Below is a benefits chart depicting the offered opportunities sponsors have in conjunction with their 2002 Conference sponsorship dollars.

Please note that Title and Platinum Sponsors have until January 1, 2002 to commit to do a one-hour educational session. Sessions will be assigned on a first come, first

serve basis.

Title and platinum sponsors will be promoted throughout the event for their support. All other sponsors will be promoted in all conference materials, on signage, with complimentary registrations, table displays, acknowledgements, publicity and website promotion.

All benefits will be coordinated through the AWSCPA National Office including signage, complimentary registrations, table displays, advertising, acknowledgements, publicity, and website promotion.

Your support will bring your company high-profile recognition and exposure to thousands of women CPAs representing industry, education, government, and public accounting throughout the country, as well as students and other invited financial professionals. We hope that you will assist us in obtaining your firm's sponsorship and support.

Your company's participation will allow us to offer a first-rate conference at a reasonable cost. The program's focus is on the technical and leadership skills necessary to meet the rapid changes and challenges which our profession is facing. Your company can assist us not only by providing financial sponsorship but also by encouraging the attendance of your female CPAs and other financial professionals.

Benefit	Title	Platinum	Dinner	Reception	Luncheon	Breakfast	Break
Special Listing Above Conference Title in All Promotion	●						
National Publicity	●	●	●	●	●	●	●
Sponsorship of a Featured Event		●	●	●	●	●	●
Brief Presentation at Sponsored Event	●	●	●	●	●	●	●
Signage throughout Conference	●	●	●	●	●	●	●
Signage at Sponsored Event		●	●	●	●	●	●
Exposure in all Pre-Conference Materials	●	●	●	●	●	●	●
Exposure in all On-Site Conference Materials	●	●	●	●	●	●	●
Logo on AWSCPA Home Page	●						
Banner on AWSCPA Website in Conference Section	●	●	●				
Listing on AWSCPA Website in Conference Section				●	●	●	●
Full-Page Ad in Conference Binder	●	●					
Complimentary Conference Registrations	Four	Three	Two	One	None	None	None
Opportunity to Present a One-Hour Educational Session	●	●					
Table Display Area at Conference	●	●	●	●	●	●	
Listing of all Conference Participants	●	●	●	●	●	●	●

Table Display Opportunities

Reach your target audience while maximizing your exposure by becoming a displayer at the AWSCPA conference being held at the Adams Mark San Antonio-River Walk in San Antonio, Texas.

Assignment of Space

Space is limited so please reserve your space early. Please note payment must be included with the enclosed Table Display Registration Form. Space is accepted on a first-come, first-serve basis and is reserved with a signed, paid contract only. A confirmation will be sent to each displayer upon receipt of the contract.

Miscellaneous

According to hotel policy, displays cannot be placed on the walls of the display area. Additionally, if you are interested in equipment or electricity for your display area, contact the AWSCPA Office for details. There will be an additional charge for these items.

Display Fees

The full display fee includes a 8' x 8' area, one (1) 6' x 30" draped and skirted table and two chairs throughout the conference. Payment of

the display fee also includes a half-page advertisement in the on-site conference binder; and inclusion in the display listing.

Display Area \$500.00

Cancellation of Exhibit Space

AWSCPA will process refunds equal to 75% of the paid display fee, provided that your cancellation is received in writing by May 1, 2002. After May 1st refunds at 50% will be made. Please note that no refunds will be made after June 1st.

Liability

The displayer assumes all responsibility for any and all loss, theft, or damage to the displays, equipment and other property while on the hotel premises, and hereby waives any claim or demand it may have against AWSCPA, the Adams Mark Hotel, or its affiliates arising from such loss, theft, or damage. AWSCPA reserves the right to exercise its sole discretion in the acceptance or refusal of applications.

Advertising Opportunities

Maximize your exposure with an advertisement in the AWSCPA on-site conference binder. Your ad will reach all AWSCPA conference attendees.

Rate/Page Structure

Full-Page Ads (8 1/2" x 11")	\$250.00
Half-Page Ads (8 1/2" x 5 1/2")	\$125.00

Specifications

All advertisements must be clean, black and white copy (no negatives please) and must arrive at the AWSCPA Office with full payment no later than May 1, 2002. The final printed piece will be in 8 1/2" x 11" format with 3-hole punching down the left edge.

Conditions

Advertisements are accepted upon representation that the advertiser has the right to publish the contents thereof. It is understood that the advertiser will indemnify and save AWSCPA harmless from or against any loss or expense arising out of publication of such advertisements, including, without limitation, those resulting from claims of suits of libel, violation of rights privacy, plagiarism and copyright infringement.

Advertising space is reserved with a signed contract only. Verbal contracts will not be recognized.

**The American Woman's Society of
Certified Public Accountants**

136 South Keowee Street

Dayton, Ohio 45402

(937) 222-1872 or (800) AWSCPA1

Fax (937) 222-5794

info@awscpa.org • www.awscpa.org



AWSCPA Conference Support Agreement
Annual Leadership Conference - June 12-14, 2002 - San Antonio, TX
Deadline is March 1, 2002

COMPANY INFORMATION

Company _____

Contact _____

Mailing address _____

City _____ State/Prov. _____ Zip/Postal Code _____

Telephone _____ Fax _____ E-mail _____

CONFERENCE SPONSORSHIP

- | | |
|--|---|
| <input type="checkbox"/> Title Sponsor - \$15,000 | <input type="checkbox"/> Reception Sponsor - \$3,000 |
| <input type="checkbox"/> Platinum Sponsor - \$10,000 | <input type="checkbox"/> Luncheon Sponsor - \$2,500 |
| <input type="checkbox"/> Keynote Sponsor - \$7,500 | <input type="checkbox"/> Breakfast Sponsor - \$1,000 |
| <input type="checkbox"/> Dinner Sponsor - \$5,000 | <input type="checkbox"/> Refreshment Break Sponsor - \$300 |
| | <input type="checkbox"/> Conference Supporter - \$300-\$5,000 |

ADVERTISING

- | | | |
|------------------------------------|-------------|----------|
| <input type="checkbox"/> Full-Page | (8½" x 11") | \$250.00 |
| <input type="checkbox"/> Half-Page | (8½" x 5½") | \$125.00 |

DISPLAY FEES

- | | |
|--|----------|
| <input type="checkbox"/> Full Display Area | \$500.00 |
|--|----------|

REMITTANCE (in US dollars only)

- MasterCard Visa American Express

Please charge \$ _____ to account # _____

Name on card: _____

Signature _____ Exp. Date _____

- Check A check in the amount of \$ _____ is enclosed. **Please make checks payable to AWSCPA.**

Send your completed forms to:

AWSCPA
136 South Keowee Street • Dayton, Ohio 45402
800.AWSCPA1 or 937.222.1872
Fax: 937.222.5794
info@awscpa.org • www.awscpa.org