

The ASWA/AWSCPA Joint Inspired Solutions Conference

Bally's Hotel • Las Vegas, Nevada • September 18-20, 2006

What is an Inspired Solution? It's more than just a correct answer...an Inspired Solution is a response to a unique set of circumstances. An Inspired Solution carries weight...it reflects passion and spirit. In short, an Inspired Solution does more than just respond to a challenge...it drives you to be your very best.

"The ASWA/AWSCPA Joint Inspired Solutions Conference" serves as the premier gathering of more than 400 female decision-makers whose aggregate buying power rivals few others. The accounting and financial services industries have endured great changes in the past year, yet the American Society of Women Accountants (ASWA) continues as the largest, most influential association that enhances the lives of women accounting professionals and the American Woman's Society of Certified Public Accountants (AWSCPA) remains the voice of women CPAs in the accounting profession.

Again in 2006, ASWA and AWSCPA will join forces and continue the tradition of raising the bar to deliver high quality content and value to our conference participants, while providing opportunities to network with peers and leaders in the profession. Collaborative sessions addressing technical updates and management techniques, and top-ranked conference programming, will deliver the much sought-after CPE that meets the needs of our attendees.

We invite your company to show its support by taking advantage of the numerous sponsorship and exhibiting opportunities available at our Joint National Conference. More than 400 women accountants including key decision-makers from across the country are expected to attend. These women represent CPAs and accounting professionals from the Big Four, regional and local firms, sole practitioners, business owners, accounting and tax professionals in Fortune 500 and other public, privately owned and not for profit companies and educators. So, plan to be at the Bally's Hotel in Las Vegas, September 18-20, 2006.

Laura D. Skoff

Laura D. Skoff
Executive Director
American Society of
Women Accountants



Kim Fantaci

Kimberly A. Fantaci
Executive Director
American Woman's Society of
Certified Public Accountants

Here are just a couple of reasons why you should join ASWA & AWSCPA in Las Vegas this September:

Corporate name recognition is critical in today's competitive environment. In order to stay at the forefront, corporations must build working relationships with the profession's top leadership.

If you're seeking visibility for your company or a marketplace for recruiting quality employees, this conference should be an essential part of your marketing strategy.



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Inspired Solutions

The ASWA/AWSCPA Joint Inspired Solutions Conference



**Sponsorship
Opportunities**

BALLY'S

**Las Vegas, Nevada
Bally's Hotel
September 18-20, 2006**



ASWA
American Society of Women Accountants

www.aswa.org • www.awscpa.org

AWSCPA
American Woman's Society of
Certified Public Accountants

..... 2006 SPONSORSHIP PROSPECTUS

The American Society of Women Accountants (ASWA) and American Women’s Society of CPAs (AWSCPA) invite your company to join us at during the 2006 Joint National Conference and to take advantage of the numerous and improved opportunities to market to, recruit from, and network with the more than 400 decision-makers from the accounting and finance fields that will gather in Las Vegas, Nevada for this one of a kind conference. JNC attendees represent an impressive cross-section of women in the industry ranging from CPAs and accounting professionals from the Big Four, regional and local companies, to sole practitioners, business owners, accounting and tax professionals, Fortune 500 and academia. Please come join ASWA and AWSCPA in Las Vegas! Simply put, you’re going to love the JNC.

SPONSORSHIP OPPORTUNITY PACKAGES

Platinum Presenting Sponsor: \$15,000 – Exclusive

- Premier logo placement and recognition on ASWA and AWSCPA websites, marketing collateral and event signage as Platinum Sponsor of JNC
- Presenting Sponsor of the JNC Awards Gala
- Opportunity for a senior corporate executive to introduce the ASWA and/or the AWSCPA National President(s)
- Opportunity for a senior corporate executive to provide a 2 minute presentation during the Gala
- Opportunity to underwrite one early-bird session during the JNC
- Opportunity to provide speakers and materials for sponsored early-bird session
- Opportunity for a senior corporate executive to serve as a ribbon cutter along with the ASWA and AWSCPA National Presidents during the Exhibit Hall & Career Fair Grand Opening and Ribbon-Cutting ceremony
- Opportunity to underwrite all of the sessions within one of the JNC’s educational tracks. Educational tracks include: Accounting & Auditing, Controllership, Personal & Professional Development, and Tax
- Five (5) full conference registrations for the JNC
- One (1) reserved table for 10 guests at the Awards Gala (premium placement)
- One (1) table top exhibit booth in prominent position
- One (1) full page ad with cover placement in JNC on-site program
- Opportunity to meet ASWA and AWSCPA leadership and VIP attendees at an invitation-only reception
- Opportunity to provide an attendee registration bag or folio with corporate logo and JNC logo
- Opportunity to distribute a promotional item to all attendees

Gold: \$7,500 - Non-exclusive (2 opportunities available)

- Prominent logo placement and recognition on ASWA and AWSCPA websites, marketing collateral and event signage as a Gold Sponsor of JNC
- Recognition as a sponsor of the JNC Welcome Reception
- Opportunity for a senior executive to provide a 2 minute presentation during the Welcome Reception
- Opportunity to underwrite one early-bird session during the JNC

- Opportunity to provide speakers and materials for sponsored early-bird session
- Three (3) full conference registrations for the JNC
- Three (3) tickets to the JNC Awards Gala
- One (1) table top exhibit booth in prominent position
- One (1) full page ad with prominent placement in JNC on-site program
- Opportunity to meet ASWA and AWSCPA leadership and VIP attendees at an invitation-only reception
- Opportunity to provide an insert in the registration bag or folio
- Opportunity to distribute a promotional item to all attendees

Silver: \$5,000 - Non-exclusive (2 opportunities per luncheon available)

- Logo placement and recognition on ASWA and AWSCPA websites, marketing collateral and event signage as a Silver Sponsor of JNC
- Recognition as a sponsor of one (1) JNC luncheon
- Opportunity for a senior executive to provide a 2 minute presentation at sponsored luncheon
- Two (2) full conference registrations for the JNC
- Two (2) tickets to the JNC Awards Gala
- One (1) table top exhibit booth
- One (1) half page ad in the JNC on-site program
- Opportunity to meet ASWA and AWSCPA leadership and VIP attendees at an invitation-only reception
- Opportunity to provide an insert in the registration bag or folio
- Opportunity to distribute promotional item during the sponsored event

Bronze: \$3,000 - Non-exclusive (2 opportunities per breakfast available)

- Logo placement and recognition on ASWA and AWSCPA websites, marketing collateral and event signage as Bronze Sponsor of JNC
- Recognition as a sponsor of one (1) JNC Breakfast
- One (1) full conference registration for the JNC
- One (1) ticket to the JNC Awards Gala
- One (1) table top exhibit booth
- Opportunity to meet ASWA and AWSCPA leadership and VIP attendees at an invitation-only reception
- Opportunity to distribute promotional item during the sponsored event

SPONSORSHIP OPPORTUNITIES

Make an investment in the future of women in the profession, while investing in your company’s growth. As a sponsor of the ASWA/AWSCPA Joint National Conference, your organization will benefit from recognition throughout the entire range of conference marketing and activities. Your company can enhance its visibility among this valuable group of women executives by taking a leading role at our annual event.

EXHIBIT OPPORTUNITIES

The Joint National Conference delivers the best marketing strategy for your corporate marketing budget. Exhibiting provides you with direct access to key decision-makers in the accounting and financial services fields. Display your products and services and contact hundreds of new prospects with one investment. Plus, you will have increased corporate exposure during the session breaks that will be held in the exhibit area to provide exhibitors the opportunity to network with this diverse group.

TABLE-TOP EXHIBIT - \$975 – PRICE INCLUDES:

- One 6’ draped table for a table-top exhibit or an 8’ space for a display and two chairs
- Recognition in event marketing collateral and in on-site materials.
- Two (2) exhibits only passes.

(Full conference registrations, meal tickets, and additional exhibitor passes sold separately.)

EXHIBIT HOURS

Exhibit Set-Up: Monday, September 18 – 3:00 pm – 5:00 pm

Exhibit Hours: Monday, September 18 – 5:45 pm – 7:00 pm (Ribbon Cutting Ceremony and Welcome Reception)
 Tuesday, September 19 – 7:30 am – 4:00 pm
 Wednesday, September 20 – 7:30 am – 1:00 pm

Tear-Down: Wednesday, September 20 – 1:30 pm – 4:00 pm

ADVERTISING OPPORTUNITIES

Complete your marketing campaign with targeted ads designed to reinforce your message and improve the effectiveness of your exhibit and/or sponsorship. Advertising in the final program should be an integral part of your company’s multi-level marketing campaign. Distributed to every attendee, the final program contains the official schedule of the educational program, special event details, as well as exhibit hall information. If you are unable to exhibit or sponsor, your ad in the final program will provide you with a tangible presence at this important event at a low cost. Advertising opportunities are limited and are available on a first-come, first-served basis.

- Half Page: \$400; no bleed, 8 1/4” x 5” horizontal
- Full Page: \$600; no bleed, 8 1/4” x 10 3/4” vertical

If you would like further information on how to take advantage of one of the many sponsorship and exhibiting opportunities, contact Javier Cuebas in ASWA’s Resource Department at 703-506-3265 or jcuebas@aswa.org or Melissa Lynd in AWSCPA’s Resource Department at 800-AWSCPA-1 or info@awscpa.org.



2006 SPONSORSHIP RESERVATION FORM

I would like to be a Sponsor (check one)

JNC Sponsorship Opportunities:

- Platinum Presenting Sponsor \$15,000
- Gold Sponsor \$7,500
- Silver Sponsor \$5,000 (One lunch included)
 - Tuesday Lunch
 - Wednesday Lunch
- Bronze Sponsor \$3,000 (One breakfast included)
 - Tuesday Breakfast
 - Wednesday Breakfast

Educational Track Sponsorship Opportunities:

- \$2,000 per track
- Accounting & Auditing
- Controllership
- Personal & Professional Development
- Tax

Coffee Break Sponsorship Opportunities:

- Coffee Break Sponsor \$1,000/ each
- All Tuesday Coffee Breaks \$1,750
- All Wednesday Coffee Breaks \$1,750

I would like to exhibit \$975

I would like to advertise (check one)

- Half Page \$400
- Full Page \$600

Submission Requirements and Mailing Instructions – High-resolution electronic PC files are preferred; all art and fonts used in the file must be provided—substitutions at the printer could cause design errors and re-flow problems. Please submit artwork via e-mail to info@awscpa.org AND mail a hard-copy proof to AWSCPA, 136 South Keowee Street, Dayton, Ohio 45402. Or, you can mail your artwork on a zip disk or CD along with your proof. Without a hard-copy proof, we will not be responsible for incorrect output of advertisement. **Advertising Deadlines:** This form must be returned to AWSCPA by Friday, August 26. Artwork and/or payment must be received at AWSCPA by Friday, September 9.

Your signature below signifies your commitment to pay for all sponsorship as stipulated herein:

Name _____

Signature _____

Organization _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____ E-mail _____

Check enclosed (make check payable to ASWA)

Charge my: MasterCard VISA TOTAL \$ _____

CC# _____ Exp. Date _____ / _____

Name on card _____ Signature _____

Cancellation Policy: All sponsorship refund requests must be received in writing to the ASWA National Headquarters by Friday, August 18, 2006 and cancellations are subject to a \$150 service charge. Please fax all requests to Resource Development at 703-506-3266. No requests for cancellations or refunds will be accepted after Friday, August 18, 2006.

Housing Information: The JNC has secured a block of rooms at the discounted rate of \$149 plus tax for single or double occupancy. All reservations must be made through the Bally’s Hotel at 800-634-3434 and must be made prior to August 18, 2006. Reservations after that date will be accepted on a space and rate available basis. The JNC does have a limited number of rooms available and once they are sold out we will not necessarily be able to add rooms at our discounted rate. Note that rates are good three days prior and three days after our event. To view the hotel online, visit www.ballys.com.

Tax Information: ASWA is a tax-exempt organization as described in 501(c) 6, tax ID number 36-6108332. For further information, please call ASWA Headquarters at 703-506-3265.

ADA Regulations: In compliance with ADA regulations, ASWA and AWSCPA will take all reasonable steps to ensure that Americans with disabilities are given equal and reasonable opportunity to participate in the program. To better serve your needs, please contact either organization if you require special accommodations.

REMIT TO: Credit Card Payments / Invoice Requests:
 ASWA 8405 Greensboro Dr., Suite 800
 McLean, VA 22102-5104
 Fax: 703-506-3266

Check Payments:
 ASWA Lockbox
 P.O. Box 826131
 Philadelphia, PA 19182-6131

EDUCATIONAL UNDERWRITING OPPORTUNITIES

Educational Tracks

Underwrite all the sessions within one of the JNC’s educational tracks. Educational tracks include: Accounting & Auditing, Controllership, Personal & Professional Development, and Tax

Educational Track Sponsor: \$2,000 per track

- Logo placement and recognition on ASWA and AWSCPA websites, marketing collateral and event signage as Educational Track Sponsor of JNC
- One (1) full conference registration
- Opportunity to meet ASWA and AWSCPA leadership and VIP attendees at an invitation-only reception
- Listing in the JNC on-site program

COFFEE BREAK SPONSORSHIP OPPORTUNITIES

Coffee Breaks: \$1,000 each or one full day of Breaks for \$1,750 –Non-exclusive

- Recognition on signage at sponsored coffee break
- Listing in the JNC on-site program