



**The ASWA/AWSCPA  
Joint National Conference  
October 28-30, 2008  
Fairmont Dallas Hotel  
Dallas, TX**

**2008 Sponsorship Opportunities**

The American Society of Women Accountants (ASWA) and the American Woman's Society of CPAs (AWSCPA) invite your company to join us for the 2008 Joint National Conference (JNC). More than 400 decision-makers from the accounting and finance fields will gather in Dallas, Texas for this one-of-a-kind conference. Attendees will spend three days in four different tracks of educational sessions covering diverse topics.



Attendees also enjoy the opportunity to browse our extensive exhibit hall, network with colleagues during various receptions and breaks and attend the JNC Awards Luncheon. JNC attendees represent an impressive cross-section of women in the industry, making this the perfect opportunity to market to, recruit from and network with these individuals!



## **Platinum Sponsor - \$15,000 (exclusive by industry)**

### **Benefits:**

- Premium logo placement and recognition on ASWA and AWSCPA Web sites, marketing collateral and event signage as a Platinum Sponsor of the JNC
- Platinum Sponsor of the JNC Awards Luncheon
- Opportunity for a senior corporate executive to introduce the ASWA and/or the AWSCPA National President(s) and provide a 2-minute introduction during the JNC Awards Luncheon
- One (1) reserved table for ten (10) guests at the Awards Luncheon
- Opportunity to underwrite and provide speakers and materials for one (1) early bird session during the JNC
- Ten (10) full conference registrations
- One (1) premium placed table top exhibit booth
- Opportunity to place company logo on the front cover of conference CD, which is accessed by attendees and their colleagues throughout the year
- Opportunity to place one (1) full-page color ad in the printed conference materials (provided by sponsor) and on conference CD
- Opportunity to meet ASWA and AWSCPA leadership and VIP attendees at an invitation-only reception
- Opportunity to distribute a promotional item to all attendees during the JNC Awards Luncheon and in the JNC conference registration bag

## **Gold Sponsor - \$7,500 (Two sponsorship opportunities available)**

### **Benefits:**

- Prominent logo placement and recognition on ASWA and AWSCPA Web sites, marketing collateral and event signage as a Gold Sponsor of the JNC
- Recognition as the sponsor of the JNC Welcome Reception or Keynote Speaker Session
- Opportunity for a senior corporate executive to provide a 2-minute introduction during the sponsored event
- Opportunity to underwrite one (1) early-bird session during the JNC
- Three (3) full conference registrations
- One (1) premium placed table top exhibit booth
- Opportunity to place company logo on the back cover of conference CD, which is accessed by attendees and their colleagues throughout the year
- Opportunity to place one (1) full-page color ad in the printed conference materials (provided by sponsor) and on conference CD
- Opportunity to meet ASWA and AWSCPA leadership and VIP attendees at an invitation-only reception
- Opportunity to distribute a promotional item to all attendees during the sponsored event and in the JNC conference registration bag

## Silver Sponsorship - \$5,000 *(Four sponsorship opportunities available)*

### Benefits:

- Logo placement and recognition on ASWA and AWSCPA Web sites, marketing collateral and event signage as Silver Sponsor of the JNC
- Recognition as a sponsor of the Networking Luncheon or General Session
- Opportunity for a senior corporate executive to provide a 2-minute introduction during the sponsored event
- Two (2) full conference registrations
- One (1) table top exhibit booth
- Opportunity to place one (1) full-page color ad in the printed conference materials (provided by sponsor) and on conference CD, which is accessed by attendees and their colleagues throughout the year
- Opportunity to meet ASWA and AWSCPA leadership and VIP attendees at an invitation-only reception
- Opportunity to distribute a promotional item to all attendees during the sponsored event and in the JNC conference registration bag

## Bronze Sponsorship - \$3,500

### Benefits:

- Logo placement and recognition on ASWA and AWSCPA Web sites, marketing collateral and event signage as Bronze Sponsor of the JNC
- Recognition as the sponsor of one (1) JNC Breakfast
- One (1) full conference registration
- One (1) table top exhibit booth
- Opportunity to place one (1) full-page color ad in the printed conference materials (provided by sponsor) and on conference CD, which is accessed by attendees and their colleagues throughout the year
- Opportunity to meet ASWA and AWSCPA leadership and VIP attendees at an invitation-only reception
- Opportunity to distribute a promotional item to all attendees during the sponsored event and in the JNC conference registration bag



## Educational Track Sponsor: \$2,500 (Four opportunities available)

### Benefits:

- Logo placement and recognition on ASWA and AWSCPA Web sites, marketing collateral and event signage as an Educational Track Sponsor of the JNC
- Opportunity to underwrite all the sessions within one of the JNC educational tracks. Educational tracks include: Accounting & Auditing; Controllership; Personal & Professional Development; and Tax
- One (1) full conference registration
- Company logo on conference handout materials
- Opportunity to meet ASWA and AWSCPA leadership and VIP attendees at an invitation-only reception

## Hospitality Suite Sponsor: \$2,500 for one night or \$4,750 for both nights

### Benefits:

- Recognition on signage at sponsored event
- One (1) full conference registration for the JNC
- Opportunity to meet ASWA and AWSCPA leadership and VIP attendees at an invitation only breakfast
- Opportunity to place a promotional item in the JNC conference registration bag that invites attendees to the Hospitality Suite
- Opportunity to place one (1) full page color ad on conference CD
- Listing in the JNC onsite program

## Other Sponsorship Opportunities (please call for details)

- Leadership Breakfast: \$2,000
- Break Sponsor: \$1,250 for one or \$2,000 for two
- Official JNC Attendee Bag Sponsor: \$3,000 plus cost of bag production (approx. 500)
- Official JNC Notebook Sponsor: \$2,500 plus cost of notebook (approx. 500)

## Exhibit Booth: \$995

### Benefits:

- One (1) table-top exhibit space to include one skirted table and two chairs
- Two (2) exhibit-hall only passes
- Two (2) Awards Luncheon tickets





# The ASWA/AWSCPA Joint National Conference Fairmont Dallas Hotel, Dallas, TX

## 2008 Sponsorship Registration Form

- Platinum Sponsor - \$15,000 (Awards Luncheon included)
- Gold Sponsor - \$7,500
  - Welcome Reception
  - Keynote Speaker Session
- Silver Sponsor - \$5,000
  - Networking Luncheon
  - General Session
- Bronze Sponsor- \$3,500
  - Wednesday Breakfast
  - Thursday Breakfast
- Educational Track Sponsor - \$2,500
  - Accounting & Auditing
  - Personal & Professional Development
  - Controllership
  - Tax
- Hospitality Suite Sponsor- \$2,500 for one night; \$4,750 for both nights
  - Tuesday
  - Wednesday
  - Both
- Break Sponsor - \$1,250 for one; \$2,000 for two
  - Tuesday
  - Wednesday
  - Both
- Leadership Breakfast - \$2,000
- Attendee Bag Sponsor - \$3,000 plus cost of bag
- Notebook Sponsor - \$2,500 plus cost of notebook
- Exhibit Booth - \$995

### Payment:

Signing this form signifies your agreement to pay at the rates and under the conditions stated herein. All opportunities must be paid in advance by check or credit card.

Name \_\_\_\_\_

Signature \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone/Fax/E-mail \_\_\_\_\_

- Please Invoice me
- Check enclosed (payable to ASWA)
- Credit Card       VISA       MasterCard       American Express       TOTAL DUE \$ \_\_\_\_\_

CC# \_\_\_\_\_ Exp.Date \_\_\_\_\_ / \_\_\_\_\_

Name on card \_\_\_\_\_ Signature \_\_\_\_\_

**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

Attention Sponsors & Exhibitors: This document serves as a contract. All sponsorship and exhibit sales are final. Execution of this sponsorship form signifies assumption of legal responsibility to pay for all sponsorships and exhibit spaces as stipulated on the form. Payment must be made in U.S. dollars drawn from a U.S. bank. Full payment must be received in order to occupy booth space. ASWA & AWSCPA reserve the right to resell and/or reassign exhibit space at its sole discretion for reservations that are not paid in full.

**Fax Reservation Form to : 703-506-3266 ATTN: Lindsey Monson, Resource Development**