



**2012 Northwest Regional Conference
May 18 - 19, 2012 at Cedarbrook Lodge, Seattle, WA**

Weathering The Storm: Celebrating 70 years in Seattle

The American Society of Women Accountants (ASWA) Seattle Chapter invites your company to join us during the 2012 Northwest Regional Conference (NWRC) on May 18-19, 2012 and take advantage of the opportunities to market to, recruit from, and network with more than 100 decision-makers from the accounting and finance fields who will be in Seattle for the conference.

Regional Conference attendees represent a cross-section of women in accounting and finance, including CPAs, accounting and finance professionals from the Big Four, Fortune 500 companies, academia, regional and local companies and sole practitioners. They will be coming from the Northwest states and beyond. Also attending are members of the ASWA National Board and the ASWA Educational Foundation Board.

In addition to choosing from among three tracks of 16 hours of Continuing Professional Education, including four hours of Ethics for Washington State, there is also our Fun Night on Friday, May 18, 2012, when we will be celebrating the culmination of our 70th year.

The Sponsorship Prospectus has 4 different sponsorship opportunities for the NWRC. The opportunities are Platinum - \$2,500, Gold - \$1,500, Silver - \$1,000 and Bronze - \$750. The Sponsorship Prospectus describes each of the opportunities.

Thank you for taking time to review the Sponsorship Prospectus. Your company will receive a good return on your investment by agreeing to sponsor the NWRC.

If you have any questions, contact me at NWRC12@aswaseattle.org with "sponsor" in the subject line or 206-861-5286.

Sincerely,

Marilyn Wilt

President-ASWA Seattle Chapter of ASWA



Sponsorship Prospectus

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May 18 - 19, 2012 at Cedarbrook Lodge, Seattle, WA**

Weathering The Storm: Celebrating 70 years in Seattle

The Seattle Chapter of the American Society of Women Accountants invites your company to join us during the 2012 Northwest Regional Conference (NWRC) and to take advantage of the numerous opportunities to market to, recruit from, and network with the more than 100 decision-makers from the accounting and finance fields who will gather in Seattle, Washington.

Attendees represent an impressive cross-section of women in accounting and finance including CPAs and other accounting and finance professionals. They are attending to learn new technical information in their fields and to network with other professionals from the region. Fun Night is one of our most attended conference functions and a wonderful recruiting opportunity for your company.

We have set specific sponsor and exhibitor hours on Friday from 7:30 am to 6:00 pm and on Saturday from 7:00 am to 3:50 pm. In addition, there is an extended break period on Friday morning from 9:55 am to 10:30 am solely for the purpose of having the participants visit with all our sponsors and exhibitors. To encourage those visits, each participant will receive a "passport" to use. All fully stamped passports, one stamp from each sponsor and exhibitor, will be eligible for the Saturday drawing for a free registration to the 2013 NWRC in Tacoma.

All sponsors will receive written acknowledgement in conference materials and company recognition in general announcements. Sponsors will also be able to distribute company promotional articles in the conference bag.

Platinum Sponsor: Weathering the Storm Conference Exclusive Sponsor

Maximize your exposure as the exclusive sponsor. Your company name will be included in all pre-conference promotional materials, as well as prominently placed before the participants during the conference. Mingle with ASWA members from around the Northwest and meet the top talent in the accounting and finance world in an informal setting. Benefits include:

- Premier logo placement and recognition on Seattle Chapter ASWA website, marketing collateral and event signage as a Platinum Sponsor of NWRC
- Opportunity for a representative to provide a two minute presentation during lunch
- Opportunity to provide an attendee registration bag or folio with corporate logo
- A full display table in the common area during the conference, with company banner
- Full page ad in the conference brochure
- Two (2) full conference admissions (includes meals, breaks, and Fun Night)
- Opportunity to register additional attendees at discounted ASWA member rate

Only 1 slot available - **Cost \$2,500**

Gold Sponsor: Key Note Lunch or 70th Anniversary celebration (non-exclusive)

Expand your company's influence through sponsorship of one of the Key Note lunches or the Friday Fun Night celebrating the chapter's 70th anniversary. These highlight events are inspiring to all. Benefits include:

- Prominent logo placement and recognition on Seattle Chapter ASWA website, marketing collateral and event signage as a Gold Sponsor of NWRC
- A full display table in the common area during the conference, with company banner
- Half page ad in the conference brochure
- One (1) full conference admission (includes meals, breaks, and Fun Night)
- Opportunity to register additional attendees at discounted ASWA member rate

Only 3 slots available – **Cost \$1,500**

Silver Sponsor: Meals or Refreshment breaks (non-exclusive)

Increase your company's visibility and recognition through sponsorship of a meal or refreshment break. This sponsorship will energize grateful attendees. Benefits include:

- Logo placement and recognition on Seattle Chapter ASWA website, marketing collateral and event signage as a Silver Sponsor of NWRC
- A full display table in the common area during the conference, with company banner
- One-fourth page ad in the conference brochure
- One (1) full conference admission (includes meals, breaks, and Fun Night)
- Opportunity to register additional attendees at discounted ASWA member rate

Only 8 slots available – **Cost \$1,000**

Bronze Sponsor: Technical Session sponsor

Promote your company by supporting the Seattle Chapter of ASWA. Benefits include:

- Logo placement and recognition on Seattle Chapter ASWA website, marketing collateral and event signage as a Bronze Sponsor of NWRC
- A one-half display table in the common area during the conference, with company banner
- Company recognition during technical session

Multiple slots available – **Cost \$750**

In-kind Sponsor

The attendees will be receiving a conference bag. You have the opportunity to market your company by donating items for the bags. Examples of items are notepads, pens and pencils, small office supplies, and discount coupons. At the conference, we will mention your contribution.

Scholarship Sponsor

The ASWA Educational Foundation is a big presence at the conference. Their strategic initiatives are financial literacy and scholarships. For more information about the foundation, go to www.aswaef.org. The regional conferences are one of the principal fundraising opportunities for ASWAEF. Your company has an opportunity to donate money or an item to the raffle or silent auction. All funds raised go to ASWA Educational Foundation for accounting students.