



Washington Association of Accountants

2014 CONFERENCE

Technology and Practice Management

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SPONSORSHIP & EXHIBITOR PROSPECTUS

*Showcase your products and services to
Washington State's accountants, Enrolled Agents, CPAs,
bookkeepers, tax preparers, CFPs, attorneys and other
related professional offices*

Washington Association of Accountants

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ABOUT WAA

The Washington Association of Accountants (WAA) is an organization comprised of accountants, Enrolled Agents, CPAs, bookkeepers and tax preparers. Our members enjoy benefits such as continuing professional education conferences, including conferences in taxation, accounting, estate planning, technology, practice management and others.

Membership also provides an extensive network of accounting professionals, which serves as an invaluable resource for information, assistance and referral. WAA assists the accounting professional by providing the necessary tools to meet the increasing needs of the small business community and the general public.

The 2014 Conference: *Professional Office Technology and Practice Management* will provide timely and relevant educational programming and is expected to draw approximately 100-150 qualified attendees.

WAA Conference Attendee Demographics: (Based on Accounting/Tax only, curriculum.)

- Practice Type: CPAs: 36%
- Accountants: 13% Enrolled Agents: 26%

By sponsoring or exhibiting at WAA Conference you will have personal interaction with more than 100 leading accounting, tax and other similar professionals in the Northwest. The Conference gives attendees an opportunity to meet with the leading technology providers of:

- Certified public accountants
- Tax professionals
- Accounting educators and students
- Bookkeepers
- Estate planners and attorneys
- CFPs
- Realtors/Brokers offices
- Independent Advisory Rep offices

WAA supports your exhibitor investment in a variety of ways:

- Full table display (6') for marketing materials and two name badges for company representatives
- Continental breakfast, morning and afternoon refreshment breaks held in exhibit area
- 15-20 minute break-out presentation to attendees during an extended lunch break (2-4 sessions of 10-20 attendees each)
- Exhibitors receive two passes to the lunch, where they can network with attendees at their table
- Projection of your company logo on screen during the exhibit hours
- Company listing and website link on WAA website from date of exhibitor registration until the Conference
- Pre-registration list of Conference attendees and excel file of attendee mailing addresses following Conference
Exhibitors may only use attendee list to contact attendees by email up to two times

EXHIBITOR SCHEDULE

Exhibitor Registration and Setup	5:30 – 7:00am
Continental Breakfast in Exhibit Area	7:00 – 8:00am
Refreshment Break in Exhibit Area	9:15 – 9:30am
Lunch/Exhibitor Presentations and Networking	11:00 – 1:30pm
Refreshment Break in Exhibit Hall	3:00 – 3:15pm

Note: Exhibit hours are subject to change

BECOME A WAA CONFERENCE SPONSOR

In addition to exhibiting, we invite you to become a WAA Conference Sponsor. Commercial support is an excellent way to enhance your company's visibility, gain a more powerful presence in the accounting industry, and increase your impact with WAA members. Support opportunities include:

Premier Sponsor

\$5,000

Benefits:

- Company logo and link to company website listed on Conference page of WAA website
- Company logo in WAA Conference promotional e-blasts
- Full table display (6') with premier placement at Conference for marketing materials and all exhibitor benefits
- Two complimentary registrations to WAA Conference
- Recognition from the podium at Conference
- Pre-registration list of Conference attendees and excel file of attendee mailing addresses following Conference
Sponsors may only use attendee list to contact attendees by email up to two times

Networking Lunch Sponsor (2 available)

\$2,000

Benefits:

- Company logo and link to company website listed as Networking Lunch Sponsor on Conference page of WAA website
- Sign with company logo placed at lunch buffet stations on day of sponsorship
- Full table display (6') at sponsored Conference for marketing materials and all exhibitor benefits
- Recognition from the podium at Conference
- Pre-registration list of Conference attendees and excel file of attendee mailing addresses following Conference
Sponsors may only use attendee list to contact attendees by email up to two times

Coffee Break Sponsor (2 available)

\$1,000

Benefits:

- Company logo and link to company website listed as Coffee Break Sponsor on Conference page of WAA website
- Sign with company logo placed at sponsored morning and afternoon Coffee Break stations on day of sponsorship
- Full table display (6') at sponsored Conference for marketing materials and all exhibitor benefits
- Recognition from the podium at Conference
- Pre-registration list of Conference attendees and excel file of attendee mailing addresses following conference
Sponsors may only use attendee list to contact attendees by email up to two times

Note Pad & Pen Sponsor**(Gift In-kind)***Benefits:*

- Company logo and link to company website listed as Note Pad & Pen Sponsor on Conference page of WAA website
- Full table display (6') at sponsored Conference for marketing materials and all exhibitor benefits
- Pre-registration list of Conference attendees and excel file of attendee mailing addresses following Conference
Sponsors may only use attendee list to contact attendees by email up to two times
- Sponsor to provide 150 note pads and pens in-kind to be distributed at sponsored Conference

Name Badge Sponsor**(Gift In-kind)***Benefits:*

- Company logo and link to company website listed as Name Badge Sponsor on Conference page of WAA website
- Full table display (6') at sponsored Conference for marketing materials and all exhibitor benefits
- Pre-registration list of Conference attendees and excel file of attendee mailing addresses following Conference
Sponsors may only use attendee list to contact attendees by email up to two times
- Sponsor to provide 150 name badge pouches in-kind to be distributed at Conference

Gift Bag Sponsor**(Gift In-kind)***Benefits:*

- Company logo and link to company website listed as Gift Bag Sponsor on Conference page of WAA website
- Full table display (6') at sponsored Conference for marketing materials and all exhibitor benefits
- Pre-registration list of Conference attendees and excel file of attendee mailing addresses following Conference
Sponsors may only use attendee list to contact attendees by email up to two times
- Sponsor to provide 150 cloth gift bags in-kind to be distributed at Conference

For more information about Conference or other WAA sponsorship opportunities, please contact the WAA office at 206-367-8704 or office@waa.org.

PROGRAM BOOK ADVERTISEMENTS

Increase Your Visibility

Show your support for WAA and let Conference attendees know more about you by placing an ad in the printed program book. Exhibitors automatically receive a 1/8-page company listing. Additional ad space is available as follows:

	Full Page B&W	Half Page B&W	Quarter Page B&W
Cost:	\$250	\$175	\$125



2013 Conference
Sponsor & Exhibitor Registration Form
 Online form also available at www.waa.org

Company Name _____

Contact Name _____

Mailing Address _____

City, State, Zip _____

Email _____

Phone _____

Website _____

Names of Exhibit Table Representatives _____

>> Please send to a brief company description and a jpeg of your company logo to office@waa.org.

Conference Exhibit Space	Registration Fee	Quantity	Amount
Single Conference	\$500		
Add power to your table	\$75 each		
Additional Company Representatives (more than 2)	\$50 each		
Total Amount			\$

Conference Sponsorships	Registration Fee	Quantity	Amount
Premier Sponsor	\$5,000		
Networking Lunch Sponsor	\$2,000		
Coffee Break Sponsor	\$1,000		
Note Pad & Pens Sponsor	In-kind		-----
Name Badge Sponsor	In-kind		
Gift Bag Sponsor	In-kind		
Add power to your table	\$75 each		
Additional Company Representatives	\$50 each		
Total Amount			\$

Conference Program Ads	Cost	Quantity	Amount
Full Page	\$250		
Half Page	\$175		
Quarter Page	\$125		
Total Amount			\$

DOOR PRIZES:

Yes! We will donate a door prize. Description: _____

PAYMENT INFORMATION:

Check: Please make checks payable to WAA and mail along with a copy of this form to address below.

Credit Card: WAA accepts Visa, Mastercard, American Express

Name on Credit Card: _____ Security Code: _____

Credit Card #: _____ Exp Date: _____

Billing Address (if different from above): _____

Return completed registration form and payment to:

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