



Washington Association of Accountants

# **2014 GEAR UP SEMINARS** *SPONSORSHIP* *& EXHIBITOR* *PROSPECTUS*

*Showcase your products and services to  
Washington State's accountants, Enrolled Agents, CPAs,  
bookkeepers and tax preparers*

**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 seminars, including seminars 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 popular Gear Up Seminar series allows for the opportunity for accounting professionals to ramp up skills prior to the kick-off of the tax season. Timely and relevant educational programming will draw 100-150 qualified attendees.

## WAA Gear Up Seminar Attendee Demographics:

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

**By sponsoring or exhibiting at WAA Gear Up Seminars you will have personal interaction with more than 100 accounting professionals in the Northwest. The seminars give attendees an opportunity to meet with the leading providers of:**

- Certified public accountants
- Taxation practitioners
- Accounting educators and students
- Bookkeepers
- IRS experts
- Estate planners

## 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.
- 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 seminar.
- Pre-registration list of seminar attendees and excel file of attendee mailing addresses and following each seminar. *Exhibitors may only use attendee list to contact attendees up to two times.*
- Special discount for exhibiting at multiple Gear Up Seminars.

# TENTATIVE EXHIBITOR SCHEDULE

Exhibitor Registration and Setup	5:30 – 7:00am
Continental Breakfast in Exhibit Area (if space allowed by venue)	7:00 – 8:00am
Refreshment Break in Exhibit Area (if space allowed by venue)	10:45 – 11:15am
Lunch and Networking (exhibitors eat with attendees)	12:30 – 1:45pm
Refreshment Break in Exhibit Hall (if space allowed by venue)	3:00 – 3:15pm

*Note: Exhibit hours are subject to change*

# BECOME A WAA GEAR UP SEMINAR SPONSOR

In addition to exhibiting, we invite you to become a WAA Gear Up Seminar 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 (All Four Gear Up Seminars)**

**\$5,000**

### *Benefits:*

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

## **Seminar Sponsor (Single Seminar)**

**\$1,000**

### *Benefits:*

- Company logo and link to company website listed on Gear Up Seminar page of WAA website
- Full table display (6') with premier placement at sponsored Seminar for marketing materials and all exhibitor benefits
- Two complimentary registrations to WAA Gear Up Seminars
- Recognition from the stage at Seminar
- Pre-registration list of seminar attendees and excel file of attendee mailing addresses following seminar. *Sponsors may only use attendee list to contact attendees by email up to two times.*

## **Networking Lunch Sponsor**

**\$750**

### *Benefits:*

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

## **Coffee Break Sponsor**

**\$750**

### *Benefits:*

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

## **Note Pad & Pen Sponsor**

**(Gift In-kind)**

### *Benefits:*

- Full table display (6') at sponsored Seminar for marketing materials and all exhibitor benefits
- Pre-registration list of seminar attendees and excel file of attendee mailing addresses following seminar. *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 Seminar.*



2013 Gear Up Seminar  
**Sponsor & Exhibitor Registration Form**  
 Online form also available at [www.waa.org](http://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](mailto:office@waa.org).

Gear Up Seminar Exhibit Space	Registration Fee	Quantity	Amount
Single Seminar	\$350		
3 or more Seminars	\$300 each		
Add power to your table	\$50 each		
Additional Company Representatives	\$35 each		
<b>Total Amount</b>			<b>\$</b>

Gear Up Seminar Sponsorships	Registration Fee	Quantity	Amount
Premier Sponsor (All Four Seminars)	\$5,000		
Seminar Sponsor (Single Seminar)	\$1,000 each		
Networking Lunch Sponsor	\$750 each		
Coffee Break Sponsor	\$750 each		
Note Pad & Pens Sponsor	In-kind		-----
Add power to your table	\$50 each		
Additional Company Representatives	\$35 each		
<b>Total Amount</b>			<b>\$</b>

**Please select the Gear Up Seminars at which you will sponsor/exhibit:**

- |   |  |
|---|--|
| <input type="checkbox"/> Gear Up 1: October 27-28, 2014 – Emerald Downs, Auburn       | <input type="checkbox"/> Gear Up 3: December 1-2, 2014 – Emerald Downs, Auburn       |
| <input type="checkbox"/> Gear Up 2: November 10-11, 2014 – Lynnwood Convention Center | <input type="checkbox"/> Gear Up 4: December 8-9, 2014 – The Lincoln Center, Spokane |

**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:**

**WAA Office**  
 2150 N. 107<sup>th</sup> St, Suite 205  
 Seattle, WA 98133-9009

Phone 206.367.8704  
 Fax 206.367.8777  
[office@waa.org](mailto:office@waa.org)

**For more information about Gear Up Seminars or other WAA sponsorship opportunities,  
 please contact the WAA office at 206-367-8704 or [office@waa.org](mailto:office@waa.org).**