



WFOA 2019 Marketing Opportunities

SUPPORT WFOA

YAKIMA CONVENTION CENTER · SEPTEMBER 18-20

For over 60 years, the Washington Finance Officers Association's Annual Conference has been the gathering of choice for Washington government finance leaders who are interested in learning the latest developments and best practices in their field, listening to what nationally-known speakers have to say about today's finance climate, and identifying companies with innovative products and services that align with their organization's current or future needs.

More than 600 new and seasoned governmental finance professionals are expected to attend the 2019 Annual Conference making this opportunity an investment in the future. WFOA represents frontline decision-makers from top companies across Washington.

The major benefit to WFOA supporters is access to the most influential professionals from senior level to the next generation. These attendees work in all facets of state and local governmental finance, including counties, cities, schools, transits, libraries, and special districts to name a few.

644 2016 Conference Attendees in Spokane

684 2017 Conference Attendees in Kennewick

857 2018 Conference Attendees in Vancouver

1626 Active WFOA Members

732 Agencies Represented by WFOA Members

BECOME A SPONSOR

How Will You Benefit?

Become a WFOA Sponsor to take advantage of these benefits:

- ◀ Make the Conference possible by displaying your commitment and support of government finance professionals.
- ◀ Create awareness and position your organization as an ally and a leader in the industry.
- ◀ Showcase your products and services.
- ◀ Reach a concentrated group of diverse governmental finance leaders and professionals.
- ◀ Stimulate leads by engaging prospects in a pertinent environment.
- ◀ Increase your company's visibility throughout the WFOA and wider governmental finance community.
- ◀ Develop a relationship with WFOA and extend your reach by promoting in WFOA publicity platforms.

Why is Your Sponsorship Important for WFOA's Success?

- ◀ To ensure high-quality forums dedicated to sharing knowledge and emerging ideas.
- ◀ To build on existing relationships with industry leaders and foster new relationships.
- ◀ To keep event registration fees affordable — ensuring education remains accessible to all.
- ◀ To provide valuable social and networking opportunities as part of the Conference agenda.

SUPPORT WFOA

If your goal is to increase your visibility with finance leaders, select one of the many sponsorship opportunities that put your organization in front of Conference attendees at the 2019 WFOA Annual Conference on September 17-20 in Yakima, Washington.

Register by June 3, 2019 to have the opportunity to select the location of your booth, but please keep in mind that selections will be made based on a first come first serve basis so don't delay!

Sponsorship Level	DIAMOND \$15,000	PLATINUM \$10,000	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,500
Select your level, then choose one of the Conference opportunities that best fits your organization	<input type="checkbox"/> Opening Keynote Speaker <input type="checkbox"/> Welcome Reception <input type="checkbox"/> Attendee WIFI <input type="checkbox"/> THUR Banquet	<input type="checkbox"/> Mobile App <input type="checkbox"/> WED Lunch <input type="checkbox"/> THUR Lunch <input type="checkbox"/> FRI General Session Speaker	<input type="checkbox"/> WED Breakfast <input type="checkbox"/> THUR Breakfast <input type="checkbox"/> THUR General Session Speaker	<input type="checkbox"/> Wellness Activity <input type="checkbox"/> Name Badge Lanyard <input type="checkbox"/> TUE Lunch <input type="checkbox"/> WED Morning Break <input type="checkbox"/> WED Evening Break <input type="checkbox"/> THUR Morning Break <input type="checkbox"/> THUR Evening Break	<input type="checkbox"/> Golf Event Boxed Lunch <input type="checkbox"/> Golf Event Prizes <input type="checkbox"/> TUE Excursion <input type="checkbox"/> FRI Morning Break
BENEFITS					
Complimentary Registration*	6 Full Conference Registrations	5 Full Conference Registrations	3 Full Conference Registrations	2 Full Conference Registrations	1 Full Conference Registration
Complimentary Banquet Ticket	Each complimentary conference registration includes one banquet ticket.				
Attendee Roster	Provided 45 days prior to the conference date and will include mailing addresses.				
Increased Visibility	Logo recognition on conference signage, mobile app, printed conference materials, WFOA website and newsletter for one year. Please note that the deadline to be listed on the Conference Program is June 14, 2019 and the deadline to be listed on signage is September 6, 2019.				
Sponsor Recognition Event	2 Event Invitations		1 Event Invitation		
Complimentary Tradeshow Booth	1 Premium Booth	1 Standard Booth			

*Conference Attendee and Booth Representative registration is required for all organization representatives attending the conference or exhibiting in the tradeshow. Links for registration will be emailed to the organization contact when the registration site opens. All complimentary registrations must be completed by August 2, 2019.

Budget Constraints? We have a solution!

Become a "Friend of WFOA" Sponsor to ensure your company receives full visibility on all Conference materials. Additional benefits include one banquet ticket and one invitation to the sponsor recognition event.

BECOME AN EXHIBITOR

The WFOA Tradeshow is a popular event with a strong following that will celebrate over 60 years in Yakima this fall! Be a part of it! Take advantage of the opportunity to reach a concentrated group of diverse governmental finance leaders and professionals by reserving a booth at the WFOA 2019 Tradeshow.

Premium booths are placed in high-traffic areas of the tradeshow (near the food & beverage stations and main thoroughfares). All exhibits must be paid by August 23, 2019 or at time of exhibit registration in order to setup your booth. Each booth registration includes:

- ◀ 8" high draped back wall and 3' high side partitions
- ◀ Skirted table with two side chairs and a wastebasket
- ◀ 44" x 7" identification sign
- ◀ One vendor registration, which includes all conference meals on Wednesday and Thursday
- ◀ Additional vendor registration will be available for purchase
- ◀ Shared electrical and WIFI access
- ◀ Listing on the Conference website (see "Listing Upgrade" opportunity below)
- ◀ Listing on printed Conference materials if registered by June 14, 2019
- ◀ Additional exposure through participation in the optional traffic driver program

BOOTH TYPE	EARLY BIRD Paid by 2/28/19	STANDARD Paid by 7/31/19	LATE Paid after 7/31/19
PREMIUM	\$1,800	\$1,950	\$2,100
STANDARD	\$1,600	\$1,750	\$1,900

Conference Schedule

Tuesday, September 17, 2019

1:00 pm – 5:00 pm Exhibitor Install

Wednesday, September 18, 2019

7:00 am – 7:00 pm Conference Hours

Thursday, September 19, 2019

7:00 am – 4:40 pm Conference Hours

3:00 pm – 4:30 pm Exhibitor Dismantle

6:00 pm – 11:00 pm Banquet

Online Exhibitor Listing Upgrade - \$150

Drive traffic to your company website by upgrading your listing on the Tradeshow Information page of the WFOA conference webpage. Purchasing this upgrade converts your company name listing into a hyperlink to direct parties to your organization.

WFOA Traffic Driver

WFOA coordinates a fun and interactive tradeshow game to drive attendee traffic to the exhibitors. Provide a gift card prize valued at \$100 or more for the game and receive recognition during the Conference. All gift cards must include your business card attached and be delivered to WFOA during exhibitor install to be included in the onsite recognition.

[Sign-Up to Become a Sponsor or Exhibitor](#)