



Support WFOA

WFOA 2022 Marketing Opportunities



2022 WFOA 67th Annual Conference – September 13 - 16, 2022

Returning in-person at Greater Tacoma Convention Center

For over 65 years, the Washington Finance Officers Association's Annual Conference has been the gathering of choice for Washington government finance leaders. This premiere event attracts professionals 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 2022 Annual Conference, making this opportunity an investment in the future. WFOA represents frontline decision-makers from government agencies 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.

Attendees At-A-Glance

644	2016 attendees in Spokane
684	2017 attendees in Kennewick
798	2018 attendees in Vancouver
800	2019 attendees in Yakima
450	2020-2021 virtual attendees
1,147	Active WFOA Members
662	Agencies represented by WFOA Members

Become A Sponsor

How will you benefit as a WFOA Sponsor?

- Make the conference possible by displaying your commitment and support of government finance professionals
- Create awareness and position your organization as an ally and 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

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 2022 WFOA Annual Conference.

Sponsor Benefits

Sponsorship Level	Diamond Sponsor \$15,000	Platinum Sponsor \$10,000	GOLD Sponsor \$5,000	SILVER Sponsor \$2,500	BRONZE Sponsor \$1,500
Title Sponsorship					
Select one opportunity that best fits your organization	<ul style="list-style-type: none"> ▪ Opening Keynote Speaker ▪ Welcome Reception ▪ Attendee WIFI ▪ THUR Banquet 	<ul style="list-style-type: none"> ▪ Mobile App ▪ WED Lunch ▪ THUR Lunch ▪ FRI General Session Speaker 	<ul style="list-style-type: none"> ▪ WED Breakfast ▪ THUR Breakfast ▪ THUR General Session Speaker 	<ul style="list-style-type: none"> ▪ Wellness Activity ▪ TUE Lunch ▪ WED Morning Break ▪ WED Afternoon Break ▪ THUR Morning Break ▪ THUR Afternoon Break 	<ul style="list-style-type: none"> ▪ Golf event boxed lunch ▪ Golf event prizes ▪ TUE excursion ▪ FRI morning break
Tradeshow exhibit space					
Tradeshow exhibit space	X Premium	X Premium	Add Booth \$750	Add Booth \$750	No Booth
Online exhibitor listing upgrade <i>(converts your company name listing into a hyperlink to direct parties to your organization)</i>	X	X	X	X	X
Registrations *					
Full Conference Registrations <i>(includes banquet ticket)</i>	6	5	3	2	1
Attendee Roster Excel File	X	X	X		
Sponsor recognition event	2 Invitations	2 Invitations	2 Invitations	1 Invitation	1 Invitation
Logo and Name Recognition					
Recognition on conference signage and digital signs	X Logo	X Logo	X	X	X
Recognition on WFOA conference website	X Logo	X Logo	X	X	X
Recognition in association newsletter	Custom Logo Ad & Link	Custom Logo Ad & Link	Logo & Link	Logo	Logo
Recognition as premium sponsor at all General / Keynote sessions	X Logo	X Logo	X	X	X
Conference App					
Custom Banner Add	X Logo	X Logo			
Sponsor post on Interact (newsfeed)	3 Custom Posts (1/day) Plus Sponsor Listing Posts	3 Custom Posts (1/day) Plus Sponsor Listing Posts	2 Custom (1/day) Plus Sponsor Listing Posts	Sponsor Listing Posts	Sponsor Listing Posts
Sponsor hashtag	X	X			
Recognition on app splash screen	X Logo	X Logo	X		

Become an Exhibitor

The WFOA conference is a popular event with a strong following that will celebrate its 67th year in Tacoma 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 2022 conference.

Premium booths are placed in high-traffic areas of the convention center (near the food & beverage stations and the convention center entrance).

All exhibitor registrations must be paid in full in order to secure your booth.

Premium and Standard booths registrations include:

- 8' high draped back wall and 3' high side partitions
- Skirted table with two chairs and a wastebasket
- 44"x7" identification sign
- One vendor registration, which includes all conference meals on Wednesday and Thursday
- Opportunity to purchase additional vendor registrations
- Shared WIFI access
- Shared electrical, if required
- Listing on the conference website (see "listing Upgrade" opportunity below)
- Listing on printed conference materials if registered by June 8, 2022
- Additional exposure through participation in the optional Traffic Driver program

BOOTH TYPE	EARLY BIRD Paid by 6/1/22	STANDARD Paid by 7/1/22
PREMIUM <i>(high-traffic location)</i>	\$2,000	\$2,250
STANDARD	\$1,800	\$2,000

Conference Schedule

Tuesday, September 13, 2022

1:00pm – 5:00pm Exhibitor Move-In

Wednesday, September 14, 2022

7:00am – 4:40pm Conference Hours

5:30pm – 8:30pm Welcome Reception

Thursday, September 15, 2022

7:00am – 4:40pm Conference Hours

3:00pm – 4:30pm Exhibitor Move-Out

5:30pm – 11:00pm Banquet

Online Exhibitor Listing Upgrade - \$150

Drive traffic to your company website by upgrading your listing on the Exhibitor 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 conference game to drive attendee traffic to the exhibitors. Provide a gift card or prize valued at no more than \$50 for the game and receive recognition during the conference. In order to comply with Washington Ethics Laws, please make sure that any prizes do not exceed more than \$50.00 in value and do not include your company logos on them. Instead, please attach your business card to your prize and deliver to WFOA during exhibitor move-in to be included in the onsite recognition.

**Sign-Up to Become a
Sponsor or Exhibitor**