



2022 COUNTY LEADERS

WORKING TOGETHER

NOV. 14-16

HYATT REGENCY  
LAKE WASHINGTON  
KING COUNTY

HOSTED BY WASHINGTON STATE  
ASSOCIATION of COUNTIES

## Sponsor & Exhibitor Opportunities

### Gold Sponsor – \$10,000 **1 OPPORTUNITY LEFT**

- Opening Session – Kick off the 2022 County Leaders Conference!

### Gold eSponsor – \$7,500 **(2 Opportunities)**

### Silver Sponsor – \$7,500 **1 OPPORTUNITY LEFT**

- Luncheon (Tues. Nov. 15)
- Opening Reception (Tues. Nov. 15)
- Luncheon (Wed. Nov. 16)

### Silver eSponsor – \$4,000 **(3 Opportunities)**

### Bronze Sponsor – \$5,000 **(2 Opportunities)**

- Networking Break (Tues. Nov. 15)
- Networking Break (Wed. Nov. 16)

### Bronze eSponsor – \$2,500 **(3 Opportunities)**

### County Supporter – \$1,500 - \$3,500 **(6 Opportunities)**

- \$3,500 – Breakfast (2 opportunities)
- \$3,500 – Tote bag (1 opportunity)
- \$3,000 – Night Out Activity (2 opportunities)
- \$2,500 – Notebook (1 opportunity)
- \$2,500 – Lanyard (1 opportunity)
- \$1,500 – Bingo plus 3 prize packages (1 opportunity)

Want to exhibit?

**Add an exhibition table for \$500 (2-day)**

### Conference Exhibitor – \$650 - \$1,500

- Full Conference Rate: \$1,500 (2-day) or \$850 (1-day)
- Non-Profit or State Agency Rate: \$950 (2-day) or \$650 (1-day)

All Tiers – Each Additional Conference Registration: \$500 (2-day)

## Opportunity Benefits

### Gold Sponsor – \$10,000 (In-Person) or \$6,500 (eSponsor)

- 10 Minutes to address conference attendees **(In-Person Only)**
- 3 Complimentary full conference registrations **(In-Person Only)**
- 1 Complimentary 2-day exhibitor table **(In-Person Only)**
- 4 Complimentary guest tickets to a reception of your choosing **(In-Person Only)**
- 1 Full page color ad in conference program
- Custom 1-minute ad to be played 2 times during conference
- 1 Video and Banner advertisement on conference website
- Sponsor Highlight in County Leaders Email
- Company logo on conference website, e-marketing, app and program
- Recognition at all General Sessions

### Silver Sponsor – \$7,500 (In-Person) or \$4,000 (eSponsor)

- 8 Minutes to address conference attendees **(In-Person Only)**
- 2 Complimentary full conference registrations **(In-Person Only)**
- 1 Complimentary 2-day exhibitor table **(In-Person Only)**
- 3 Complimentary guest tickets to a reception of your choosing **(In-Person Only)**
- 1 Half page color ad in conference program
- Custom 30 second ad to be played 2 times during conference
- Sponsor Highlight in County Leaders Email
- Company logo on conference website, e-marketing, app and program
- Recognition at all General Sessions

### Bronze Sponsor – \$5,000 (In-Person) or \$2,500 (eSponsor)

- 2 Complimentary full conference registrations **(In-Person Only)**
- 1 Complimentary 2-day exhibitor table **(In-Person Only)**
- 2 Complimentary guest tickets to a reception of your choosing **(In-Person Only)**
- 1 Quarter page ad in conference program
- Sponsor Highlight in County Leaders Email
- Company logo on conference website, e-marketing, app and program
- Recognition at all General Sessions

### County Supporter – \$1,500 - \$3,500

- 1 Complimentary full conference registration
- 1 Complimentary guest tickets to a reception of your choosing
- Company logo on conference website, e-marketing, app and program

### Conference Exhibitor

- Exhibitor table, chair, and access to over 300 decision-makers.
- 1 Complimentary full conference registration. Full conference and single day rates available for additional staff.
- Company logo on conference website only

## Exhibitor / Sponsor Benefits

Sponsorship Benefits	Gold \$10,000 (In-Person)	Silver \$7,500 (In-Person)	Bronze \$5,000 (In-Person)	County Supporter	Exhibitor
	\$7,500 (eSponsor)	\$4,000 (eSponsor)	\$2,500 (eSponsor)		
Video and Banner Advertisement on Website	✓				
Address Conference Attendees (In-Person Only)	10 mins	8 mins			
Custom Video Advertisement	1 min	30 secs			
Exclusive Branding at Event or on Product	✓	✓	✓		
Sponsor Highlight in County Leaders Email	✓	✓	✓		
Promotional Ad	Full Page	1/2 Page	1/4 Page		
Exhibitor Table (In-Person Only)	2-day	2-day	2-day		
Guest Tickets to Reception (In-Person Only)	4	3	2	1	
Recognition at all General Sessions	✓	✓	✓	✓	
Full Conference Registrations (In-Person Only)	4	3	2	1	1
Logo on Website, E-marketing, App and Program	✓	✓	✓	✓	Website Only

# Want Exposure?

**39** Counties in WA State

**100%**  
Counties are in attendance

**18**  
Unique opportunities to showcase your services

**2** Full days of face-to-face time

**350**  
Decision-makers in attendance



# AD File Requirements (Full Color)

Files must be submitted in Press Ready format. To avoid production delays, please have your files prepared for output before sending them.

## File Requirements:

**File Formats:** JPG / PDF / TIFF / EPS / PSD / AI  
**Native Formats:** InDesign / Illustrator / Photoshop  
**Fonts:** Outlined  
300 DPI Resolution in CMYK  
1/8" Bleed and 1/8" Safety\*



**Submit print ready files to [info@wsac.org](mailto:info@wsac.org)**

\*An 1/8" bleed is required on all files submitted. Keep all text and important information (including logos) at least 1/8" inside the trim line. Cutting can and will vary, up to 1/8". If you have information (or thin borders) within 1/8" of trim, they may be cut off.

\*\*\* Advertising graphics submission deadline is Friday, October 28 \*\*\*

## FULL



**FULL PAGE**  
6.875" (W)  
9.75" (H)

## 1/2



**HALF PAGE (Horizontal)**  
6.875" (W)  
4.875" (H)

## 1/4



**QUARTER PAGE**  
3.4375" (W)  
4.875" (H)