COUNTY LEADERS

NOV. 14-16

HYATT REGENCY
LAKE WASHINGTON
KING COUNTY

HOSTED BY **WASHINGTON STATE ASSOCIATION** *of* **COUNTIES**

2022 COUNTY LEADERS
WORKING TOGETHER

Sponsor & Exhibitor Opportunities

Gold Sponsor – $10,000 (2 Opportunities)
- Opening Session – Kick off the 2022 County Leaders Conference!

Gold eSponsor – $7,500 (2 Opportunities)

Silver Sponsor – $7,500 (3 Opportunities)
- Luncheon (Tues. Nov. 15)
- Opening Reception (Tues. Nov. 15)
- Luncheon (Wed. Nov. 16)

Silver eSponsor – $4,000 (3 Opportunities)

Bronze Sponsor – $5,000 (3 Opportunities)
- Networking Break (Tues. Nov. 15)
- Networking Break (Wed. Nov. 16)

Bronze eSponsor – $2,500 (3 Opportunities)

County Supporter – $1,500 - $3,500 (9 Opportunities)
- $3,500 – Breakfast (2 opportunities)
- $3,500 – Tote bag (1 opportunity)
- $3,000 – Night Out Activity (3 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) $7,500 (eSponsor)	Silver $7,500 (In-Person) $4,000 (eSponsor)	Bronze $5,000 (In-Person) $2,500 (eSponsor)	County Supporter	Exhibitor
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
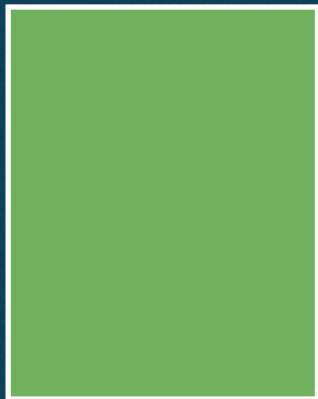1/8" Bleed and 1/8" Safety*

Submit print ready files to info@wsac.org

*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.
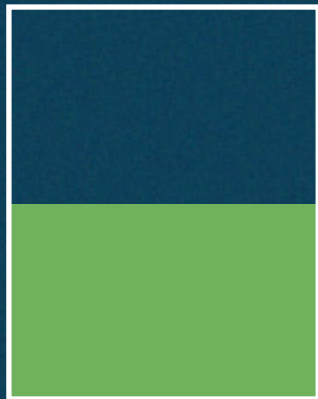
*** **Advertising graphics submission deadline is Friday, October 28** ***
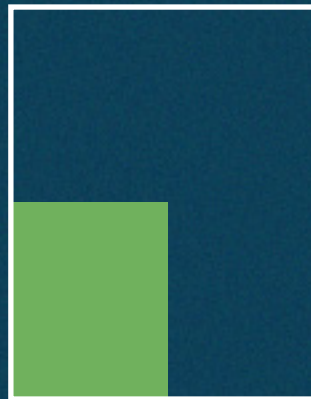
FULL

1/2

1/4

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

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

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