

# 2022 NORTHWEST SUMMIT FOR FINANCIAL PROFESSIONALS

September 15, 2022  
Washington Athletic Club | Seattle, WA



Thank you for sponsoring the 2022 Northwest Summit for Financial Professionals (NWS). Saying this event wouldn't be possible without great sponsors isn't just hyperbole, it's absolute truth! We hope the below information will answer your questions related to your sponsorship of the conference. In addition, please visit our resources tab on our website at [www.northwestsummit.com](http://www.northwestsummit.com).

NWS is working with Rhino Consulting to ensure you have the best sponsorship experience possible. We will be your point of contact for all conference logistics and can help you with any questions or special requests you have. Our goal is to ensure you receive every sponsorship benefit possible. If further assistance is needed, please contact the Rhino Consulting Team at [events@consultrhino.com](mailto:events@consultrhino.com).

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[All sponsor items are due August 1, 2022. Items submitted after August 1st may result in a loss of benefits.](#)

## SPONSOR BENEFIT DESCRIPTIONS

### SPEAKER INTRODUCTION / WELCOME COMMENTS

- Eligible sponsors receive the ability to provide welcome comments or introduce a speaker during the Northwest Summit for Financial Professionals Conference. Selection order is based on the session you are sponsoring or the session your organization is coordinating (i.e. you will introduce your own presenter / panel).
- Introductions should be no more than 5 minutes in length. A maximum of 2 minutes should be dedicated to introducing yourself and your company, your sponsor commercial. A maximum of 3 minutes should be dedicated to introducing the speaker. Please be mindful of this allotment. Any time spent on introductions past the 5 minutes encroaches upon the speaker's presentation.
- Here are some great tips on perfecting a speaker introduction; <http://sixminutes.dlugan.com/how-to-introduce-a-speaker/>.

### NWS ATTENDEE EMAIL

- Eligible sponsors receive the ability to participate in a sponsorship email communication (before and/or after the conference). This is an email that will feature verbiage and images provided by the sponsor but sent directly from the NWS email server. It will be sent to all registered attendees of the 2022 conference.
- Email verbiage should be provided in a Microsoft Word document format. NWS will create the email based on the Word document formatting and send a draft to the sponsor contact for approval.
- Email dates are reserved on a first come first serve basis and can only be reserved once email verbiage has been received. Draft email will be provided for edits and approval before sending.

## NWS ATTENDEE LIST

- Eligible sponsors will receive the conference attendee list 1 week prior to the conference (week of September 5, 2022) and 48 business hours after the conference concludes (September 19, 2022).
- NWS will send the list in excel format to one individual. NWS requests that a sponsor coordinate distribution of the list to all internal recipients as needed.
- The list will contain the name, title, company, and mailing address of all registered attendees. (Information provided when available.)
- To reduce excessive outreach to conference attendees prior to the conference, the pre-conference list will not include email addresses. We encourage sponsors to reach out to attendees via LinkedIn, etc. to directly contact conference individuals prior to the event. For eligible sponsors, the post-conference attendee list will contain email information.

## CONFERENCE ATTENDEES

- As a sponsor you are eligible for complementary conference attendee(s).
  - Speaker Role = 1 complementary conference attendees
  - Exhibitor = 1 complementary conference attendee
- NWS will register these attendees on your behalf to ensure they are not charged for registration. They will receive all access and benefits as if they were a fully paid registrant. The following information is needed to process registration:
  - Name
  - Title
  - Company
  - Designation (if applicable)
  - Email
  - Mailing Address
  - Phone
- Once conference registration is completed, the individual will receive a confirmation email.
- The complementary conference attendee MUST log back into the registration system and modify their agenda to register for individual educational sessions, networking events and meals. To modify an attendee's agenda, visit <https://cvent.me/zaBeoz> and select the magenta "Already registered?" link in the top left-hand corner of the screen. You will need the email address and confirmation number to access the attendee's registration profile.

## ELECTRONIC BANNER DISPLAY

- Eligible sponsors receive the ability to provide an electronic banner display / advertisement. This is a rotating presentation that is played during all breaks, meals, and transition periods of the conference.
- Document provided should be a single slide widescreen format (16:9) PowerPoint document.
- Examples of past electronic banners can be found on the resources page of our conference website [www.northwestsummit.com](http://www.northwestsummit.com).

## WEBSITE VERBIAGE, CONTACT INFORMATION & HYPERLINK

- Based on your sponsorship level, organizations receive recognition on the Northwest Summit website.
- Based on eligibility, sponsors will receive placement of verbiage, contact information, hyperlink, and/or logo on our conference website.
- Website verbiage is solely determined by the sponsor and maximum word lengths cannot be exceeded. Your sponsor welcome email will list the items needed specific to your sponsor level. You can also reference the NWS Sponsor Opportunities and Benefits Guide located on our website to see a list of benefits by sponsor level.

## PROGRAM ADVERTISEMENT

- The conference printed program will feature sponsorship advertisements. These are similar in style to advertisements you would see in a magazine.
- These are full color design with no bleeds. Files should be delivered as a 300 dpi JPEG.
- Advertisements are sized by sponsor level unless an increased advertisement has been purchased.
  - Speaker Role = 8.5 inches wide x 5.5 inches tall
  - Exhibitor = 4.25 inches wide x 5.5 inches tall

## COMPANY RECOGNITION

- It is important to NWS that we refer to your company within your organizations branding guidelines. Please provide the following specifics for your company.
  - Company name as you would like it to be read from the podium
  - Company name as you would like it printed in conference materials
  - Company #hashtag# used in social media posts
  - Company logo in JPEG and EPS format

## SPONSOR DIRECTORY

- NWS prints a sponsor directory which includes sponsor contact information for all attendees to reference.
- Space in the directory is limited to 7 lines, 30 characters per line (spaces are included as a character).
- Information is limited to the directory field types (i.e. you cannot omit an address, but print a tagline instead, you can omit information and print two names or two phones in place of the lines omitted.)
- Please provide the information below exactly as it should be listed in the directory. Sponsors may omit any information you would not like printed.
  1. Company
  2. Name
  3. Address
  4. City, State Zip
  5. Phone
  6. Email
  7. Website

## CONFERENCE "SWAG" BAG OPPORTUNITIES

- Responding to attendee feedback and being environmentally conscious Northwest Summit for Financial Professionals has eliminated conference swag bags and other branded sponsorship opportunities, i.e., water bottles, notepads, pens, etc.
- NWS will focus our efforts on increasing attendee traffic to the exhibit areas. We encourage sponsors to showcase traditional swag items and high-quality raffle favors at their booths.
- We are expecting between 100 – 150 attendees.
- Swag item at your booth are the discretion of the sponsor organization. If you chose to provide a raffle item, you can "award" the winner in one of two ways highlighted below. This will be coordinated onsite at the conference, no need to coordinate this in advance.
  1. Hold a "business card" raffle independently of NWS. Sponsor will take care of all items pertaining to the raffle (i.e. raffle winner selection, attendee announcement, coordinating award pick up, etc.).
  2. Provide NWS the raffle winner's name and our emcee will reveal the award during a general session announcement. An example of this announcement is "ABC Company has generously raffled a \$500 Amazon gift card; the winner is Jane Doe. Please visit ABC Company's booth to claim your prize."