



2008 Conference Sponsorship Packages

Introduction

Over the past five years, The Advisory Board has evolved. The group, currently comprised of esteemed consultants Gary Boomer (CEO of Boomer Consulting), Allan Koltin (President and CEO of PDI Global, Inc.) and Gary Shamis (Managing Partner of SS&G Financial Services, Inc.), began as a “Think Tank” poised to advise and lead the accounting profession. As a way to connect with practitioners and firm leaders, they created the Winning Is Everything Conference, not knowing what a success it would become.

Today, in addition to its Virtual Conference Series of webinars, The Advisory Board has three events, each focusing on a specific niche in the CPA firm market – The Winning Is Everything Practice Management Conference, The Forum for Women in Accounting and The Forum on Recruiting and Retention. A brief summary of each follows. A critical component to the success and longevity of these events is involvement from sponsoring organizations. Because we have so many organizations that participate in multiple events, we have created a variety of discounted sponsorship packages to show our appreciation for their support. These packages include three general levels of benefit: Co-Sponsor, Event Sponsor and Contributor. We have attempted to group the benefits to meet the needs of different organizations. These packages will be available until January 1, 2008.

Events

The Winning Is Everything Conference

January 22-23, 2008

Paris Hotel, Las Vegas

We call it “The Practice Management Event of the Year” for a reason! We created Winning Is Everything to re-energize the sluggish arena of practice management CPE. Our goal was to wake people up, to get them motivated and to spur them into action. The event immediately stood out with a reoccurring sports theme

and a formula of mixing famous speakers from outside the profession and “best practice” sharing from within. While we have attendees from firms of all sizes, the majority of the companies represented are in the top 200 firms. In its sixth year, we expect to attract 350 people to the event, mostly comprised of managing partners, CEOs, senior partners and COOs/firm administrators from across the US and abroad. Keynote “headliners” this year are General Manager of the Oakland A’s Billy Beane, Professional Services Expert David Maister and Relationship Expert Morrie Shechtman.



The Forum for Women in Accounting
Co-Sponsored by The Advisory Board and Crosley+Company
June 17-18, 2008
Bellagio, Las Vegas

This event focuses on partners, managers, firm administrators and human resources professionals within accounting firms who are looking for guidance and training on personal development issues such as career planning, rainmaking, communication, work/life balance and leadership. While organizations focus on technical training for women, this event is about developing the professional skills necessary to succeed in a public accounting firm. Attendees come from firms primarily in the top 200, and include partners and department heads in tax and audit. We are still shaping the agenda for 2008, but we project an attendance of over 250 women.



The Forum on Recruiting and Retention
September, 2008

The Four Seasons, Las Vegas

This is the only event that focuses on the human capital issues specific to accounting firms. It's the number one issue in the profession, and one that demands creativity and idea-sharing. This event attracts the interest of managing partners, COOs/firm administrators and human resource professionals – generally individuals involved with hiring, training, motivating, evaluating and retaining employees. Historically, it has attracted around 165 people. The agenda for 2008 will be developed after the 2007 conference this September.



Sponsorship Packages

Package I

Participation at the highest level: Co-Sponsorships of all three of our conferences throughout the year. Includes the following benefits at Winning Is Everything, The Forum on Recruiting and Retention and The Forum for Women in Accounting:

- Prominent logo placement on brochure mailed to at least 15,000
- Logo included on print advertisements (in *Accounting Today* and others)
- Logo included in multiple e-mails to approximately 10,000 subscribers
- Logo and promotional paragraph on website
- Logo prominently displayed on signage/screen at event
- Mention and description of services during general session
- Opportunity to introduce speaker during general session
- Opportunity to present a breakout session
- Sponsorship of a lunch table for networking
- Insert into attendee binder
- Three conference attendees at each event
- 10x10 booth space
- Attendee list after event

Value: \$32,000

Price: \$25,000

Package II

Premier placement as a Co-Sponsor of Winning Is Everything, plus participation as an Event Sponsor at The Forum on Recruiting and Retention and The Forum for Women in Accounting.

- Prominent logo placement on brochure (Winning Is Everything only)
- Logo included on print advertisements (Winning Is Everything only)
- Logo included in multiple e-mails to approximately 10,000 subscribers (Winning Is Everything only)
- Logo and promotional paragraph on website (Winning Is Everything only)
- Description of services during general session (Winning Is Everything only)
- Opportunity to introduce speaker during general session (Winning Is Everything only)
- Opportunity to present a breakout session (Winning Is Everything only)
- Logo displayed on signage/screen at sponsored program segment or food function* (Event Sponsor)
- Listing on agenda as sponsoring the program segment or food function*
- Opportunity to promote your services during sponsored program segment or food function*
- Sponsorship of a lunch table for networking
- Insert into attendee binder
- Two conference attendees at each event
- 10x10 booth space
- Attendee list after event

Value: \$19,000

Price: \$16,000

Package III

This maximizes your sponsorship dollar by providing promotional exposure at all three of our events as an Event Sponsor.

- Logo displayed on signage/screen at sponsored program segment or food function*
- Listing on agenda as sponsoring the program segment or food function*
- Opportunity to promote your services during sponsored program segment or food function* (Prior approval required)
- Name mention during general session
- Sponsorship of a lunch table for networking
- Insert into attendee binder
- Two conference attendees at each event
- 10x10 booth space
- Attendee list after event

Value: \$14,000

Price: \$12,000

Package IV

Provides you with a presence at each of our three conferences as a Contributor.

- Name mention during general session
- Sponsorship of a lunch table for networking
- Insert into attendee binder
- Two conference attendees at each event
- 10x10 booth space
- Attendee list after event

Value: \$10,000

Price: \$8,000

Package V

This allows you to participate in Winning Is Everything as an exhibitor, plus another conference of your choice as an Event Sponsor.

- Logo displayed on signage/screen at sponsored program segment or food function* (Event Sponsor only)
- Listing on agenda a sponsoring the program segment or food function* (Event Sponsor only)
- Opportunity to promote your services during a program segment or food function* (Event Sponsor only – Prior approval required.)
- Name mention during general session
- Sponsorship of a lunch table for networking
- Insert into attendee binder
- Two conference attendees at each event
- 10x10 booth space
- Attendee list after event

Value: \$8,500

Price: \$7,500

***Note:** Event Sponsorships include “ownership” of a segment of the program or of a food function. This may include: keynote presentations, breakout sessions, panel discussions, breakfasts, breaks, lunches and cocktail receptions. These are available on a first-come-first-serve basis, with co-sponsors receiving preference.

Information and Registration

If you are interested in committing to one of these packages, please complete the form on the next page and return it to us as soon as possible. If your package includes Winning Is Everything, we recommend committing before August 15, so that you are included on the promotional materials and the brochure mailed to over 20,000 firm leaders.

If you have questions, your contact for all aspects of sponsorship is:

Kathy Sautters

Executive Director

The Advisory Board

860-489-6563

860-489-4887 (fax)

ksautters@theadvisoryboard.net

