



ASSOCIATION OF  
WORKPLACE INVESTIGATORS®

# Sponsorship Prospectus

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2016 ANNUAL CONFERENCE

NOVEMBER 3-5 | SAN FRANCISCO, CALIFORNIA

SOFITEL HOTEL

# About AWI

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The Association of Workplace Investigators is a professional membership association for attorneys, human resource professionals, private investigators, and many others who conduct, manage, or have a professional interest in impartial workplace investigations. Our mission is to promote and enhance the quality of impartial workplace investigations.

The AWI Annual Conference offers a diverse audience in terms of geographical reach, experience level and industry sector. No matter your end goal, you are sure to make valuable new connections.

Learn more at [www.awi.org](http://www.awi.org)

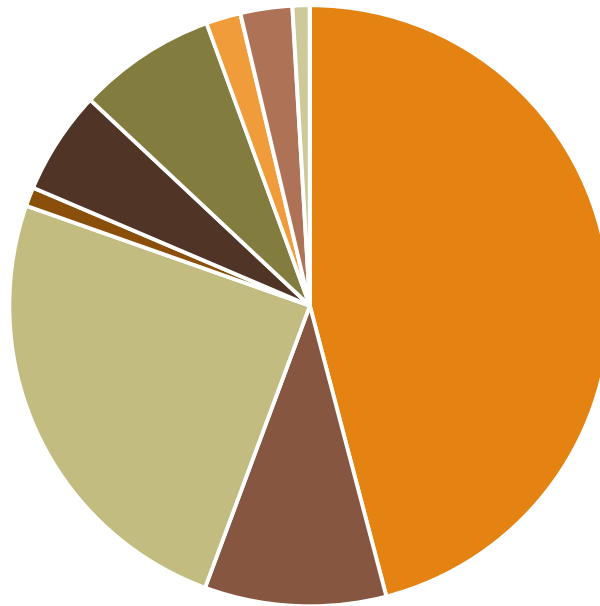


# Attendee Demographics

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## PROFESSIONAL DISCIPLINE

*As reported by  
2015 Conference  
attendees*



- Attorney
- Private Investigators
- Human Resources
- Health Professionals
- Management
- Ethics & Compliance
- Law Enforcement
- Academic
- Other

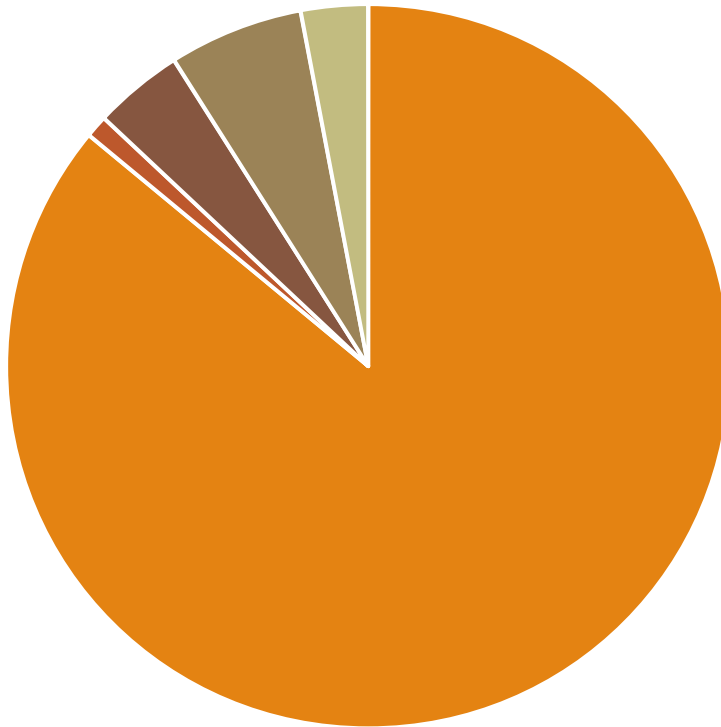


# Attendee Demographics

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## GEOGRAPHIC LOCATION

*As reported by  
2015 Conference  
attendees*



■ Western US ■ Southern US ■ Canada ■ Northeastern US ■ Midwestern US

# Sponsorship Opportunities

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Be part of an exceptional marketing opportunity at this premier annual gathering of workplace investigators. This robust conference will focus on interaction between our AWI members and you, our sponsors, and is full of networking opportunities.

- Connect with your best clients and meet promising new prospects
- Showcase your products and services
- Garner goodwill amongst your target audience by supporting the advancement of their profession
- Gain profile and stand out from your competition
- Maximize your marketing dollars



# Silver Sponsor

\$1,250

## Benefits

- Company logo on conference postcard mailed to 700 AWI members and 5,000 other professionals prior to the conference (postcard will be mailed on August 31)
- Company logo on signage at each luncheon and reception table
- Company logo on signage outside all plenary conference sessions
- Verbal recognition of sponsor from the stage at each plenary session during the conference
- Company logo in the *AWI Journal* for one year (four issues), which is mailed to members and subscribers
- Hyperlinked company logo on AWI website for one year



# Gold Sponsor

\$2,000

## Benefits

All Silver Sponsor benefits, PLUS:

- Recognition as sponsor of either the evening networking reception or Thursday dinner
- A “Shout Out” in the announcements section of the AWI website prior to the conference
- Company spotlight in two special “Meet our Gold and Platinum Sponsors” emails to attendees prior to the conference to include company logo, contact information and company description (100-word max; must be provided by sponsor)
- Complimentary conference registration for one company representative



# Platinum Sponsor

\$2,500

## Benefits

All Silver and Gold Sponsor benefits, PLUS:

- Verbal recognition and introduction of sponsor during the Keynote Session as a Keynote Speaker Sponsor
- Distribution of one promotional piece to each conference participant as part of registration packet (material to be provided by company)
- Six-foot table top display to share information and goodies for conference attendees





# Return on Investment

AWI Conference sponsorships are a great value – gaining just one new client will pay for your investment!

	SILVER	GOLD	PLATINUM
Logo on Conference print mailer commiserate with sponsor level	\$500	\$600	\$700
Logo on table tents at lunch/reception tables	\$200	\$200	\$200
Logo on conference signage	\$150	\$150	\$150
Recognition of sponsorship at each plenary session	\$200	\$200	\$200
Display of logo in AWI Journal for one year (4 issues)	\$400	\$400	\$400
Display of logo on AWI website for one year	\$600	\$600	\$600
Sponsorship of networking reception and/or dinner		\$100	\$100
Website “shout out” and emails with sponsor promo		\$250	\$250
One complimentary full conference registration		\$550	\$550
Verbal recognition and intro as Keynote Speaker Sponsor			\$150
Distribution of company materials to each participant			\$500
Table space to display information at conference			\$500
<b>A la carte value</b>	<b>\$2,050</b>	<b>\$3,050</b>	<b>\$4,300</b>
<b>Package price</b>	<b>\$1,250</b>	<b>\$2,000</b>	<b>\$2,500</b>



# Become a Sponsor Today

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Sign up online at [www.awi.org/2016-annual-conference](http://www.awi.org/2016-annual-conference)

*We are pleased to discuss customized sponsorship and recognition opportunities that meet your individual needs. Please contact [office@awi.org](mailto:office@awi.org) for more information.*

**Association of Workplace Investigators, Inc.**

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