



# WMAC-APA 2009 TRI- STATE CONFERENCE

## EXHIBITOR PROSPECTUS

*Let us think of education as the means of developing our greatest abilities, because in each of us there is a private hope and dream which, fulfilled, can be translated into benefit for everyone and greater strength for our nation.*

John F. Kennedy

The WMAC-APA chapter of the American Payroll Association (APA) is pleased to invite your organization to participate in our annual Tri-State Conference. The WMAC-APA is one of the largest chapters of the APA and the chapter and its members consistently receive national recognition for professional development, education and active meaningful contribution to the community. 2009 is especially exciting because this is the last annual conference before our area will host the APA Congress in 2010 which will be attended by more than 2,000 payroll professionals.

As is demonstrated in the quote from John F. Kennedy above education is vital and exciting for our country, our employers and us as payroll professionals. 2009 Tri-State promises to move each of the participants along the road of developing ourselves to our greatest abilities. That translates into professional development, job growth, career satisfaction and employment security.

We invite you to join us as an exhibitor and a participant in this event. We have worked hard to develop opportunities for you to exhibit at this conference and actively interact with the participants beyond the exhibitor space into the educational and dining areas. Focus for this Tri-State is education for the entire payroll community including and exhibitors.

### **Location & Date**

**Where:** Fairview Park Hotel – 3111 Fairview Park, Falls Church, VA

**Date:** September 24, 2009

### **Who will be there?**

WMAC-APA has more than 200 active members representing the area's largest users of payroll, payroll related products, and services. Below is a partial list of companies who have consistently been represented and participate in the Tri-State Conference over the past 2 years. We expect this year to be even better attended due to exciting new programs developed to boost attendance as well as more members attending this conference because APA Congress is located on the west coast in 2009, therefore travel costs are prohibitive. Additionally, with APA Congress coming to the area in 2010, more payroll professionals are joining the association and becoming more active with chapter events.

### **Why is this opportunity important?**

- 73% are directly involved in the decision to purchase payroll-related products and services
- 82% consider it very important to purchase payroll, HR, and labor management solutions from a single vendor
- 67% are in contact with sales reps one or more times per month
- 36% are using payroll processing software that is at least 5 years old

### **Deloitte & Touché Consulting Study Data**

- Exhibitions are more effective than other marketing tools in achieving specific sales and marketing objectives.
- Exhibitions are powerful sales tools that are more cost effective and productive than direct mail, public relations, and telemarketing.
- Exhibitions are the number one source of information with which to make purchasing decisions.





## Sample Attendees

<p>Adkins Associates  ADP, Inc  Advanced Technology Systems  American Payroll Association  Banner &amp; Witcoff, LTD  BNA, Inc  Boies, Schiller &amp; Flexner LLP  Bureau of National Affairs, Inc.  C2 Technologies  CareerMinders, LLC  Carey International Inc.  CHF, International  Conservation International  Cort Business Services  County of Roanoke  Creative Host Services, Inc.  Employment Enterprises, Inc.  Falls Church City Public School  George Mason University  Government Telecommunications, Inc.  Greenvest L.C.  Gulliver's Movers  Human Genome Sciences Inc.  ICF International  Information Management Strategies  Integic, a Northrop Grumman Company  Intelsat Corporation</p>	<p>Kettler Mgmt  Linda Speacht Consulting Services  Loudoun County Sanitation Authority  M&amp;D Consulting, Inc.  Marriott International  Mona Electric Group, Inc.  MYMC Holdings, LLC  National Automobile Dealers Association  National Railway Labor Conference  NCI Information Systems  Neosystems  Northern Virginia Training Center  Northrop Grumman  PayTech, Inc.  Raytheon Technical Services Co.  Reston Association  Scan International Inc  Sodexo  Special Operations Group, Inc.  The Brookings Institution  U.S. House of Representatives  U.S. Chamber of Commerce  UNITECH  USTelecom  Vangent  Verizon  Yount, Hyde, &amp; Barbour PC</p>
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## EXHIBITOR PACKAGE

- 10' Exhibitor's Booth
- Advertisement in conference brochure – Electronic
- Presentation sponsorship - Electronic
- Mass email (up to three times) to WMAC-APA members prior to Tri-State event to advertise company's involvement in the conference.
- Mailing list of all active WMAC-APA members, including conference attendees
- WMAC-APA web site advertisement and link to your company's home page
- Name displayed on conference signage
- Name displayed on evening signage / program
- Two (2) luncheons for booth staff – Additional Lunch Tickets are \$35.00
- Two (2) "Education Passes" for educational sessions – Full Day

**Cost: \$750**

### Notes:

- 1) Exhibition space is limited so sign up early. Number of exhibitors expected = 20
- 2) All exhibitor packages are the same.
- 3) We will not be asking exhibitors to fill "goodie bags" for attendees. You are welcome to have handouts at the conference.
- 4) It is not required that exhibitors attend either lunches or educational sessions. However it is a great opportunity to network.





## **Booth Decorating Contest**

New for the 2009 Tri-State Conference is the Exhibitor Booth Decorating Contest. Our theme this year is "Education". We will be decorating the halls, dining room and classroom with education themed materials. Our goal is to use items that can be donated to local schools for the majority of the decorations as possible.

The WMAC-APA would like to engage our exhibitor partners in the education decorating theme as well. We encourage each exhibitor to decorate their booth with an education theme. Things like school supplies, back packs, learning tools, etc. are the kinds of materials many of the disadvantaged schools in our area need.

Conference attendees will judge booth decorations and the exhibitor receiving the largest number of attendee votes will receive FREE exhibitor registration for the next WMAC-APA Tri-State Conference. In 2009 that is a \$750 value! We look forward to seeing the creative genius at work in our exhibitor partner booth. More importantly, these items will be put to excellent use in "Developing our Greatest Abilities" for the young people in our area.

## **Registration**

Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: State: Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Please Check Box:**

**Exhibitor - \$750.00**

**Additional Lunch Tickets - \$35.00**

Mail this form and your check made out to WMAC-APA to:  
WMAC-APA • 5765-F Burke Centre Parkway #328 • Burke, VA 22015

