



2023 COUGSFIRST! SHOW & CAREER EXPO

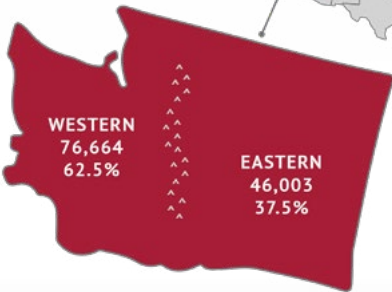
MAY 12 • HYATT REGENCY • BELLEVUE

MARKET TO A LOYAL & PASSIONATE AUDIENCE 9th Annual CougsFirst! Show & Career Expo

We invite you to showcase your products and services to hundreds of Washington State University alumni and friends. Our exhibitor packages fulfill a range of objectives including high profile branding, networking, and thought leadership to a unique and passionate audience.

WASHINGTON STATE UNIVERSITY

ALUMNI
244,000+



WA
127,000+
57.2%

GREATER PUGET SOUND
60,998 49.7%

Show Statistics



1,200
TOTAL ATTENDANCE
40% NEW IN 2022



40%
ATTENDEES
HOLD SENIOR +
BUYING POWER
POSITIONS



80%
REPORTED MAKING
VALUABLE BUSINESS
CONNECTIONS



30%
ON AVERAGE SPONSORS
REPORTED 30% BUSINESS
GROWTH THROUGH CougsFirst!
NETWORK OPPORTUNITIES



40%
NEW SHOW
ATTENDEES
EACH YEAR



40%
ATTENDEES PURCHASED
PRODUCTS AT THE SHOW



Statistics for
MARKETING

100,000

ANNUAL
WEBSITE VIEWS
75% NEW VISITORS
25% RETURNING

Website Traffic

Annual Growth vs. Avg. Industry

57% ↑ **VS** **15%** ↑
views views

Email Campaigns

vs. Avg. Industry

20% open rate **VS** **10%** open rate
3% click rate **VS** **1%** click rate

Social Media



2 Million+
annual 42% ↑
social media views



Engage the network.

Networking Opportunities
Business Education

Business Referrals
Connect

Hiring
Mentorship

Exhibitor Opportunities

	Exhibitor*	Lead*
	\$995	\$2500+
8x10 Booth	✓	✓
Invite to Private Reception	✓	✓
Priority Referrals to Requests	✓	✓
List Exclusive Offers in Show Newsletter	✓	✓
Company Listing in Newsletter/Blog	✓	✓
Priority Booth Selection		✓
Special Recognition in Show Materials		✓
Company Materials in All Tote Bags		✓
Custom Promotion on Social Media		✓
Logo on Home Page in Rotating Carousel		✓
Logo on CF! Business Directory Category		✓



We have been a sponsor since 2010. You can't put a value on the many alliances we've forged via CougsFirst!

*Greg Witter | Cougfan.com
WSU Alumni Class of '84*

CougsFirst! Show Events

Thursday May 11, 2023

5:30pm | Exhibitor Reception

Friday May 12, 2023

9am-12pm | *NEW* Career Expo*
 12pm-1pm | CougsFirst! Power Lunch
 1pm-3pm | Education Sessions
 3pm-4pm | Keynote
 4pm-7pm | CougsFirst! Show Floor Open
 4:30pm-7pm | Live Thought Leadership Stage
 6pm | Happy Hour

**NEW* Career Expo:

Take advantage of connecting with WSU students and alumni who are looking for full-time jobs or internships. It's a fun and convenient way to add Cougs to your team!

EXHIBITOR PAYMENT & FEES

Exhibitor opportunities will sell out and will be honored on a first registered and paid basis. To register and pay, [click here](#).

For questions please email events@cougsfirst.org

*Registering for a booth does not include a CougsFirst! annual membership. Sign up for your membership at: cougsfirst.org/jointhenetwork

CougsFirst! is a business network that encourages WSU alumni to Think CougsFirst! for products, services, and hiring.

"Couglet it."

