



WOMEN LEADERS ASSOCIATION

Local In-Person Conference Access to Key Female Leaders
and Decision Makers



COVID-19 BONUS

While COVID-19 restrictions are in place, for the same price as our 1-Day InPerson sponsorships you will be upgraded to a 12-Month Package (kickoff web-conference, monthly web-conferences, logo continuously in member site, culminating in our Grand Finale | Buyer's Directory).





The Women's Leadership Association series provides unmatched exposure to Key Women Leaders within the top 80 metro markets. Each metro has on average **250+ company registrations**, On Event day 100-300 Women executives across 80 metros attend, the **key influencers and gatekeeper for purchase decisions**.

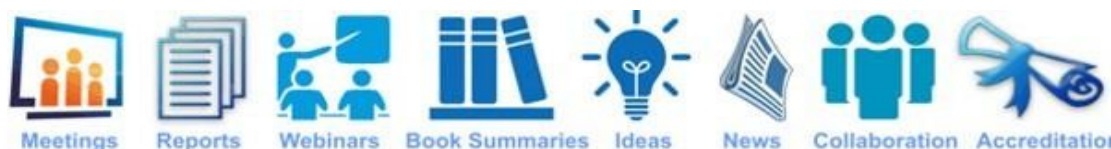
Benefits of Sponsorship:

- We provide you with attendee list to follow up post event
- Ability to reach targeted, highly qualified Senior Female Decision Makers.
- Opportunity to build and increase brand awareness through exposure before, during and after the event.

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Streamed and On-Demand, also includes speakers by webinar, online ITDM community, monthly benefits and much more.



EVENT AT A GLANCE

<p>Event Format:</p>	<p>Sponsors will exhibit throughout the afternoon event; Networking time before, during and after event. Key networking at registration and break time, accompanied with high tea for the guest. No Breakout Sessions, Sponsors and Attendees in the same room.</p>	
<p>Venue(s)</p>	<p>Our events are held at 4 and 5 star locations across the USA, luxury settings, full service venues, with custom menus offering the best in local cuisines</p>	
<p>Attendees:</p>	<p>100-300 Local Key Women Decision Makers across industries. Attendee Snapshot: <u>Includes titles, companies, industry and interest of Past Attendees.</u> Short list of who attended on event day by city. https://goo.gl/9KbmMU (google sheet link, please let us know if you have any issue opening and we will send as PDF)</p> <p>2021 Attendees will be given “free” membership to our online platform, that includes a library of sponsor material promoting your products and solutions. After covid-19 restrictions removed, the attendees will still have access to those resources, free of charge, up to 12 months.</p>	
<p>Sponsors:</p>	<p>8 Tabletop Sponsors 4 Presentation Sponsors 1 Networking Sponsor 1 Coffee Station Sponsor</p>	
<p>In-person 2021 Web-conference</p>	<p>1:00 pm Vendor Setup - 5:00pm Vendor Breakdown 2 pm – 4:30pm</p>	
<p>Topics of Interest:</p>	<ul style="list-style-type: none"> - Leadership Processes - Current Trends - Employee Benefits - Healthcare Planning - Networking - Best Practices Millennials - New Technology in The Workplace - Compensation Trends and Outlook - Business Immigration, Intl Assignment - Growth Strategies 	<ul style="list-style-type: none"> - Employment Law - Career Fast-Tracking - Talent Acquisition - Succession Planning - Wellness Programs - Employee Incentives - Diversity and Inclusion - Hiring and Recruitment - Workforce Planning - Mentorship

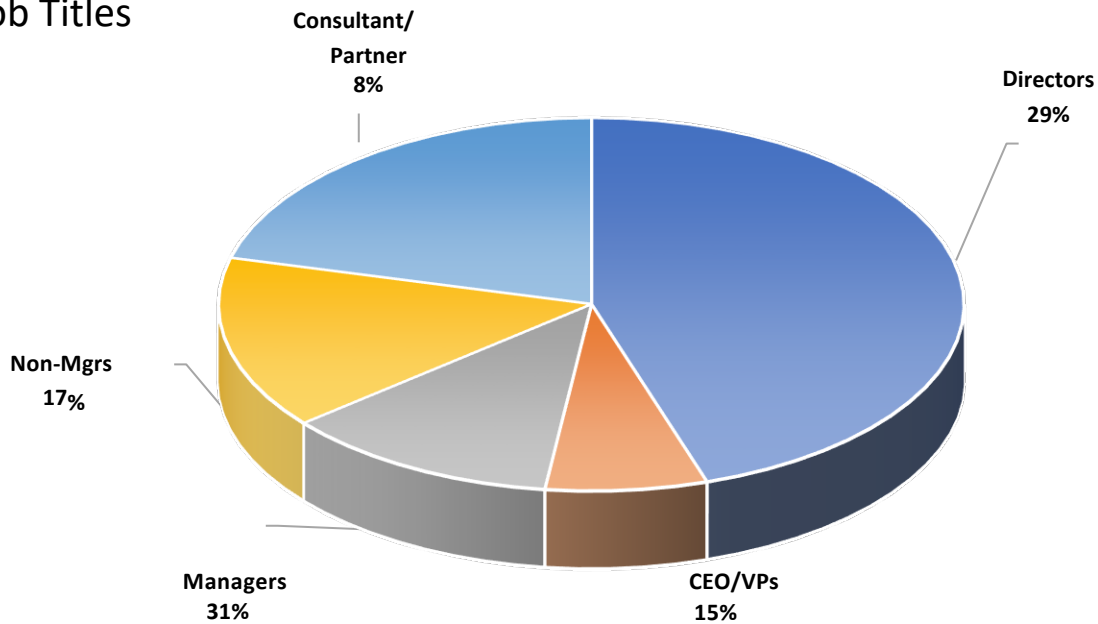


ATTENDEE DEMOGRAPHICS

Enhance your company's image, engage and interact with these senior HR executives who have influence, budget authority to evaluate products and services to solve their business needs. Accelerate your sales pipeline and gain valuable introduction to the HRDM.

You can access the Attendee snapshot by this link: <https://goo.gl/9KbmMU> (opens a google spreadsheet)

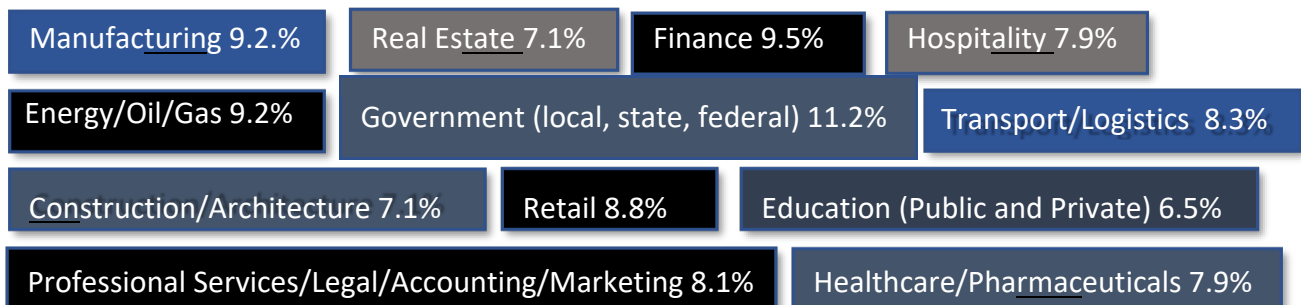
Job Titles



Company Sizes:



Industries:





2021 CALENDAR

Jan.20: Raleigh/Triangle
 Jan.22: Greensboro/Triad
 Jan.26: Charlotte
 Feb.02: Norfolk
 Feb.03: Richmond
 Feb.09: New Orleans
 Feb.10: Baton Rouge
 Feb.11: Jackson
 Feb.17: Stockton
 Feb.18: Honolulu
 Feb.19: Boise
 Mar.02: Albuquerque
 Mar.03: Harrisburg
 Mar.04: San Juan
 Mar.09: El Paso
 Mar.10: Spokane
 Mar.29: Oklahoma City
 Mar.30: Tulsa
 Mar.31: Wichita
 Apr.12: San Diego
 Apr.14: Los Angeles/Orange County
 Apr.16: Bakersfield
 Apr.19: Nashville
 Apr.21: Memphis
 Apr.22: Little Rock
 May.05: Baltimore
 May.11: Denver
 May.18: Buffalo
 May.19: Rochester
 May.20: Syracuse
 May.21: Albany
 May.24: Providence
 May.27: Springfield
 May.28: Hartford
 Jun.09: Milwaukee
 Jun.11: Madison
 Jun.22: Detroit
 Jun.25: Grand Rapids

Jul.12: Minneapolis
 Jul.19: Kansas City
 Jul.22: Omaha
 Jul.23: Des Moines
 Aug.02: Cleveland
 Aug.04: Akron
 Aug.06: Pittsburgh
 Aug.18: Columbus
 Aug.20: Cincinnati
 Aug.30: Indianapolis
 Sep.01: Louisville
 Sep.03: St. Louis
 Sep.13: New York
 Sep.16: Philadelphia
 Sep.17: Washington
 Sep.20: Las Vegas
 Sep.21: Phoenix
 Sep.17: Tucson
 Sep.28: Dallas
 Sep.30: Austin
 Oct.04: San Antonio
 Oct.06: Houston
 Oct.12: Silicon Valley
 Oct.14: San Francisco
 Oct.15: Sacramento
 Oct.19: Birmingham
 Oct.20: Atlanta
 Oct.27: Columbia
 Oct.28: Charleston
 Nov.04: Salt Lake City
 Nov.08: Seattle
 Nov.09: Portland
 Nov.15: Boston
 Nov.19: Chicago
 Dec.01: Jacksonville
 Dec.03: Orlando
 Dec.06: Tampa
 Dec.10: Miami
 Dec.14: Greenville
 Dec.15: Knoxville
 Dec.16: Chattanooga

Sample Agenda

2:00 pm	Female Engagement and Career Progression
2:30 pm	Success Stories: The Future of Women in Business
3:00 pm	Leadership During COVID-19: Best Practices
3:30 pm	Panel: Why Aren't There More Female Leaders?
4:00 pm	Company Policies and Rule Changes to Handle the Pandemic
4:30 pm	Conclusion.



Live Speaking Sponsorship Choices (entire audience)

Discounts if Same Order: 3+ events=10%, 5+ = 15%, 10+ = 20%, 25+ = 25%, You may substitute different cities at any time.

Diamond Level Sponsor

\$9500



- Exclusivity for your Industry Type as the Diamond Top Sponsor.
- An official top Diamond sponsor of all meetings throughout the year.
- An official top Diamond sponsor of The Annual Main Meeting at a top hotel in the city.
- Your choice of locations for a 6 ft Table top exhibit space (table provided).
- Passes for up to 5 staff to network with the leaders in attendance.
- Attendee pre-registration list with full contact info.
- Logo and recognition for any additional in-person or online events held such as our Yearly Leadership Conference.
- Post attended list with contact details for follow-up.
- Logo displayed on the city website and at event day registration.
- One Yearly email campaign to nationwide registered event participants or 1 metro of your choice.
- WiFi, Power Strip, 2 Chairs included.

Platinum Level Sponsor Level Sponsor

\$7500



- An official key Platinum sponsor of all meetings throughout the year.
- An official key Platinum sponsor of the Annual Main Meeting at a top hotel in the city.
- 6 ft Table top exhibit space (table provided).
- Passes for up to 3 staff to network with the leaders in attendance.
- Post attended list with contact details for follow-up.
- Logo displayed on the city website and at event day registration.
- Logo and recognition for any additional in-person or online events held such as our Yearly Leadership Conference.
- WiFi, Power Strip, 2 Chairs included.

Gold Level Sponsor

\$4900



- A Gold sponsor of the Annual Main Meeting reception at a top hotel in the city.
- 6 ft Table top exhibit space (table provided).
- Passes for up to 2 staff to network with the leaders in attendance.
- Logo displayed on the city website and at event day registration.
- WiFi, Power Strip, 2 Chairs included.



Additional Sponsorship Choices:

Discounts if Same Order: 3+ events=10%, 5+ = 15%, 10+ = 20%, 25+ = 25%, You may substitute different cities at any time



Silver Level Sponsor

\$2900

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- A Silver sponsor of One Annual Main Meeting reception at a top hotel in the city.
 - 6 ft Table top exhibit space (table provided).
 - Passes for up to 2 staff to network with the leaders in attendance.
 - Logo displayed on the city website and at event day registration.
 - WiFi, Power Strip, 2 Chairs included.



Bronze Level Sponsor

\$1400

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- Listed as a sponsor of the Annual Main Meeting receptions at a top hotel in the city.
 - Pass for 1 staff to network with the leaders in attendance.
 - Logo displayed on the city website and at event day registration.

Email Marketing Blasts

a) **\$1399 Pre-Marketing Blast.** [Sign Up](#)

Send a customized email to pre-registered attendees one week before event in a city of your choice, We provide you the emails and names.

b) **\$2999 10K WS Decision Makers Blast.** [Sign Up](#)

Choose any of our event cities or the one you have chosen to sponsor, built to drive awareness and target title/industries of your choice.

c) **\$5499 20k WS Decision Makers Blast.** [Sign Up](#)

Access industries across the board within a metro(s). We build a targeted list based on your criteria for any of the following: Appointment Request, Lead Gen, Newsletter, Webinars, White Papers, Case Studies, Success Stories, and Product Needs.



"Talking to peers, kibbutzing and sharing best practices -- it's very powerful. Even at my level of experience, I still learn new things when I go to these."

- Michael Frankel, LexisNexis Group

"When you can get a glimpse of what is going on in the market, even a tiny glimmer of what can happen, you'll be able to jump on a new trend and get ahead of your competition."

- Kerry Desberg, Owens Corning

"I think networking outside your industry is critical to keep the flow of new ideas coming into your mind, and your organization."

- Jim McComb, Bank of America

"The network of relationships between people, whether the old fashioned kind or via new modern social networks, is absolutely critical to operate with speed across geographies and business silos."

- Polly Pearson, EMC Corporation

"I find it very invigorating to learn from others and adapt ideas from others, rather than always assuming our way is the best way. Sometimes others have better ideas than we do."

- Larry Quinlan, Deloitte

"The book summaries and articles are excellent added benefits."

- Anne Marie Tedesco, CitiBank

"It's very valuable to go outside your own industry to look at the skills and value-added processes from other areas, to see what people in other industries are doing."- Dennis Deering, Diebold, Inc.

