

Celebrating
45
years

NAWBO® 2020

NATIONAL VIRTUAL WOMEN'S BUSINESS CONFERENCE SPONSORSHIP OPPORTUNITIES



CONFERENCE SPONSOR OPPORTUNITIES

The National Women's Business Conference (WBC) is the only event of its kind that brings together hundreds of women business owners and our community of supporters from across the U.S. to connect, learn, be inspired and grow. Our 2020 annual conference is fully virtual based on post-pandemic recommendations regarding large gatherings. We are thankful that we are able to leverage technology to deliver an amazing conference experience, brought to life by an incredible team.



Ask Us about a Multi-Year Sponsorship!

These opportunities can save you money, help us increase registrations and provide year-over-year brand exposure.

Monday, September 21st through Wednesday, September 23rd 2020

1-Day Membership Meeting and 2-Day Conference, Followed by 3 Days of Post-Conference Education

Everyone wants to be courageous in life and business. But what does your brave look like? It's different for everyone, but as women business owners, we have left comfortable jobs to start our own ventures. We have done business the world over. We have met with members of Congress. We have sat on executive boards. We have taken major financial risks. Whatever "brave" means to you, this year's theme of "Brave Is" will help you put yourself out there, push through fears and say "yes" to life and business even more.



CONFERENCE SPONSOR OPPORTUNITIES

All Women's Business Conference sponsorships must be received by August 7, 2020 in order to receive full conference benefits as outlined below. All WBC underwriting, exhibitor and ad commitments must be received by August 7, 2020.

NATIONAL CONFERENCE SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR // \$50,000 (EXCLUSIVE OPPORTUNITY)

The highest level of sponsorship and is limited to one organization.

The sponsorship includes exclusive recognition as the Presenting Sponsor at the keynote and closing panel in addition to lead generation opportunities.

INCLUDES:

- ◆ Premium Exhibitor Booth
 - Largest and highest visibility booth position
- ◆ Lead reports of attendees entering your booth
- ◆ Booth and logo prominently highlighted on exhibit floor
- ◆ Unlimited booth representatives
- ◆ Unlimited pieces of content, downloads and resources in booth
- ◆ Includes (15) virtual conference registrations
 - Ability to reach out to attendees to request meetings
- ◆ Drive engagement with 3 official quests in our Gamified attendee experience
- ◆ Custom thought leadership webinar (pre-recorded with live Q&A)
 - 45-minute to one-hour presentation with content consultation from the NAWBO team
 - Lead reports of your webinar attendees
- ◆ Visibility as the Lead Sponsor at the opening and closing keynote sessions
 - Lead reports of session attendees
- ◆ Prominent branding and visibility
 - Full-page ad in the 45th Commemorative NAWBO WBC Program
 - Full-page remark in the 45th Commemorative NAWBO WBC Program
 - Listing in the virtual conference Show Guide
 - Logo visibility as a Lead Sponsor in all pre- and post-show promotion
 - Logo on registration page
 - Logo in virtual lobby
 - Logo in main auditorium (exclusive benefit)
 - Full slide ad in all pre-session visuals
- ◆ Video ad in lobby
- ◆ Include a giveaway in our virtual and physical swag bags shipped to attendees pre-event

SOLD



CONFERENCE SPONSOR OPPORTUNITIES

PLATINUM // \$35,000

Exclusive to four organizations. This level of sponsorship includes numerous lead-generating and branding opportunities to drive sales for your organization.

INCLUDES:

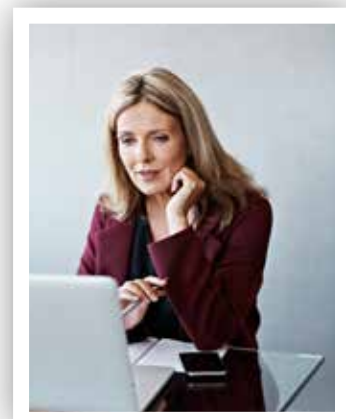
- ◆ Deluxe Exhibitor Booth
 - Premium and priority booth positioning
- ◆ Lead reports of attendees entering your booth
- ◆ Booth and logo prominently highlighted on exhibit floor
- ◆ Unlimited booth representatives
- ◆ Unlimited pieces of content, downloads and resources in booth
- ◆ Includes (10) virtual conference registrations
 - Ability to reach out to attendees to request meetings
- ◆ Drive engagement with an official quest in our Gamified attendee experience
- ◆ Custom thought leadership webinar
 - Pre-recorded with live Q&A or live produced
 - 45-minute to one-hour presentation with content consultation from NAWBO team
 - Lead reports of your webinar attendees
- ◆ Prominent branding and visibility
 - Full-page ad in the virtual conference Show Guide
 - Full-page ad in the 45th Commemorative NAWBO WBC Program
 - Logo visibility as a Platinum Sponsor in all pre- and post-show promotion
 - Logo on registration page
 - Logo in virtual lobby via banners and virtual signage
 - Include a full slide ad in all pre-session visuals
- ◆ Video in virtual lobby
- ◆ Include a giveaway in our virtual and physical swag bags shipped to attendees pre-event

GOLD // \$25,000

Exclusive to six organizations. This sponsorship level provides a unique combination of brand awareness and lead generation.

INCLUDES:

- ◆ Deluxe Exhibitor Booth
 - Premium visibility booth positioning
- ◆ Lead reports of attendees entering your booth
- ◆ Booth and logo prominently highlighted on exhibit floor
- ◆ Unlimited booth representatives
- ◆ Unlimited pieces of content, downloads and resources in booth
- ◆ Includes (10) virtual conference registrations
 - Ability to reach out to attendees to request meetings



CONFERENCE SPONSOR OPPORTUNITIES

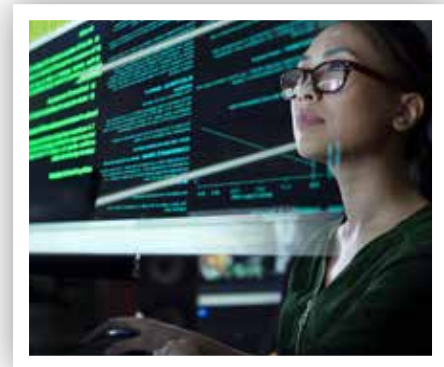
- ◆ Drive engagement with an official quest in our Gamified attendee experience
- ◆ Visibility as sponsor of one of six content breakout sessions
 - 35-40 words for sponsor description, which will be read by moderator at the beginning of a content breakout session (first come, first served)
- ◆ Logo visibility in a “Thank You to Sponsor” slide
 - Lead reports of session attendees
- ◆ Prominent branding and visibility
 - Full-page ad in the virtual conference Show Guide
 - Half-page ad in the 45th Commemorative NAWBO WBC Program
 - Listing in the virtual conference Show Guide
 - Logo visibility as a Gold Sponsor in all pre- and post-show promotion
 - Logo on registration page
 - Logo in virtual lobby via banners and virtual signage
 - Logo in 3 pre-event emails
 - Include a full slide ad in pre-session visuals
- ◆ Send one pre-event or post-event email to attendees
- ◆ Include a giveaway in our virtual and physical swag bags shipped to attendees pre-event

SILVER // \$15,000

Exclusive to 10 organizations. This sponsorship level drives booth traffic and brand visibility for your organization through pre- and post-show communication.

INCLUDES:

- ◆ Deluxe Exhibitor Booth
 - High visibility booth positioning
- ◆ Lead reports of attendees entering your booth
- ◆ Booth and logo prominently highlighted on exhibit floor
- ◆ Unlimited booth representatives
- ◆ 15 pieces of content, resources and downloads for attendees in booth
- ◆ Includes (6) virtual conference registrations
 - Ability to reach out to attendees to request meetings
- ◆ Prominent branding and visibility
 - Full-page ad in the virtual conference Show Guide
 - Half-page ad in the 45th Commemorative NAWBO WBC Program
 - Logo visibility as a Silver sponsor in all pre- and post-show promotion
 - Logo on registration page
 - Logo in lobby and communication center of the virtual conference
 - Logo in one pre-conference email
 - Logo included on slide during pre-session slide show
- ◆ Include a giveaway in our virtual swag bag



CONFERENCE SPONSOR OPPORTUNITIES

BRONZE // \$10,000

Exclusive to 10 organizations. This sponsorship level drives booth traffic and brand visibility for your organization through pre- and post-show communication.

INCLUDES:

- ◆ Deluxe Exhibitor Booth
 - Preferred booth positioning
- ◆ Lead reports of attendees entering your booth
- ◆ Booth and logo prominently highlighted on exhibitor floor
- ◆ Unlimited booth representatives
- ◆ 10 pieces of content, resources and downloads for attendees in booth
- ◆ Link to website, ecommerce site or online shop
- ◆ Includes (4) virtual conference registrations
 - Ability to reach out to attendees to request meetings
- ◆ Prominent branding and visibility
 - Full page ad in the virtual conference Show Guide
 - Half-page ad in the 45th Commemorative NAWBO WBC Program
 - Listing in the virtual conference Show Guide
 - Logo in virtual lobby



CORPORATE EXHIBITOR // \$2,500

INCLUDES:

- ◆ Deluxe Exhibitor Booth
- ◆ Lead reports of attendees entering your booth
- ◆ Booth and logo prominently highlighted on exhibitor floor
- ◆ Unlimited booth representatives
- ◆ 10 pieces of content, resources, and downloads for attendees in booth
- ◆ Link to website, ecommerce site, or online shop
- ◆ Includes (2) virtual conference registrations
 - Ability to reach out to attendees to request meetings

NON-MEMBER EXHIBITOR BOOTH // \$750

INCLUDES:

- ◆ Lead reports of attendees entering your booth
- ◆ Booth and logo highlighted on exhibitor floor
- ◆ Up to (6) booth representatives
- ◆ 6 pieces of content, resources and downloads for attendees in booth
- ◆ Link to website, ecommerce site or online shop
- ◆ Includes (1) virtual conference registration
- ◆ Listing in the virtual conference Show Guide

CONFERENCE SPONSOR OPPORTUNITIES

MEMBER EXHIBITOR BOOTH // \$500

INCLUDES:

- ◆ Lead reports of attendees entering your booth
- ◆ Booth and logo highlighted on exhibitor floor
- ◆ Unlimited booth representatives
- ◆ 6 pieces of content, resources and downloads for attendees in booth
- ◆ Link to website, ecommerce site or online shop
- ◆ Includes (1) virtual conference registration
- ◆ Prominent branding and visibility
 - Half-page ad in the virtual conference Show Guide
 - Listing in the virtual conference Show Guide

ADVERTISING OPPORTUNITIES // SUBJECT TO PRE-APPROVAL

- ◆ Full-Color Full-Page Print and Virtual Ad - \$1,500
- ◆ Full-Color Half-Page Print and Virtual Ad - \$750
- ◆ Full-Color Quarter-Page Print and Virtual Ad - \$250
- ◆ Full-Color Business Card Print and Virtual Ad - \$125





NAWBO

National Association of Women Business Owners