

October 17-19, 2021

POWER YOUR DREAM

NATIONAL WOMEN'S BUSINESS CONFERENCE 2021
HOSTED BY NAWBO NEW ORLEANS, LA

*A virtual event with limited
in-person watch party experience*

VIRTUAL EXHIBIT HALL OPPORTUNITIES

The virtual exhibit hall at NAWBO's Women's Business Conference will be a major highlight of this year's conference experience. The virtual exhibit hall will remain open for 1 month, inclusive of the live conference days. This will enable exhibitors to fully showcase their products with rich content formats, and allow attendees to access and explore these offerings in the comfort of their homes and offices.

Exhibit booths will be placed all across the virtual exhibition landscape, allowing visitors to easily navigate through their options and ensuring a near-physical exhibition experience for them through high-resolution exhibitor avatars and carefully designed booths in an exceptionally easy-to-use environment.

Please note that corporate exhibitors include a full-page ad in the conference Program Book and 10 virtual conference registrations; NAWBO member exhibitor packages include a half-page ad in the conference Program Book and one virtual conference registration; non-member packages include a half-page ad in the conference Program Book and one virtual conference registration.



Actual Virtual Exhibit Hall images



Other highlights of this year's virtual exhibitor experience include:

- ✓ Chat facilities and webinars to bring about a more engaging, interactive experience and deliver customized product information to prospective leads
- ✓ Image, video and document features that allow sharing of videos, brochures, discounts and photos to highlight your products and services
- ✓ Online payment options that suit you best for products purchased at your virtual exhibit booth with a user-friendly interface that makes shopping extremely easy
- ✓ "Wish carts" that enable visitors to store products of choice for future purchase if they are not willing to buy them during the live event
- ✓ Detailed executive reports that provide statistics like number of visitors, number of chat room interactions and number of transactions performed to gauge your ROI



Corporate Exhibitor \$3,500

- 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 (10) virtual conference registrations
- Ability to reach out to attendees to request meetings
- Full-page ad in the virtual and printed NAWBO WBC Program Book
- Listing in the virtual and printed NAWBO WBC Program

Non-Member Exhibitor \$750

- 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
- Half-page ad in the virtual and printed NAWBO WBC Program
- Listing in the virtual and printed NAWBO WBC Program

NAWBO Member Exhibitor \$500

- 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
- Half-page ad in the virtual and printed NAWBO WBC Program
- Listing in the virtual and printed NAWBO WBC Program



NEW VIRTUAL EXHIBITOR OPPORTUNITY!

Customize your avatar in your likeness for an additional \$75.00. Then, interact with all your virtual booth visitors this year as YOU! This opportunity is exclusively for WBC2021 virtual exhibitors.

Business Size: Businesses owned by NAWBO members are larger than the average women-owned businesses in terms of number of employees. Sixty-eight percent have employees; of which 17 percent have 10 or more employees.

Revenue: Twenty-five percent of NAWBO members make more than \$1 million in annual sales; and 34 percent make more than \$500K.

Years in Business: NAWBO members have owned their business for an average of 10 years.

Age: Seventy-five percent of NAWBO members are over the age of 45; and 25 percent are in the 35-44 age group.

Access to Capital: As with the general women-owned firms, many NAWBO members access capital through credit cards and personal family savings. Fifty-eight percent use credit cards and 37 percent utilize private and family savings to fund their business.

Industry: Thirty-five percent, the highest number, of NAWBO members belong in the professional, scientific and technical services sector.

Education: Generally, NAWBO members are very well educated with 39 percent with post-graduate degrees.

**Results from the NAWBO Member Demographics Survey*

Yes, I would like to exhibit at the National Virtual Women's Business Conference 2021:

___ Corporate \$3,500

___ Non-member \$750

___ NAWBO Member \$500

Name _____ Date _____

Company _____ Title _____

Street Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

E-mail _____ Website _____

Total Amount Due: \$ _____

Charge my: ___ AMEX ___ MasterCard ___ Visa ___ Discover

Name on Card _____

Credit Card # _____ CV2 number _____

Exp. Date _____ Billing Address ZIP _____

Signature _____

MAIL FORM WITH CHECK PAYABLE TO: NAWBO, c/o WBC2021, P.O. Box 741449, Los Angeles, CA 90074-1449

FAX FORM WITH CREDIT CARD PAYMENT TO:

202-403-3788 OR E-mail to: WBC@nawbo.org

Note that a representative from NAWBO will follow up with you to confirm your interest in exhibiting and arrange for the payment of your package.



NAWBO

National Association of Women Business Owners