



# NAWBO

National Association of Women Business Owners

## Sponsorship Opportunities

### NAWBO 2021 National Women's Business Conference





# 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 a new city each year to connect, learn, be inspired and grow.

## POWER YOUR DREAM

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



**Sunday, October 17 through Tuesday, October 19, 2021**

*(Sunday is NAWBO's Annual Membership Meeting followed by the two-day National conference on Monday and Tuesday)*

Every entrepreneurial journey starts with a dream. To create something new, better or more meaningful. To be your own boss and leader. To enjoy a more flexible lifestyle. To leave a legacy for the next generation. To give back to a community. To change the world in positive ways. Whatever your dream as a woman business owner, NAWBO is here to power it by delivering a uniquely fun and impactful experience infused with connectivity, inspiration, learning, resources and more.

For 2021, our major conference focuses are technology and sustainability. The world has changed in ways we never imagined possible. An overnight shift to remote work forced incredible innovation and progress that we will no doubt carry with us and evolve as we move into the future. What do we need to sustain this level of change and opportunity? How can we sustain ourselves through this time—and times to come? What technologies will we tap into to drive even more progress?

## THE VENUE

### SHERATON NEW ORLEANS / NEW ORLEANS, LA

Brimming with style but grounded in substance, Sheraton New Orleans Hotel is the perfect base for WBC2021. Located on Canal Street, the hotel is steps from the buzz of the French Quarter, and also offers seamless access to notable NOLA points of interest, including the Ernest N. Morial Convention Center, Mercedes-Benz Superdome and Smoothie King Center.



# CONFERENCE SPONSOR OPPORTUNITIES

All Women's Business Conference sponsorships must be received by August 27, 2021 in order to receive full conference benefits as outlined below. All WBC underwriting, exhibitor and ad commitments must be received by August 27, 2021.

## NATIONAL CONFERENCE SPONSORSHIP OPPORTUNITIES

### PRESENTING SPONSOR - \$50,000 (EXCLUSIVE OPPORTUNITY)

- ◆ Exclusivity as WBC Presenting Sponsor
- ◆ Recognition and promotion throughout the conference as Presenting Sponsor
- ◆ Invitation for senior executive to participate/speak throughout the conference program
- ◆ Presenting Sponsor recognition on all pre- and on-site communications including promotional materials, Web site, on-site program book and general session sponsor logo loop
- ◆ Signage with corporate logo displayed prominently throughout the conference
- ◆ 15 complimentary full conference registrations
- ◆ Double-size exhibit booth with prime positioning and 6 exhibit hall-only staff badges
- ◆ Full-spread ad in the on-site program book with premium placement
- ◆ Exclusive invitation for 2 representatives to meet with NAWBO Board members

### PLATINUM SPONSOR - \$ 35,000

- ◆ Recognition and promotion throughout the conference as a Platinum Sponsor
- ◆ Invitation for senior executive to participate/speak at a general session program
- ◆ Logo recognition in conference promotional materials, Web site, on-site program book and general session sponsor logo loop
- ◆ Signage with corporate logo displayed prominently throughout the conference
- ◆ 10 complimentary full conference registrations
- ◆ Double-size exhibit booth with prime positioning and 4 exhibit hall-only staff badges
- ◆ Full-page ad in the on-site program book with premium placement
- ◆ Exclusive invitation for 2 representatives to meet with NAWBO Board members

### ANNUAL MEMBERSHIP MEETING TITLE SPONSOR - \$35,000 (EXCLUSIVE OPPORTUNITY)

- ◆ Recognition and promotion throughout Membership Meeting as title sponsor
- ◆ Invitation for senior executive to participate in speaker introductions
- ◆ Logo recognition on Membership Meeting promotional materials, website, on-site program book and Membership Meeting sponsor logo loop
- ◆ Signage with logo prominently displayed throughout Membership Meeting
- ◆ 10 complimentary full conference registrations
- ◆ Double-size exhibit booth and 4 exhibit hall-only staff badges
- ◆ Full-size ad in the on-site program book with premium placement
- ◆ Exclusive invitation for 2 representatives to meet with NAWBO Board members

### ANNUAL MEMBERSHIP MEETING SUPPORTING SPONSOR - \$20,000 (2 AVAILABLE)

- ◆ Recognition and promotion throughout Membership Meeting as supporting sponsor
- ◆ Logo recognition on Membership Meeting materials, website, on-site program book and Membership Meeting sponsor logo loop

# CONFERENCE SPONSOR OPPORTUNITIES

- ◆ Signage with logo prominently displayed throughout Membership Meeting
- ◆ 5 complimentary full conference registrations
- ◆ Exhibit booth and 2 exhibit hall-only staff badges
- ◆ Half-page ad in the on-site program book
- ◆ Exclusive invitation for 1 representative to meet with NAWBO Board members

## NAWBO CONNECTIONS LOUNGE DIAMOND SPONSOR – \$30,000 (EXCLUSIVE OPPORTUNITY)

- ◆ Recognition and promotion throughout the conference as NAWBO Connections Lounge Diamond Sponsor
- ◆ Prominent space dedicated for the Connections Lounge in the exhibit hall or designated location with signage recognition—all furniture, equipment and internet access to be provided by sponsor in addition to sponsorship commitment
- ◆ Invitation for senior executive to participate/speak at a general session program
- ◆ Logo recognition in conference promotional materials, Web site, on-site program book and general session sponsor logo loop
- ◆ Signage with corporate logo displayed prominently throughout the conference
- ◆ 8 complimentary full conference registrations
- ◆ 4 on-site exhibit hall passes for additional corporate representatives to conduct product demonstrations and manage the Connections Lounge
- ◆ Full-page ad in the on-site program book with premium placement
- ◆ Exclusive invitation for 2 representatives to meet with NAWBO Board members

## GOLD SPONSOR – \$25,000

- ◆ Recognition and promotion throughout the conference as a Gold Sponsor
- ◆ Sponsorship of breakout session (session tbd by NAWBO) and sponsor representative to give a few remarks/introduce speakers/panel
- ◆ Logo recognition in conference promotional materials, Web site, on-site program book and general session sponsor logo loop
- ◆ Signage with corporate logo displayed prominently throughout the conference
- ◆ 6 complimentary full conference registrations
- ◆ Exhibit booth in a prime location which includes 2 exhibit hall-only staff badges
- ◆ Full-page ad in the on-site program book
- ◆ Exclusive invitation for 2 representatives to meet with NAWBO Board members

## SILVER SPONSOR – \$15,000

- ◆ Recognition throughout the conference as a Silver Sponsor
- ◆ Logo recognition in conference promotional materials, Web site, on-site program book and general session sponsor logo loop
- ◆ Signage with corporate logo displayed prominently throughout the conference
- ◆ Sponsorship of a breakout session branded with company logo and introductory remarks to be given by company representative
- ◆ 2 complimentary full conference registrations
- ◆ Half-page ad in the on-site program book
- ◆ Exclusive invitation for 1 representatives to meet with NAWBO Board members

# CONFERENCE SPONSOR OPPORTUNITIES

## AWARDS TITLE SPONSOR – \$20,000

- ◆ Promotional campaign in all communications vehicles
- ◆ Logo exposure wherever award is discussed and promoted
- ◆ Banner on homepage of website with link to application
- ◆ PR around award launch as well as award winner
- ◆ Sponsor representative to present award and cash prize during the annual NAWBO National Women's Business Conference (NAWBO will comp conference registration, hotel room and air travel for winner to next year's conference)
- ◆ Logo inclusion in chapter incentives developed to encourage member participation, including monetary prize for the chapter with the winning woman business owner and framed certificates for all chapter nominees
- ◆ Inclusion of award winner in NAWBO ONE e-publication and profile on NAWBO National website. All content will be shared with sponsor to leverage
- ◆ Video of winner and sponsor representative will be created at conference and shared through all communication channels
- ◆ Winner will be NAWBO Entrepreneur in Residence for the year—sponsored by your company—where they submit articles, blogs, tips and best practices throughout the year

## BRONZE SPONSOR\* – \$10,000

- ◆ Recognition throughout the conference as a Bronze Sponsor
- ◆ Logo recognition in conference promotional materials, Web site, on-site program book and general session sponsor logo loop
- ◆ Signage with corporate logo displayed prominently throughout the conference
- ◆ 2 complimentary full conference registrations
- ◆ Half-page ad in the on-site program book
- ◆ Exclusive invitation for 1 representative to attend the Sponsor Appreciation Reception

## EXCLUSIVE UNDERWRITING OPPORTUNITIES\*\*

- ◆ Conference Badge Sponsor – \$10,000
- ◆ Charging Station Sponsor – \$10,000
- ◆ Conference Bag Sponsor – \$7,500
- ◆ Pre-Conference Targeted Eblast Sponsors—\$750 each
- ◆ Post Conference Survey Sponsor—\$5,000
- ◆ Passport Sponsor—\$5,000
- ◆ Leadership Wall Sponsor—\$5,000
- ◆ Aisle Signs Sponsor—\$8,500
- ◆ Daily Refreshment Breaks Sponsor – \$5,000
- ◆ Media Center Sponsor—\$5,000
- ◆ Badge Lanyard Sponsor—\$5,000
- ◆ Cyber Center Sponsor—\$5,000
- ◆ Web Logos and Banners Sponsor—\$125-\$3,000



# CONFERENCE SPONSOR OPPORTUNITIES

## NEXTGEN TRACK SPONSOR

NAWBO is thrilled to offer an innovative conference track at the National Women's Business Conference designed to develop an entrepreneurial curiosity, confidence and mindset in young women through life-changing connections, education and resources. These amazing college- and post-college-age women are the future of NAWBO and our community of women business owners.

### **\$10,000**

- ◆ Logo in pre-conference communications
- ◆ Recognition on-site at event on signage and from stage
- ◆ Exhibit booth in special section
- ◆ Reserved table for (10) young entrepreneurs (for you to extend a personal invitation) at conference general sessions plus NextGen track breakout sessions
- ◆ Half-page ad in program book
- ◆ 2 full conference registrations to use for employees or gift to young entrepreneurs

### **\$5,000**

- ◆ Logo in pre-conference communications
- ◆ Recognition on-site at event on signage and from stage
- ◆ Reserved seating for (5) young entrepreneurs (for you to extend a personal invitation) at conference general sessions plus NextGen track breakout sessions
- ◆ Half-page ad in program book

### **\$2,500**

- ◆ Logo in pre-conference communications
- ◆ Recognition on-site at event on signage and from stage
- ◆ Reserved seating for (2) young entrepreneurs (for you to extend a personal invitation) at conference general sessions plus NextGen track breakout sessions
- ◆ Half-page ad in program book

### **\$250**

- ◆ Sponsor (1) young entrepreneur to attend and we'll donate a portion to the NAWBO Institute for young entrepreneurial education

## EXHIBITING OPPORTUNITIES *See next page for full details (subject to pre-approval)*

- ◆ Corporate Exhibitor – \$3,500
- ◆ Small Business Exhibitor – \$2,000
- ◆ NAWBO Member Exhibitor – \$1,500
- ◆ NextGen Exhibitor – \$1,500

## ADVERTISING OPPORTUNITIES *(subject to pre-approval)*

- ◆ 4-Color Full-Page/Bleed – \$1,500
- ◆ 4-Color Half-Page Horizontal – \$750

# CONFERENCE SPONSOR OPPORTUNITIES

## EXHIBITING OPPORTUNITIES:

**Corporate Exhibitor \$3,500 | Small Business Exhibitor \$2,000 | NAWBO Member Exhibitor \$1,500**

The exhibit hall at NAWBO's Women's Business Conference in New Orleans, LA, will be a major highlight of this year's conference experience. Hundreds of conference participants will stop in throughout their days to connect with a wide range of local, national and global exhibitors and their products and services, as well as with one another. It's a high-traffic, high-visibility set up that will no doubt increase your exposure and build your brand. We'll also have an exhibit hall passport for participants. Those who visit every booth will be entered into a prize drawing on the final day of the conference.

Here's a look at this year's exhibit hall opportunities, including special packages and discounts. Each exhibit space comes with one 8' x 10' booth, one 6' skirted table, two chairs and one 7" x 44" sign. Corporate exhibitors include a full-page ad in the on-site program book and two full conference registrations; Small Business and NAWBO Member exhibitor packages include a half-page ad in the on-site program book, one exhibit hall-only pass and one full conference registration.

## MADE IN LOUISIANA EXHIBITOR DISCOUNT—\$1,000

*Comes with a one-year NAWBO membership for first-time members in the Introductory Member category!*

**Do you have products or services that are made in Louisiana?** NAWBO is offering specially discounted Exhibit Hall booth space to companies that produce/manufacture their products locally. This package includes one exhibit hall-only pass and one full conference registration. Not only will you receive tremendous exposure in our Exhibit Hall, putting your company and products front and center with women business owners who control buying decisions at work and at home, but we are also throwing in a one-year NAWBO membership (for first-time NAWBO members only—Introductory Member category) so that you can benefit from this opportunity year-round!

## NAWBO MEMBER DEMOGRAPHICS\*

**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*





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