



SPONSORSHIP AND EXHIBIT OPPORTUNITIES



NAWBO
National Association of Women Business Owners

THE POWER OF ONE

WOMEN'S BUSINESS CONFERENCE 2010
one woman. one business. one voice.

Presented in partnership with



ASSOCIATION OF
WOMEN'S BUSINESS CENTERS

June 9-11, 2010
Ronald Reagan Building
and International Trade Center
Washington D.C.



ABOUT NAWBO®

Founded in 1975, the National Association of Women Business Owners® (NAWBO®) is the voice of America's more than 10 million women-owned businesses and is the only dues-based national organization representing the interests of women entrepreneurs across various industries. With more than 8,000 members nationwide, NAWBO is an unparalleled source for the trusted guidance women entrepreneurs seek in navigating the various stages of their business growth.

NAWBO strives to propel women entrepreneurs into economic, social and political spheres of power by: **strengthening** the wealth-creating capacity of our members and promoting economic development within the entrepreneurial community; **creating** innovative and effective changes in the business culture; **building** strategic alliances, coalitions and affiliations; and **transforming** public policy and influencing opinion makers.

NAWBO prides itself on being a global beacon for influence, ingenuity and action and is uniquely positioned to provide incisive commentary on issues of importance to women business owners. Everything NAWBO undertakes leverages the unique attributes that women business owners bring to the table and is designed to illuminate, transform—and ultimately harness—the nation's wide-ranging community of entrepreneurial women into an ever-more-influential unified voice and increasingly dynamic leadership roles.

FACTS & STATISTICS

◆ Survey of data from the Federal Reserve Board reveals that women control slightly more than half (51.3 percent) of all personal wealth in the United States. They make 83 percent of all household purchasing decisions. In 2010, women are expected to control 60 percent of the country's wealth.

◆ According to the Center for Women's Business research, women-owned businesses are the fastest growing segment of the U. S. economy, representing \$3.3 trillion in purchasing power. Firms owned by women of color are growing at six times the rate of all U. S. firms.



◆ According to the 2006 Annual Membership Survey, NAWBO members have owned their businesses for an average of 9.7 years; 16 percent employ more than eleven employees; and 25 percent have annual revenues over \$1 million. In general, NAWBO members own businesses that are larger with higher revenue than other women-owned businesses.

WOMEN'S BUSINESS CONFERENCE

Presented this year in partnership with the Association of Women Business Centers (AWBC), the NAWBO Women's Business Conference is the only event of its kind focused on providing women entrepreneurs with personal and professional development opportunities to take their businesses to the next level of success. The conference brings together businesses of all sizes from various industries to celebrate and leverage the collective influence of the fastest growing segment of the economy.

NAWBO's Women's Business Conference (WBC) 2010 will take place June 9th-11th in Washington D.C.—where 35 years ago, a dozen like-minded businesswomen gathered to share information, create an atmosphere of professional community and further strengthen their entrepreneurial interests. This year's conference theme "The Power of One" celebrates NAWBO's heritage and the many firsts women business owners have achieved to lay the groundwork for opportunities that exist today. It also celebrates the fact that we live in a world where one woman, one business and one collective NAWBO voice have the power to make a difference for women entrepreneurs in the U.S. and beyond. This year's WBC gives participants opportunities for high-level education, tangible takeaways and connections to help them power themselves and their business.

As a conference sponsor and exhibitor, you will be among an exclusive group of organizations who partner with NAWBO to further its mission, while at the same time build your brand with this fiercely loyal sector of the business population. In short, the two are inextricably linked in that women business owners look to our sponsors for not only the best solutions to the business challenges they face in growing their enterprises but for partnerships with companies who are true champions for their success.

COMMITMENT DEADLINES

March 15, 2010	Deadline for submission of sponsor, exhibitor and advertising commitment form.
April 15, 2010	Deadline for all payments for sponsor, exhibitor and advertising commitments to receive full benefits.
April 30, 2010	Deadline for submission of artwork for inclusion in the on-site program book.

VENUE

Washington D.C. is where *history is made*. In fact, it was 35 years ago when NAWBO made its own history when it was founded in our nation's capital—home to the federal government with a diverse mix of government workers, members of Congress from every state, foreign emissaries, lobbyists, petitioners and protestors. This year, it will be home to the hundreds of women from around the country and the globe who join NAWBO at the Ronald Reagan Building and International Trade Center—the first and only federal building dedicated to both government and private use—in celebration of our 35th anniversary and "The Power of One" at this year's WBC.



SPONSORSHIP OPPORTUNITIES

Don't miss out on this unique opportunity to join a distinguished roster of sponsors and exhibitors who will be positioned to connect and do business with successful women entrepreneurs at the Women's Business Conference 2010. Sponsorship opportunities are limited and will be assigned on a first-come, first-served basis.

PLATINUM SPONSOR ~ \$35,000 (Exclusive by Industry Type)

- Recognition and promotion throughout the Conference as a Platinum Sponsor
- Speaking opportunity for a corporate executive during a general session to be determined
- Corporate logo 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
- Corporate logo on conference tote bags
- Six (6) full conference registrations for corporate representatives
- Two (2) exhibit booths (8' x 10' each) in NAWBO's Marketplace Exhibit Hall with prime positioning and four (4) exhibit hall-only staff badges
- Full-page ad in the on-site program book with premium placement*
- Exclusive invitation for two (2) to NAWBO Sponsor Appreciation Reception

NAWBO CONNECTIONS LOUNGE DIAMOND SPONSOR ~ \$35,000 (Exclusive Opportunity)

- Recognition and promotion throughout the Conference as the Diamond Sponsor and the exclusive NAWBO Connections Lounge Sponsor
- Speaking opportunity for a corporate executive during a general session to be determined
- Corporate logo in conference promotional materials, Web site, on-site program book and general session sponsor logo loop*
- Signage with your corporate logo displayed prominently in the Connections Lounge and throughout the conference
- The opportunity to place a giveaway item or other collateral in the attendee registration bags
- Support of Internet connections and computer equipment for attendee use in the lounge
- Your corporate logo screensaver on each computer terminal
- Four (4) full conference registrations for corporate representatives
- Four (4) on-site passes for additional corporate representatives to conduct product demonstrations
- Full-page ad in the on-site program book with premium placement*
- Exclusive invitation for two (2) to Sponsor Appreciation Reception

GOLD SPONSOR ~ \$25,000

- Recognition and promotion throughout the conference as a Gold Sponsor
- Speaking opportunity for a corporate executive during a general session to be determined
- Corporate logo in conference promotional materials, Web site, on-site program book and general session sponsor logo loop*
- Signage with corporate logo displayed prominently at the conference
- Four (4) full conference registrations for corporate representatives
- Exhibit booth (8' x 10') in NAWBO's Marketplace Exhibit Hall and two (2) exhibit hall-only staff badges
- Full-page ad in the on-site program book*
- Exclusive invitation for two (2) to Sponsor Appreciation Reception

SILVER SPONSOR ~ \$15,000

- Recognition throughout the event as a Silver Sponsor
- Corporate logo in conference promotional materials, Web site, on-site program book and general session sponsor logo loop*
- Signage with corporate logo displayed prominently at the conference
- Three (3) full conference registrations for corporate representatives
- Half-page ad in the on-site program book*
- Exclusive invitation for two (2) to Sponsor Appreciation Reception

BRONZE SPONSOR ~ \$10,000

- Promotion throughout the Conference as a Bronze Sponsor
- Corporate logo in conference promotional materials, Web site, on-site program book and general session sponsor logo loop*
- Two (2) full conference registration for a corporate representative
- Half-page ad in the on-site program book*
- Exclusive invitation for two (2) to Sponsor Appreciation Reception

** Must be confirmed by March 15, 2010 and payments received by April 15, 2010 to be included in conference promotion and on-site program book.*

UNDERWRITING OPPORTUNITIES

Show your support for NAWBO through an event or a program-specific underwriting opportunity. Your company will be recognized as the exclusive sponsor of one of the following packages and enjoy the benefits of recognition and visibility for a select audience group. These opportunities are limited—so take advantage and sign up early!

NATIONAL LEADERSHIP SUMMIT (JUNE 9, 2010) ~ \$10,000

Connect your brand with the premiere gathering of NAWBO chapter leaders from across the country. At the National Leadership Summit, you will gain access to more than 150 local leaders; and have the opportunity to showcase your success and growth of the more than 80 NAWBO chapters nationwide.

- Inclusion of your company logo in the National Leadership Summit invitation*
- Promotion throughout the session as the event exclusive sponsor
- Opportunity to provide brief welcome remarks at the session
- Signage with your corporate logo prominently displayed at the session
- Reserved VIP seating for four (4) corporate representatives
- Half-page ad in the on-site program book*

HOTEL KEY CARDS ~ \$7,500 (Exclusive Opportunity)

Become the exclusive underwriter of the hotel room key cards. This opportunity will ensure that your company brand will be in the palm of every attendee and stay top of mind throughout the Women's Business Conference.

- Company logo displayed on the hotel key card
- One (1) full conference registration for a corporate representative
- Listing in the on-site program book*

USB DRIVES ~ \$5,000 + COST OF USB DRIVES (Exclusive Opportunity)

Become the exclusive underwriter of the USB drives that will be given to each conference attendee. With the opportunity to upload content on the drive (must be pre-approved by NAWBO), you will enjoy the unique opportunity to leave a long-lasting impression with the conference attendees.

- Company logo displayed on the USB drive
- Opportunity to upload content (pre-approved by NAWBO)
- Listing in the on-site program book*

BREAKOUT SESSION UNDERWRITER ~ \$5,000 (12 Available Sessions)

Don't miss out on the opportunity to sponsor a conference breakout session designed to bring valuable knowledge and information to help women entrepreneurs meet the challenges of today's economic environment.

- Promotion throughout the session as the exclusive Session Underwriter
- Signage with your corporate logo displayed prominently at the breakout session
- Listing in the on-site program book*

** Must be confirmed by March 15, 2010 and payments received by April 15, 2010 to be included in conference promotion and on-site program book.*

LOCAL SPONSORSHIP OPPORTUNITIES

At the Women's Business Conference 2010, an Opening Reception will be held to welcome conference attendees, sponsors, exhibitors, speakers and NAWBO members from across the country. We invite the Washington D.C. business community to take advantage of this unique opportunity to welcome the nation's preeminent women's business organization to the city by becoming a sponsor of the Opening Reception on Wednesday, June 9th.

MILLENNIUM SPONSOR ~ \$10,000

- Millennium Sponsor recognition on the NAWBO Web site
- Recognition in reception program, promotional literature and signage
- Placement of promotional literature at the Opening Reception (must be pre-approved by NAWBO)
- One (1) exhibit booth in the NAWBO Marketplace Exhibit Hall: 8' X 10' booth, one (1) 6' skirted table, two (2) chairs and one (1) 7" X 44" sign for identification of booth placement
- Half-page ad in the conference on-site program book*
- Two (2) full conference registration
- Ten (10) VIP tickets to Opening Reception

COPPER SPONSOR ~ \$5,000

- Copper Sponsor recognition on the NAWBO Web site
- Recognition in reception program, promotional literature and signage
- Two (2) full conference registrations
- Ten (10) VIP tickets to Opening Reception
- Listing in the conference on-site program book*

TURQUOISE SPONSOR ~ \$2,500

- Turquoise Sponsor recognition on the NAWBO Web site
- Recognition in reception program, promotional literature and signage
- Eight (8) VIP tickets to Opening Reception
- Listing in the conference on-site program book*

CRYSTAL SPONSOR ~ \$1,500

- Crystal Sponsor recognition the NAWBO Web site
- Recognition in reception program, promotional literature and signage
- Four (4) VIP tickets to Opening Reception
- Listing in the conference on-site program book*

** Must be confirmed by March 15, 2010 and payments received by April 15, 2010 to be included in conference promotion and on-site program book.*

EXHIBITING OPPORTUNITIES

The Women's Business Conference 2010 is the only conference of its kind focused on bringing together women-owned businesses of all sizes from various industries and connecting them with an array of powerful resources to help them develop and grow their enterprises. Long-term business relationships begin with one-on-one interactions and the exchange of relevant information. As an exhibitor, your company will have an influential presence among the fastest growing segment of the economy—women business owners. You will have the up-close opportunity to build your brand through mutually valuable interactions and become an unparalleled source for the trusted guidance women entrepreneurs seek in navigating the various stages of their business growth.

Don't delay. Exhibit space has SOLD OUT in March for the past 6 consecutive years!

CORPORATE EXHIBITOR ~ \$3,500

- One (1) exhibit booth in the Marketplace Exhibit Hall: 8' X 10' booth, one (1) 6' skirted table, two (2) chairs and one (1) 7" X 44" sign for identification of booth placement
- Half-page ad in the on-site program book*
- Two (2) full conference registrations and two (2) exhibit hall-only staff badges
- Option to purchase additional discounted attendee registration(s) at the early bird rate

SMALL BUSINESS EXHIBITOR ~ \$2,500

- One (1) exhibit booth in the Marketplace Exhibit Hall: 8' X 10' booth, one (1) 6' skirted table, two (2) chairs and one (1) 7" X 44" sign for identification of booth placement
- Half-page ad in the on-site program book*
- One (1) full conference registration and two (2) exhibit hall-only staff badges
- Option to purchase additional discounted attendee registration(s) at the early bird rate

NAWBO MEMBER EXHIBITOR ~ \$2,000

- Reserved for NAWBO members only
- One (1) exhibit booth in the Marketplace Exhibit Hall: 8' X 10' booth, one (1) 6' skirted table, two (2) chairs and one (1) 7" X 44" sign for identification of booth placement
- Half-page ad in the on-site program book*
- One (1) full conference registration and two (2) exhibit hall-only staff badges
- Option to purchase additional discounted attendee registration(s) at the early bird rate

PARTNER EXHIBITOR ~ \$1,500

- Reserved for partners who commit to providing marketing and promotional support for the Women's Business Conference 2010 as determined by a separate partnership agreement
- One (1) exhibit booth in the NAWBO Marketplace Exhibit Hall: 8' X 10' booth, one (1) 6' skirted table, two (2) chairs and one (1) 7" X 44" sign for identification of booth placement
- Half-page ad in the on-site program book*
- One (1) full conference registration and two (2) exhibit hall-only staff badges
- Option to purchase additional discounted attendee registration(s) at the early bird rate

NEW! SMALL BUSINESS PROMOTION PACKAGE – Regular Rate: \$2,250/Member Rate: \$1,750

- One (1) full conference registration
- Half-page ad in on-site program book*
- On-site interview opportunities with WBC media partners
- Interview with *NAWBO Focus* for upcoming article

** Must be confirmed by March 15, 2010 and payments received by April 15, 2010 to be included in conference promotion and on-site program book.*

INFORMATION FOR EXHIBITORS

Many of the sponsorship opportunity packages include exhibit space, ads in the on-site program, and other benefits that guarantee high visibility.

We realize that exhibitors make a significant investment to attend our conference. For that reason, we have scheduled our exhibit hall hours to minimize competition against breakout sessions or other conference activities. The Marketplace Exhibit Hall will contain activities designed to engage and connect the conference attendees and maximize traffic.

Booths are assigned on a first-come, first-served basis. Booth reservations are confirmed once payment is received in full. Your exhibit hall investment includes an 8' X 10' booth with a standard 10' draped backdrop, 3' side draping, one (1) 6' table (if needed), two (2) chairs, and a standard, one-line identification sign with your organization's name and booth number. The entire hall is carpeted.

INSTALLATION AND BREAKDOWN INSTRUCTIONS

Each exhibitor and/or sponsor will receive an Exhibitor Services Kit from the official show decorator. The exhibitor kit will contain details about the exhibit set-up hours and order forms for additional booth furniture, electrical and phone services, and shipping charges. Payment for additional items outside the standard booth package is the sole responsibility of the exhibiting company. Please review this information carefully and be mindful of printing deadlines. Also note that prices increase as the conference date approaches.

PAYMENT POLICY

Exhibit space will not be assigned without payment in full. Full payment must be received in order to occupy booth space. NAWBO reserves the right to resell and/or to reassign exhibit space for reservations that are not paid in full by the April 15, 2010 deadline.

CANCELLATION REFUND POLICY

All exhibit refund requests must be received in writing by NAWBO by Friday, May 7, 2010. Cancellations are subject to a \$200 service charge. Please fax your written request to WBC2010@nawbo.org. No cancellation or refund requests will be accepted after Friday, May 7, 2010.

SELLING MERCHANDISE ON / OFF THE SHOW FLOOR

Selling merchandise outside of the NAWBO exhibit floor through the use of hospitality suites or other areas is strictly prohibited. Selling merchandise is only allowed on the NAWBO exhibit floor. Exhibitors are responsible for paying all applicable sales taxes. Advertising to conference attendees or hotel guests by posting fliers in common areas of the hotel or distribution of marketing materials under guest room doors is strictly forbidden.

HOSPITALITY SUITES AND ON / OFF PROPERTY EVENTS

Hospitality suites and/or off-property entertainment activities are not permitted during hours when the exhibit hall is open or when official conference programming and special events are taking place.



ADVERTISING OPPORTUNITIES

Complete your marketing campaign with targeted ads designed to reinforce your message and improve the effectiveness of your exhibit and/or sponsorship. Advertising in the WBC 2010 on-site program book should be an integral part of your company's multi-level marketing campaign. Distributed to every attendee, the program book contains the official schedule of the conference agenda, special event details, as well as exhibit hall information. If your budget does not allow you to take advantage of the exhibit or sponsor opportunities, an ad in the on-site program book will provide you with a tangible presence at the Women's Business Conference 2010. Advertising opportunities are limited and are available on a first-come, first-served basis.

PAGE SIZE & RATES

Regular Rates

4-Color Full-Page (7.5" X 10") - \$2,000

4-Color Full Page Bleed (8.75" X 11.25") - \$2,000

4-Color Half-Page Horizontal (7.5" x 4.75") - \$1,000

NAWBO Member Rates

4-Color Full-Page (7.5" X 10") - \$1,500

4-Color Full Page Bleed (8.75" X 11.25") - \$1,500

4-Color Half-Page Horizontal (7.5" x 4.75") - \$750

SUBMISSION DEADLINES

April 15, 2010: Deadline for ad commitments with full payment

April 30, 2010: Deadline for artwork submission for inclusion in the on-site program book

ARTWORK SUBMISSION GUIDELINES

Please submit artwork on a CD with color proof to NAWBO Publications, 9555 Cozycroft Ave, Chatsworth, CA 91311 or you may send ads electronically via an ftp site and notify us via e-mail at publications@nawbo.org. A full-color, hard-copy proof is recommended. Without a color hard-copy proof, we will not be responsible for incorrect output of your advertisement. **Ad commitments are non-refundable.**

ARTWORK SPECIFICATIONS

The trim size of the program is 8.5" X 11". High-resolution print-ready PDF files are preferred; all art and fonts used in the file must be embedded. Mac files are preferred if submitting native files on disk. All art and fonts must be included. Substitutions at the printer could cause design errors and re-flow problems. Native files can be supplied in the following programs: Quark, InDesign, Photoshop or Illustrator. **Microsoft Office (Word, PowerPoint, Excel) or Publisher files will not be accepted.**





SPONSORSHIP AND EXHIBITING COMMITMENT FORM

WOMEN'S BUSINESS CONFERENCE 2010 • JUNE 9-11, 2010

Yes, I want to show my support for the Women's Business Conference 2010 as noted below. I understand that my signature below signifies my commitment to pay for all sponsorship and/or exhibiting opportunities as stipulated herein.

Name _____ Company _____

Signature _____ Date _____

Please check all commitments for the Women's Business Conference 2010:

SPONSORSHIP LEVELS

- Platinum Sponsor ~ \$35,000
- Connections Lounge Diamond Sponsor ~ \$35,000
- Gold Sponsor ~ \$25,000
- Silver Sponsor ~ \$15,000
- Bronze Sponsor ~ \$10,000

OPENING RECEPTION SPONSORSHIP LEVELS

- Millennium Sponsor ~ \$10,000
- Copper Sponsor ~ \$5,000
- Turquoise Sponsor ~ \$2,500
- Crystal Sponsor ~ \$1,500

EXHIBITING OPPORTUNITIES

Exhibitor applications with full payment must be received by April 15, 2010 to secure your booth assignment and be listed in the on-site program book. NAWBO reserves the right to resell and/or reassign exhibit space at its sole discretion for reservations that are not paid in full by April 15, 2010.

- Corporate Exhibitor ~ \$3,500
- Small Business Exhibitor ~ \$2,500
- NAWBO Member Exhibitor ~ \$2,000
- Partner Exhibitor ~ \$1,500

SMALL BUSINESS PROMOTION PACKAGE

- Regular Rate ~ \$2,250
- Member Rate ~ \$1,750

UNDERWRITING OPPORTUNITIES

- National Leadership Summit Sponsor - \$10,000
- USB Drive ~ \$5,000 + cost of USB Drives
- Key Cards ~ \$7,500
- Breakout Session Underwriter ~ \$5,000 each

ADVERTISING OPPORTUNITIES

4-color ads only. **Insertion orders are due by April 15, 2010** with all artwork arriving on or before April 30, 2010. You will not be reminded of these deadlines.

Regular Rates

- Full-Page ~ \$2,000
- Full-Page Bleed ~ \$2,000
- Half-Page Horizontal ~ \$1,000

Member Rates

- Full-Page ~ \$1,500
- Full-Page Bleed ~ \$1,500
- Half-Page Horizontal ~ \$750

TOTAL COMMITMENT

\$ _____

AMERICANS WITH DISABILITIES ACT (ADA) REGULATIONS

In compliance with ADA regulations, NAWBO will take all reasonable steps to ensure that Americans with disabilities are given equal and reasonable opportunity to participate in the program offered by NAWBO. To better serve your needs, please contact NAWBO Conference Management at WBC2010@nawbo.org if you require special accommodations.

CONFERENCE REGISTRATION

To purchase registrations in addition to your sponsorship packets, please register online at www.nawbo.org.

LODGING INFORMATION

NAWBO has negotiated special convention rates with the L'Enfant Plaza Hotel (480 L'Enfant Plaza SW Washington DC). Conference attendees are entitled to a discounted sleeping room rate of \$209 + tax for a single or double room (+ resort fee). To make your reservation, call the L'Enfant at 1-800-635-5065 or visit the WBC 2010 event page at www.nawbo.org before May 14, 2010. The hotel has several other groups in-house and once our room block is sold out, rooms will be on a space and rate available basis only, so don't delay!

SPONSORSHIP AND EXHIBITING COMMITMENT FORM

WOMEN'S BUSINESS CONFERENCE 2010 • JUNE 9-11, 2010



PAYMENT INFORMATION

MAIL FORM WITH CHECK PAYABLE TO NAWBO:

NAWBO
c/o WBC2010
P. O. Box 826157
Philadelphia, PA 19182-6157

FAX FORM WITH CREDIT CARD PAYMENT:

FAX: 202-403-3788
EMAIL: WBC2010@nawbo.org

Name _____

Title _____

Company _____

Address _____

City/State/Zip _____

Telephone _____ Fax _____

E-mail _____ Web Site _____

Charge my: AMEX MasterCard VISA

Name on Card _____

Credit Card No. _____

Exp. Date _____ Billing Zip Code _____

Signature _____

PAYMENTS & CANCELLATION POLICY:

This document serves as a contract. All sponsorship requests are final. Execution of this sponsorship registration form signifies assumption of legal responsibility to pay for all sponsorship as stipulated on the form. Payment must be made in U.S. dollars drawn on a U.S. bank. For tax reporting purposes, NAWBO is a tax-exempt organization as described in 501(c)6, tax ID number 23-7425967.

For questions and additional information:

NAWBO CONFERENCE MANAGEMENT

WEBSITE: www.nawbo.org
EMAIL: WBC2010@nawbo.org
PHONE: 800-55-NAWBO
FAX: 202-403-3788



NAWBO
National Association of Women Business Owners



www.nawbo.org 

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