



# NAWBO

National Association of Women Business Owners



## START SOMETHING

INNOVATE. ADVOCATE. ACCELERATE.

WOMEN'S BUSINESS CONFERENCE 2012

**October 4-5, 2012**

Louisville Marriott Downtown  
Louisville, Kentucky

**SPONSORSHIP & EXHIBIT OPPORTUNITIES**

## 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 6,000 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.



## 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.
- ◆ 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 NAWBO® Membership Survey, members have owned their businesses for an average of 9.7 years; 16 percent employ more than 11 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

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 2012 (WBC2012) will take place October 4-5, 2012 in Louisville, Kentucky. This year's conference theme "Start Something" celebrates the entrepreneurial, innovative and adventurous spirit of women business owners. They are starting businesses at record rates and running these businesses on their own terms. They refuse to sit idle, waiting and watching. They have confidence and power to shake things up, take smart risks and do things differently to move forward. They are impacting positive change at every turn, speaking out on issues of public policy, lightening their environmental footprint and creating jobs that fuel the economy. They are part of something much greater than themselves—a grassroots movement of women business owners and their community of supporters all dedicated to helping one another grow, thrive, give back and leave a legacy. They are *starting something* on their own, together and as part of NAWBO®.

As a conference sponsor, exhibitor or underwriter, you will be among an exclusive group of organizations that 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 also for partnerships with companies that are true champions for their success.

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## CONFERENCE VENUE

This year's conference will be held at the **Louisville Marriott Downtown**.  
280 West Jefferson St., Louisville, KY 40202; (800)266-9432; [www.marriottlouisville.com](http://www.marriottlouisville.com)

From the urban bustle of downtown to the rolling countryside of surrounding counties, Louisville, Kentucky is home to a business community of successful large and local companies. Brown-Forman Corporation—a Fortune 500 company that is one of the largest spirit and wine businesses in the country—is among the largest. One-third of all bourbon whiskey comes from Louisville, and Brown-Forman is responsible for Woodford Reserve, Early Times, Jack Daniels, Southern Comfort and more. Other large companies include Hillerich & Bradsby Company, producer of the famous Louisville Slugger bats, gloves and more; health insurance giant Humana; Papa John's Pizza, the third largest take-out and delivery pizza chain in the country; the popular western themed Texas Roadhouse restaurant; and Yum! Brands, the world's largest fast food restaurant company that operates Taco Bell, KFC, Pizza Hut and WingStreet. Louisville also produces 90 percent of the world's disco balls, and has several large employers in the area that bring in new residents frequently, including Chase Bank, UPS, Ford Motor Company, Zappos and GE Appliances. In 2009, Louisville was named one of the "Best Places to Launch a Small Business" by CNN Money based on such criteria as employer establishments with 1-49 employees; small business growth rate; state business tax climate; population growth; per-capita income and more. With so many large and local businesses, Louisville will remain a steady economy that continues to thrive and grow.



# CONFERENCE SPONSORSHIP OPPORTUNITIES\*

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## WOMEN'S BUSINESS CONFERENCE 2012 | OCTOBER 4 - 5, LOUISVILLE, KY

The NAWBO® Women's Business Conference is the only event of its kind focused on connecting women entrepreneurs to real business opportunities that deliver bottom-line results. The conference brings together businesses of all sizes from various industries to provide women entrepreneurs with both personal and professional tools and resources to take their business to the next level of success.

### 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
- ◆ Fifteen (15) complimentary full conference registrations
- ◆ Double-size exhibit booth with prime positioning and six (6) exhibit hall-only staff badges
- ◆ Invitation to participate in NAWBO®'s Marketplace & Business Development Pavilion
- ◆ Full-spread ad in the on-site program book with premium placement
- ◆ Exclusive invitation for two (2) representatives to attend the Sponsor Appreciation Reception

#### 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
- ◆ Ten (10) complimentary full conference registrations
- ◆ Double-size exhibit booth with prime positioning and four (4) exhibit hall-only staff badges
- ◆ Invitation to participate in NAWBO®'s Marketplace & Business Development Pavilion
- ◆ Full-page ad in the on-site program book with premium placement
- ◆ Exclusive invitation for two (2) representatives to attend the Sponsor Appreciation Reception



### 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
- ◆ Two (2) complimentary full conference registrations
- ◆ Half-page ad in the on-site program book
- ◆ Exclusive invitation for one (1) representative to attend the Sponsor Appreciation Reception

### EXCLUSIVE UNDERWRITING OPPORTUNITIES\*\*

- ◆ Hotel Keycard Sponsor – \$10,000
- ◆ USB Drive Sponsor – \$5,000 + USB
- ◆ Conference Bag Sponsor – \$7,500

### MARKETPLACE/EXHIBITING OPPORTUNITIES\*\* (SUBJECT TO PRE-APPROVAL)

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

\*All Women's Business Conference sponsorships must be received by June 30 of the conference year in order to receive full conference benefits as outlined above.

\*\*All WBC underwriting, exhibitor and ad commitments must be received by June 30 of the conference year.

## 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
- ◆ Eight (8) complimentary full conference registrations
- ◆ Four (4) on-site exhibit hall passes for additional corporate representatives to conduct product demonstrations and manage the Connections Lounge
- ◆ Invitation to participate in NAWBO®'s Marketplace & Business Development Pavilion
- ◆ Full-page ad in the on-site program book with premium placement
- ◆ Exclusive invitation for two (2) representatives to attend the Sponsor Appreciation Reception

## GOLD SPONSOR\* – \$25,000

- ◆ Recognition and promotion throughout the conference as a Gold Sponsor
- ◆ Invitation for senior executive to participate in a breakout session
- ◆ 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
- ◆ Six (6) complimentary full conference registrations
- ◆ Exhibit booth in a prime location which includes two (2) exhibit hall-only staff badges
- ◆ Invitation to participate in NAWBO®'s Marketplace & Business Development Pavilion
- ◆ Full-page ad in the on-site program book
- ◆ Exclusive invitation for two (2) representatives to attend the Sponsor Appreciation Reception

## 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
- ◆ Invitation for senior executive to participate in a breakout session panel
- ◆ Two (2) complimentary full conference registrations
- ◆ Half-page ad in the on-site program book
- ◆ Exclusive invitation for one (1) representatives to attend the Sponsor Appreciation Reception

# PROGRAM BOOK ADVERTISING OPPORTUNITIES

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## PAGE SIZE & RATES (SUBJECT TO PRE-APPROVAL)

### Regular 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

**June 30, 2012:** Deadline for ad commitments with full payment

**August 31, 2012:** 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](mailto: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 embedded. Substitutions at the printer could cause design errors and re-flow problems. **Microsoft Office (Word, PowerPoint, Excel) or Publisher files will not be accepted.**





## CONTACT US

NAWBO® Women's Business Conference 2012  
601 Pennsylvania Avenue NW, South Building, Suite 900  
Washington, DC 20004

**Phone:** 800-55-NAWBO or (202) 609-9817

**Email:** [WBC2012@nawbo.org](mailto:WBC2012@nawbo.org)

**Website:** [www.nawbo.org](http://www.nawbo.org)

# SPONSORSHIP AND EXHIBITING COMMITMENT FORM

## WOMEN'S BUSINESS CONFERENCE 2012 • OCTOBER 4-5, 2012

Yes, I want to show my support for the Women's Business Conference 2012 as noted below. I understand that my signature below signifies my commitment to pay for all sponsorship, underwriting, exhibiting and ad opportunities as stipulated herein.

Name \_\_\_\_\_ Company \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please check all commitments for the Women's Business Conference 2012:

### SPONSORSHIP LEVELS

- Presenting Sponsor – \$50,000 (Exclusive)
- Platinum Sponsor – \$35,000
- Connections Lounge Diamond Sponsor – \$30,000
- Gold Sponsor – \$25,000
- Silver Sponsor – \$15,000
- Bronze Sponsor – \$10,000

### MARKETPLACE & EXHIBITING

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

### EXCLUSIVE UNDERWRITING OPPORTUNITIES

- Hotel Keycard Sponsor – \$10,000
- USB Drive Sponsor – \$5,000 + USB
- Conference Bag Sponsor – \$7,500

### ADVERTISING OPPORTUNITIES

4-color ads only. **Insertion orders and payments are due by June 30, 2012** with all artwork arriving on or before August 31, 2012. You will not be reminded of these deadlines.

#### Regular 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 [WBC2012@nawbo.org](mailto:WBC2012@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](http://www.nawbo.org).

### LODGING INFORMATION

NAWBO® has negotiated special convention rates with the Louisville Marriott Downtown. Conference attendees are entitled to a discounted room rate of \$149 per night, plus tax and fees. A limited number of rooms are available at the special rate until September 7, 2012 or until the room block is exhausted. Once our room block is filled, rooms will be available at prevailing rates.

To make your reservation, call (800) 266-9432 and give them Reservation Code "NAWBO" or visit the WBC2012 event page at [www.nawbo.org](http://www.nawbo.org) before September 7, 2012. Self parking is \$21 daily, Valet parking is \$25 daily and off-site parking is \$8 per day. The nearest airport to the venue is the Louisville Regional International Airport.

# SPONSORSHIP AND EXHIBITING COMMITMENT FORM

## WOMEN'S BUSINESS CONFERENCE 2012 • OCTOBER 4-5, 2012

### PAYMENT INFORMATION

#### MAIL FORM WITH CHECK PAYABLE TO NAWBO®:

NAWBO®  
c/o WBC2012  
P. O. Box 826157  
Philadelphia, PA 19182-6157

#### FAX FORM WITH CREDIT CARD PAYMENT:

FAX: 202-403-3788  
EMAIL: WBC2012@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 \_\_\_\_\_ Security Code \_\_\_\_\_ 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](http://www.nawbo.org)  
EMAIL: [WBC2012@nawbo.org](mailto:WBC2012@nawbo.org)  
PHONE: 800-55-NAWBO  
FAX: 202-403-3788



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