



Powered by BBB Dayton/Miami Valley

# LEADERSHIP CONFERENCE

Sponsor, Exhibitor &  
Advertising  
Opportunities

September 20, 2017



# 2017 WiBN Leadership Conference

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Welcome!

We're glad you want to be part of Dayton's most exciting conference for women in business. This is a great way for your brand to reach a targeted audience of over 500 professional women.

There's so much NEW this year!

- New conference location - the Dayton Convention Center
- New targeted leadership content
- New sponsor and exhibitor opportunities

As a sponsor, your organization will benefit from greater visibility with businesses within the communities of the greater Miami Valley area and beyond.

Together, We Climb

This year, WiBN Leadership conference celebrates a landmark ten year anniversary. Our theme this year is Together We Climb.

EVER GROWING, always moving upwards. Shooting high and aiming steadily, the higher road being the only route to choose. Our goal to become a vital resource for women in business to gather, connect and learn will never go stagnant by our mission: climb, excel and succeed professionally and personally. Together.

Join us as a sponsor or exhibitor for the 2017 WiBN Leadership Conference!



# Benefits of Sponsorship

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## **Gain visibility for your brand and your leaders**

Exposure to our engaged community of women continues year-round through monthly e-newsletters, classes, and a comprehensive digital marketing campaign including e-mail, Facebook, Twitter and other social channels.

## **Enhance community outreach and recruitment**

Participation in the program, introductions to our supporting organizations, speaking opportunities on topics related to women in business, and a presence in the exhibit hall provide valuable opportunities for your brand.

## **Benefit from the exposure of the Dayton's largest conference for women in business**

Showcase support for the Conference, now in its 10th year. Tap into the power of an established community of professional women and savvy business owners that can help grow your company and career.

## **Help create the premier professional development event for the women of Dayton**

Support personal and professional development for a diverse group of hundreds of women. Professionals, executives, entrepreneurial women and women in transition, all enjoy this dynamic event.



# Target Audience

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*Get ready to align your brand with entrepreneurs, business leaders and consumers.*

**Our Women:**

*Are Smart Decision Makers*

- Young professionals
- Women in all levels of their career
- C-suite Executives
- Entrepreneurs

We have limited sponsorship opportunities available, including booths, so reserve yours today. Plus, custom packages can be created to fill your unique marketing needs.



# What Sponsors Say

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"PNC has sponsored the WiBN Conference for the past two years. We receive tremendous benefit from this conference. We've made wonderful new contacts with women-owned businesses, which is one of our focus areas, as well as brought in new business from the conference. Many of our employees attend the breakout sessions throughout the day and have found them to be professionally motivating and on point."

Michelle L. Kaye, Vice President  
Director-Client & Community Relations  
Office of the Regional President

"The Women in Business Networking event is one of our signature diversity events and the best way for us to connect with Women Owned Businesses in the community."

Matty Toomb, VP, Sales & Marketing  
Shumsky



# Sponsor Opportunities Overview

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## Keynote Speaker Sponsor

\$8,000

- Private session with Keynote speaker
- Exclusive sponsorship within your industry
- Name/logo in all media and social media promotions
- Company name, logo and link to web site from WiBN web page
- VIP table for eight with signage, including tickets to the conference
- Conference bag insert and one promo item at each luncheon place setting
- Logo in program
- Formally recognized during the event and signage
- Large Exhibit table (premier positioning)
- Sponsor ribbon on conference badge
- Company spotlight in WiBN Monday Morning Moments

## Principal Sponsor

\$7,500

- Exclusive sponsorship within your industry
- Name/logo in all media and social media promotions
- Company name, logo and link to web site from WiBN web page
- VIP table for eight with signage, including tickets to the conference
- Conference bag insert and one promo item at each luncheon place setting
- Logo in program
- Formally recognized during the event and signage
- Large Exhibit table (premier positioning)
- Sponsor ribbon on conference badge
- Company spotlight in WiBN Monday Morning Moments

## Major Sponsor

\$5,000

- Name and/or logo in all media and social media promotions
- Company name, logo and link to website from WiBN web page
- VIP table for four with signage, including tickets to the conference
- Conference bag insert
- Logo in program
- Formally recognized during the event and signage
- Exhibit table (premier positioning)
- Sponsor ribbon on conference badge
- Company spotlight in WiBN Monday Morning Moments

## Breakout Sponsor

- Sponsor of breakout session
- Company name, logo and link to Web site from WiBN web page \$3,500
- Two tickets to the conference
- Conference bag insert
- Logo in program
- Formally recognized during the event (in program book, on signage)
- Exhibit table
- Sponsor ribbon on conference badge

## Supporting Sponsor

- Company name, logo and link to web site from WiBN web page \$3,000
- Two tickets to the conference
- Conference bag insert
- Logo in program
- Formally recognized during the event in program book and on signage
- Exhibit table
- Sponsor ribbon on conference badge

## Patron Sponsorship

- Formally recognized in the program and during event \$1,500
- Two VIP tickets to the conference
- Logo in program
- Exhibit table
- Sponsor ribbon on conference badge

## Education Sponsorship

- Formally recognized in the program and during event \$750
- Exhibit table
- Sponsor ribbon on conference badge

## Individual/ Community Leader

- Formally recognized in the program \$100

# Targeted Marketing Opportunities

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## **Email conference registrants**

Prior to conference

**\$500**

Following the conference

**\$500**

This is a fabulous opportunity to get your product message delivered right to the inbox of attendees. WiBN staff will send your email for you once you have created your email design and content messaging.

## **Charge Stations**

**\$1,500**

Plug-n-Charge Stations offer a great branding opportunity during the conference. Be the exclusive sponsor of the Plug-n-Charge stations and you'll be recognized as a sponsor. Charging stations are fixed booths and located in a high-traffic spot.

### **Unique Recognition:**

- In conference Program publicizing this service
- One sign placed at charging station location

## **Break Sponsor (Three spots available)**

**\$250**

## **Conference Bag Insert**

**\$250**

Place your company's marketing materials in the first and most prominent item that attendees receive on-site: the conference tote bag. These bags include the highly valued Pocket Guide schedule. Sponsors are responsible for designing and printing the inserts.

### **Unique Recognition:**

- Include educational or promotional literature in the Tote Bag
- Include booth # on the material or special discount for the first 'X' number of attendees to receive the insert and bring it by the sponsor's booth

# Exhibitor Opportunities

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**Exhibitors at The WiBN Leadership Conference receive many benefits including a listing in the conference program and on WiBN's website. Exhibitor space is throughout the third floor and is in a prime location as attendees transition from sessions providing you maximum exposure to participants throughout the conference day!**

**Exhibitor bingo encourages attendees to visit all of the exhibit booths. Attendees submit their completed bingo card to be entered in a drawing to win a prize.**

Exhibit Setup                      Tuesday, September 19, 4 – 6 p.m.

Exhibit Arrival  
Date/Time:                      Wednesday, September 20, 7 a.m.

Business:                      Cost Per 6' Table:                      \$350 (Members)  
Standard                      \$450 (Non-Members)

Cost Per Bistro Table:                      \$250 (Members)  
Standard                      \$350 (Non-Members)

Non Profit:                      Cost Per 6' Table:                      \$250 (Members)  
Standard                      \$350 (Non-Members)

Cost Per Bistro Table:                      \$150 (Members)  
Standard                      \$250 (Non-Members)

Exhibit Hall Hours:                      Wednesday, September 20, 8 a.m. exhibitor hall open and ready to greet attendees

Exhibit Breakdown:                      4:30 p.m.



# Program Book Advertising Opportunities

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**WiBN's Leadership Conference provides the opportunity to promote individual businesses to people within the Greater Miami Valley area through discounts and/or prizes. More than 400 program books will be distributed attendees, sponsors, exhibitors and guests.**

**Available program ads are:**

<b>Back Cover Full Page Color Ad</b>	<b>\$500</b>
<b>Full Page Color Ad   4.5W x 7.25H</b>	<b>\$200</b>
<b>Half Page Color Ad   4.5W x 3.5H</b>	<b>\$100</b>

Artwork Deadline | Artwork must be submitted electronically according to the requested format specifications by 5 p.m., August 31, 2017 to meet publication deadlines. Email to: [mcutcher@Dayton.bbb.org](mailto:mcutcher@Dayton.bbb.org)

Artwork Requirements | Electronic files must be 10MB or less. Please ensure that fonts are included with the file or that all type is converted to outlines. High resolution files with embedded fonts only (300 dpi or higher). PDF files (prepress format) are preferred. Vector-based files in CMYK format (EPS, AI, CDR—saved in Adobe CS3 version or lower or CorelDraw X4 version or lower). We can also accept TIF and JPG files. Submitted advertising that does not conform to the mechanical requirements and requires additional creation or production may be subject to an additional production fee.

Advertising Suggestions | If you are not recognizing an associate with an ad, then we suggest you offer a discount at your business or organization with an expiration date. Include a call to action in your ad. Suggestions may be a dollar-off or percent-off the retail cost of merchandise or services, two-for-one deals, discounted/free admission, etc. In order to get the discount, your customer would need to provide the ad or an ad code word at the time of purchase.

# Application for Sponsor, Exhibitor and Ad

## I would like to be a sponsor at the following level

- Keynote Sponsor | \$8,000
- Principal Sponsor | \$7,500
- Major Sponsor | \$5,000
- Break-out Sponsor | \$3,500
- Supporting Sponsor | \$3,000
- Patron Sponsor | \$1,500
- Charging Station Sponsor | \$1,500
- Education Sponsor | \$750
- Email Conference Attendees | \$500
- Break Sponsor | \$250
- Conference Bag Insert | \$250
- Individual Community Leader | \$100
- Exhibitor | \$350 | \$450 or \$250 | \$350
- Back Cover Full Page Color Ad | \$500
- Full Page Color Ad | 4.5W x 7.25H | \$200
- Half Page Color Ad | 4.5W x 3.5H | \$100

Payment in the amount of \$

Credit Card No.

Exp. Date

Name on Card

CSC Code

Authorized Signature

Date

Check Enclosed

(payable to BBB, 15 W. Fourth Street, Suite 300, Dayton, OH 45402)

## Please promote/list my company name as written below

Company Name

Contact Name

Address

Telephone      Fax

Email

### Additional contact for print ad designs, logos, exhibitor or attendee details, etc.

Name

Email

Phone

Purpose

Please complete this sponsorship registration form by July 16, 2017 and return to:

WiBN Conference, 15 W. Fourth St., Ste. 300,  
Dayton, OH 45402 or fax to 937.222-3338

# Terms & Conditions

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The following Terms govern the Conference under the auspices of BBB/WiBN and are incorporated into and made part of the contract for exhibit space. These Terms have been formulated in the best interest of the Conference and exhibitor, and we respectfully request full cooperation with these Terms.

All applications for space are subject to approval by WiBN. WiBN reserves the right to deny an application for space, if, in WiBN's sole judgment, the prospective exhibit would not serve sufficiently the interests of the members of WiBN OR the applicant has goals or purposes or has engaged in conduct which WiBN, in its sole judgment, determines to be inconsistent with the interests of WiBN or its members or not in keeping in character of the conference.

WiBN reserves the right to modify the designated exhibit space in the event that a change in the original assignment is necessary.

**EXHIBIT SPACE:** All business and marketplace exhibits will utilize a six-foot table with linens and two chairs.

**INSTALLATION AND DISMANTLING OF EXHIBITS:** Exhibitors will have access to the Dayton Convention Center beginning September 19, at 4-6 p.m. All exhibits must be installed and ready for show opening by 6 p.m. on Tuesday, September 19. Any tabletop not occupied by that time is subject to forfeiture with no refund. If Exhibitor does not want to leave valuables overnight, they may bring those on Wednesday, September 20, between 7-8 a.m. No display may be dismantled before 4:30 p.m. on September 20, 2017.

**WiBN CONFERENCE REGISTRATION:** Exhibit Hall Only registrants may not attend conference, educational sessions or social events outside the Exhibit Hall.

**Parking:** parking is at Dayton Convention Center and is included for two vehicles. A parking pass is included in the exhibitor packet.

**Lunch:** a box lunch is included for two exhibitors.

**USE AND CHARACTER OF EXHIBITS:** Each exhibitor shall display or exhibit only articles of merchandise of said exhibitor's own manufacture or for which said exhibitor is the representing agent. WiBN reserves the right to judge the appropriateness of any exhibit and to decline to permit an exhibitor to conduct or maintain an exhibit or proposed exhibit, if it shall in any respect be deemed unsuitable. This reservation relates to persons, conduct, articles of merchandise, printed matter, souvenirs, catalogs and any and all other things, without limitation, that may affect the character of the Conference.

In the event that WiBN shall determine that the conduct of any exhibitor, or its employees, agents or attendant, is not in keeping with the character of the Conference, WiBN may at any time, without notice, terminate the contract for space entered into with said exhibitor, and with or without due process of law, remove exhibitor, its employees, agents, attendant and all of the property of the exhibitor from the space contracted for and from the Conference without refund. No exhibitor shall have any right or claim against WiBN because of any action so taken. The determination of WiBN as to the suitability of any exhibitor, exhibit, or proposed exhibit, or as to whether any exhibit or the conduct of any person is in keeping with the character of the Conference, shall in each instance be final.

**INSURANCE:** WiBN suggests you contact your agent for specific insurance coverage at conferences.

**LIABILITY:** The exhibitor indemnifies and agrees to hold harmless BBB/WiBN and the Sinclair Ponitz Center, and the legal entities which own, lease, or/or operate the property, their members, officers, directors, affiliated entities and employees, against any and all damage to the property and personal injury caused by the exhibitor or his/her agents, representatives, employees or any other persons. It is further understood and agreed that BBB/WiBN and the Sinclair Ponitz Center shall in no event be liable to an exhibitor for any lost profit, sales, business opportunities, or any other type of direct consequential damages alleged to be due from a breach of this contract.