



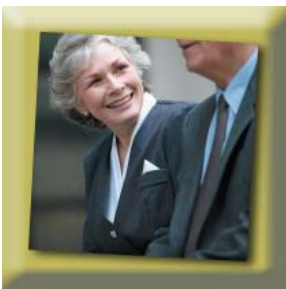
**EDUCATIONAL!**

**INSPIRATIONAL!**



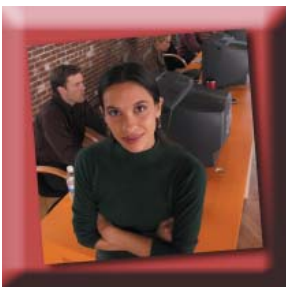
**ENTERTAINING!**

**MOTIVATING!**



**DYNAMIC!**

**NETWORKING!**



# Women in Business Symposium™

## Sponsorship and Exhibitor Opportunity Package

### 12th Annual Women in Business Symposium

Thursday, May 19th 2011

8:00 AM – 4:00 PM

Del Mar Fairgrounds  
Activity Center

*Produced by Sheila McDonnell and The WIBS Event Team*

**SEE INSIDE FOR DETAILS!**

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*Page 6 - Registration/Sign Up Form*



**858.755.5913**

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## Event Overview

The Women in Business Symposium (WIBS) is an all-day event that offers San Diego businesswomen an opportunity to make connections, create new alliances, obtain fresh ideas, share personal stories, interact with peers and enjoy a refreshing day in an entertaining format that includes a luncheon, professional keynote speakers, experts addressing topical issues relevant to today's businesswomen like business, entrepreneurship, self-promotion, health & wellness and attitude & motivation!

*All who have sponsored, exhibited or attended in the past agree that WIBS has been a true inspiration and motivation in both their business and personal lives!*

## Event Marketing & Promotion

**REACH:** San Diego County and Neighboring Counties

**TARGET:** Approx. 800,000 businesses and individuals

**TIMELINE:** 8 weeks of promotion beginning in January

- CAMPAIGNS:**
- Press Releases / Publicity
  - Display Advertising and Signage
  - Networking Event Promotion
  - Digital (Website and Email)
  - Flyers
  - Digital Invitations



## Event Attendance

Because of its broad appeal, the Women in Business Symposium draws an attendance from a wide range of businesses... from corporations to sole proprietors, from small business owners to independent agents. In addition, the WIBS is attended by non-business individuals and consumers.

Attendees realize the value for the small investment. Admission for the professional keynote speakers and a formal luncheon separately and apart from of the Women in Business Symposium would be over \$350. Attendees receive admission for the speaker presentations, the formal luncheon and the exhibits for just \$95 (if registered by 1 week before the event, \$125 thereafter).

Because of our unique event format (exhibit tables, speakers and a luncheon), attendance must be limited to a total of 300. This is the very reason we encourage sponsors, exhibitors and attendees to register early! Sponsorships and exhibit tables have been sold out in previous years by the end of March and this year's attendance is expected to be at its maximum by early May!

**Sponsorship!** *OUR SPONSORS LIKE the high caliber of attendees and exhibitors and the energy in the room, that create a networking buzz where their business is a household name by the end of the day!*

**PREMIUM SPONSORSHIP BENEFITS**

- EXCLUSIVITY! (No other sponsor will be in your industry/business!)
- Your business name listed on press releases!
- Your logo on the event website [www.WIBSymposium.com](http://www.WIBSymposium.com)!
- Your logo and business name shown on all marketing materials\* as mentioned above!
- Your logo prominently printed on the event program!
- Premium location eight-foot (8') exhibit table with 2 chairs and skirting
- Premium Signage at the event!
- Lunch/admission for two (2)!
- Your business introduced during our "sponsor gratitude" announcements!
- Attendee List after the event!

**Read What Other Sponsors Have Said...!**

"After our first year of being a sponsor of this event, we determined that we would never miss it! Not only did we make new business connections and meet new people, we were inspired and motivated personally... and we had fun doing it!"

Shonna Jordan, President  
Jordan & Jordan  
Marketing Agency

**YOUR LOGO HERE!**

(Just to point out a few!)



\*Your logo and business name will be used on all marketing materials produced AFTER your logo and sponsorship payment are received... so sign up early!

**The WIBS Premium Sponsorship Package is just \$595!**

# Roundtable!

OUR ROUNDTABLE SPEAKERS LIKE that they can position themselves as a resource in their field by presenting a topic to an intimate group of interested attendees in an informative way!

## ROUNDTABLE SPEAKER BENEFITS

- EXCLUSIVITY! (No other roundtable speaker will be in your industry/business!)
- Your business name and topic listed on the invitations and event programs!
- Your business name and topic on the event website [www.WIBSymposium.com](http://www.WIBSymposium.com) with a link to a special page about your topic and your business!
- Signage for your table during the roundtable session!
- One four-foot (4') shared exhibit table with 1 chair and skirting!
- Lunch/admission for one (1)!

### • • • • • Read What Other Roundtable Speakers Have Said...!

• “No matter how many attendees joined my roundtable (one year it was only 2... the next it was 20), I’ve always come away from the discussion with a new client, resource, strategic alliance and/or friend!”

• Claudia Jean, President  
The Claudia Jean Collection

• “What amazed me was that I was able to present myself without a ‘sales pitch’... it was just a lovely discussion with a captive audience interested in what I had to say!”

• Mindy Selinger  
PowerPartner Connections

### \*\*\*SPECIAL NOTES and REQUIREMENTS\*\*\* (to become a roundtable speaker)

- The title and an outline of your proposed topic must be submitted to and approved by the WIBS event team.  
*(Only 7 roundtable speakers will be selected, so please submit your materials early!)*
- If approved, an editable digital file (e.g. Word document) highlighting the main points of your discussion must be submitted for publishing on the WIBS website.
- If approved, a photo, graphic or logo must be provided to the WIBS event team for publishing online and in as much printed marketing material as space permits.

**The WIBS Roundtable Package is just \$195!  
or take a Premium Exhibit Table with round table for \$295**

**Exhibit!** *OUR EXHIBITORS LIKE the quality face time they get with the attendees and other exhibitors throughout the day AND the personal interaction with others during the luncheon and speaker presentations!*

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**PREMIUM  
EXHIBITOR BENEFITS**

- Your business name listed on the event website [www.WIBSymposium.com](http://www.WIBSymposium.com)!
- Your business name listed on the event program!
- One eight-foot (8') exhibit table with 2 chairs and skirting!
- Lunch/admission for two (2)!

**Read What Other Exhibitors Have Said...!**

*“WIBS is a great place to meet business contacts as well as have a fun and inspiring day! Each year I’ve exhibited, I’ve gained at least one new client!”*

*Pat Fisher, President  
Dr. Internet*

*“Exhibiting doesn’t get any better than WIBS!”*

*Debbie Morrell  
Mike Dunn & Associates, Inc.*

**The WIBS Premium Exhibit Package is just \$295!**

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**STANDARD EXHIBITOR BENEFITS**

- Your business name listed on the event website [www.WIBSymposium.com](http://www.WIBSymposium.com)!
- Your business name listed on the event program!
- One four-foot (4') shared exhibit table with 1 chair and skirting!
- Lunch/admission for one (1)!

**The WIBS Standard Exhibit Package is just \$195!**

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## SPONSOR/EXHIBITOR REGISTRATION

Register **EARLY...** Sponsorships and Exhibit Tables were **SOLD OUT** last year!

**Yes! I want to be a...** (please check one)

- Premium Sponsor! (includes 2 admissions) . . . . . **\$595**
- Premium Exhibitor! (includes 2 admissions) . . . . . **\$295**
- Standard Exhibitor! (includes 1 admission) . . . . . **\$195**
- Roundtable Speaker! (includes 1 admission & 4' exhibit table) . . . . . **\$195**
- Upgrade to 8' table and 1 additional admission! . . . . . **\$100**

**I will need...**

- Extra chairs for my exhibit \_\_\_\_\_ x \$10/each . . . . . \$ \_\_\_\_\_
- Electricity . . . . . **\$50**

How many vegetarian lunches? \_\_\_\_\_ (No Additional Charge)

**TOTAL** . . . . . \$ \_\_\_\_\_

## INDIVIDUAL REGISTRATION... Register EARLY... \$30 off!

**I'd like to be a part of the event by attending!** (please check one)

- Table of 10! (save over \$400 [off full price registration]) . . . . . **\$845**
- Attendance for \_\_\_\_\_ x \$95 (before May 12th) . . . . . \$ \_\_\_\_\_  
(\$125 after May 12th or at the door)

How many vegetarian lunches? \_\_\_\_\_ (No Additional Charge)

**TOTAL** . . . . . \$ \_\_\_\_\_

## CONTACT and PAYMENT INFORMATION

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

Main Contact \_\_\_\_\_ (Please list all attendees on separate sheet)

Address \_\_\_\_\_

City and Zip Code \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

Payment Type:  Check (Make payable to Women in Business Symposium and mail with form to address below)

Credit Card (Enter card information below and mail or fax with form)

Visa/MC # \_\_\_\_\_ Exp. \_\_\_\_/\_\_\_\_

MAIL or FAX to: Sheila McDonnell • 4696 Da Vinci St., SD, CA 92130 • FAX: 858-793-6911

QUESTIONS?: Call Sheila at 858-755-5913 or Email [smcdonnell@WIBSymposium.com](mailto:smcdonnell@WIBSymposium.com)