



21ST ANNUAL WOMEN'S BUSINESS CONFERENCE

Presented by the Western Wisconsin Women's Business Center

Wednesday, October 30, 2024 • Pablo Center • Eau Claire, WI

Dear Community Member,

Thank you for your interest in the 21st Annual Women's Business Conference. This year's event will take place at the Pablo Center in the heart of downtown Eau Claire. It'll be a day filled with exciting networking opportunities and inspiring speakers who are experts in their industries and passionate about advancing female entrepreneurship in Western Wisconsin.

Since 2003, the Women's Business Conference presented by the Western Wisconsin Women's Business Center has educated and encouraged thousands of local business owners and entrepreneurs. It's the only conference of its kind in Wisconsin, and it has grown in scope every year. As a business interested in supporting the economic growth and development in this community, we invite you to become a sponsor of the 2024 Women's Business Conference. Sponsoring the conference provides many benefits to both your business and the community:

- Sponsorships allow us to keep the registration fee low. We even provide free scholarships to dozens of income-eligible women.
- Over the past 21 years, women who have attended the conference have gone on to start, improve and expand hundreds of local businesses. The result is a stronger, more diverse, and more vibrant local economy.
- At the same time, you'll be networking and promoting your business to a valuable targeted population.

With your support, we are confident this year's conference will once again provide a high-quality, low-cost educational experience for hundreds of existing and aspiring female business owners.

Thank you,

Jacob Haupt,
Director of Jobs & Business Development
Western Wisconsin Women's Business Center

What can you expect at the conference?

- An exhibitor hall and lobby featuring over 75+ businesses and organizations.
- 15 educational sessions
- Downtown business tour
- 1-on-1 legal consults
- 1-on-1 business counseling
- Interactive roundtable discussions

Who is the target audience?

Women who are thinking of starting, improving, or expanding a business.

Who attends the conference?

- Hundreds of entrepreneurs
- 75+ exhibitors and vendors
- Dozens of community volunteers
- Local & regional sponsors

Who organizes the conference?

The Western Wisconsin Women's Business Center is part of Western Dairyland E.O.C., a non-profit organization working to eliminate poverty in western Wisconsin.

What is our center's mission?

The Western Wisconsin Women's Business Center provides assistance to individuals interested in starting, expanding or improving small businesses in Barron, Buffalo, Dunn, Chippewa, Clark, Eau Claire, Jackson, Pepin, Pierce, Polk, St. Croix and Trempealeau counties.

Western Wisconsin Women's Business Center

418 Wisconsin Street,
Eau Claire, WI 54703
715-836-7511

Info@WomensBusinessConference.com



21ST ANNUAL WOMEN'S BUSINESS CONFERENCE

SELECT YOUR SPONSORSHIP LEVEL

1 SPONSORSHIP LEVEL (see page 2) _____

Note for sponsors with exhibitor tables: We will reach out to you in order to collect all the attendee names, e-mails and lunch preferences.

2 BUSINESS/ORGANIZATION INFORMATION

Name of Business/Organizations _____

Address _____ City, State, Zip _____

Contact Person _____ Phone _____

E-mail _____ Website _____

3 EXHIBIT AT THE CONFERENCE

Sponsors at \$750 and above receive a free exhibitor table. Sponsors below \$750 may purchase an exhibitor space. *If you choose to be an exhibitor, please fill out the Exhibitor Application.*

- Yes** – We'll complete our Exhibitor Application (see end of document).
- No** – We won't need an exhibitor table this year.

4 INSERTS FOR THE ATTENDEE WELCOME BAGS

- Yes** – We will have 400 items delivered to the WD office at 418 Wisconsin Street, Eau Claire by Oct. 16, 2024.
- No** – We will not be contributing to the attendee welcome bags this year.

5 COMPLETE SPONSORSHIP APPLICATION

Please mail the completed form(s) and check made payable to Western Dairyland EOC to:

Western Dairyland EOC Inc.
Attn: Women's Business Conference
PO Box 125
Independence, WI 54747

or by email to info@successfulbusiness.org

Note: Western Dairyland EOC Inc. reserves the right to deny applications from groups/individuals who failed to meet past obligations, are not in alignment with our mission, or are political in nature.



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SELECT YOUR SPONSORSHIP LEVEL

SELECT	CATEGORY	COST	AVAILABILITY	BENEFITS
DIAMOND LEVEL (\$5,000-\$10,000)				
<input type="checkbox"/>	Title Sponsor	\$10,000	1 available	Your business name will be added to the conference title. One of your representatives will be invited to highlight your business and welcome the attendees during our morning address in the RCU Theater. Your representative will also have the opportunity to pick winning raffle tickets for give-away prizes during our closing announcements in the RCU Theater at the end of the day. Your name will appear as a sponsor on all conference marketing material, including a mailer to 8,000-10,000 people. You'll have the opportunity to provide inserts/items in the 400 attendee welcome bags. You will have your pick of exhibitor table placement and <u>two tables</u> . You will receive a total of 20 admissions to the conference (includes staff at exhibitor tables and lunches). If you prefer getting tickets without having exhibitor tables, then you'll get 24 free tickets or one table with 22 tickets.
<input type="checkbox"/>	Facility Sponsor	\$7,500	1 available	Your company will be announced as the facility sponsor before each session and your name/logo will be prominently displayed in each of the breakout rooms. A representative of your business will be invited to pick winning raffle tickets for give-away prizes during our closing announcements in the RCU Theater at the end of the day. Your company logo on website and marketing materials and the opportunity to provide inserts/items in the 400 attendee welcome bags. One free exhibitor table and 15 free conference admissions (includes staff at exhibitor tables and lunches). If you prefer getting tickets without having an exhibitor table, then you'll get 17 tickets.
N/A	Keynote Sponsor	\$5,000	Sold Out	A representative from your organization will be invited to welcome the attendees and introduce our morning keynote speaker Lisa Erickson, Head of Public Markets Due Diligence at U.S. Bank. Signage will be on stage with your name and logo, including on the large screen above the RCU Theatre stage. Your company name/logo will be on the conference website and included in marketing materials (brochures, print advertisements, social media posts). You'll have the opportunity to provide inserts/items in the 400 attendee welcome bags. One free exhibitor table and 10 free conference admissions (includes staff at exhibitor tables and lunches). If you prefer getting tickets without having an exhibitor table, you'll receive 12 tickets.
<input type="checkbox"/>	Lunch Sponsor	2 x \$2,500 or 1 x \$5,000		Your company name/logo will be prominently displayed at the lunch buffet. Your company logo on website and marketing materials and the opportunity to provide inserts/items in the 400 attendee welcome bags. One free exhibitor table and 10 free conference admissions (includes staff at exhibitor tables and lunches). If you prefer getting tickets without having an exhibitor table, then you'll get 12 tickets.
PLATINUM LEVEL (\$2,000-\$3,000)				
<input type="checkbox"/>	Welcome Bag Sponsor	2 x \$1,500 or 1 x \$3,000		Your company name/logo will be printed on 400 tote bags provided to all conference participants. Your company logo on website and marketing materials and the opportunity to provide inserts/items in the 400 attendee welcome bags. One free exhibitor table and 6 free conference admissions (includes staff at exhibitor tables and lunches). If you prefer getting tickets without having an exhibitor table, then you'll get 8 tickets.
<input type="checkbox"/>	Brochure Sponsor	2 x \$1,500 or 1 x \$3,000		Your company name prominently featured on 8,000-10,000 conference brochures mailed to small business owners throughout the state. Your company logo on website and marketing materials and the opportunity to provide inserts/items in the 400 attendee welcome bags. One free exhibitor table and 6 free conference admissions (includes staff at exhibitor tables and lunches). If you prefer getting tickets without having an exhibitor table, then you'll get 8 tickets.
<input type="checkbox"/>	Breakfast Sponsor	\$2,500	1 available	Your company name/logo will be prominently displayed at the breakfast buffet. Your company logo on website and marketing materials and the opportunity to provide inserts/items in the 400 attendee welcome bags. One free exhibitor table and 5 free conference admissions (includes staff at exhibitor tables and lunches). If you prefer getting tickets without having an exhibitor table, then you'll get 7 tickets.
N/A	Exhibitor Hall Sponsor	\$2,000	Sold Out	Your company name/logo will be prominently displayed at the entrance of the exhibitor/vendor hall and on the exhibitor/vendor map. Your company logo on website and marketing materials



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				and the opportunity to provide inserts/items in the 400 attendee welcome bags. One free exhibitor table and 4 free conference admissions (includes staff at exhibitor tables and lunches). If you prefer getting tickets without having an exhibitor table, then you'll get 6 tickets.
GOLD LEVEL (\$1,250-\$1,500)				
N/A	Registration Sponsor	\$1,500	Sold Out	Your company name/logo prominently displayed on the online registration landing page and at the registration table. Your company name on the conference website and the opportunity to provide inserts/items in the 400 attendee welcome bags. One free exhibitor table and 4 free conference admissions (includes staff at exhibitor tables and lunches). If you prefer getting tickets without having an exhibitor table, then you'll get 6 tickets.
<input type="checkbox"/>	Lanyard Sponsor	\$1,500	1 available	Your company name/logo printed on the name badges and/or lanyards. Your company logo on website and marketing materials and the opportunity to provide inserts/items in the 400 attendee welcome bags. One free exhibitor table and 4 free conference admissions (includes staff at exhibitor tables and lunches). If you prefer getting tickets without having an exhibitor table, then you'll get 6 tickets.
<input type="checkbox"/>	Beverage Sponsor	\$1,250	1 available	Your company name/logo prominently displayed at the beverage tables throughout the Pablo Center. Your company name on the conference website and the opportunity to provide inserts/items in the 400 attendee welcome bags. One free exhibitor table and 3 free conference admissions (includes staff at exhibitor tables and lunches). If you prefer getting tickets without having an exhibitor table, then you'll get 5 tickets.
<input type="checkbox"/>	Afternoon Snack Sponsor	\$1,250	1 available	Your company name/logo prominently displayed at the snack table in the lobby. Your company name on the conference website and the opportunity to provide inserts/items in the 400 attendee welcome bags. One free exhibitor table and 3 free conference admissions (includes staff at exhibitor tables and lunches). If you prefer getting tickets without having an exhibitor table, then you'll get 5 tickets.
SILVER LEVEL (\$750-\$1,000)				
<input type="checkbox"/>	Decor Sponsor	\$1,000	1 available	Your company name/logo displayed on decorative (center) pieces throughout the Pablo Center including the lunch room. Your company name/logo on the conference website and the opportunity to provide inserts/items in the 400 attendee welcome bags. One free exhibitor table and 2 free conference admissions (includes staff at exhibitor tables and lunches). If you prefer getting tickets without having an exhibitor table, then you'll get 4 tickets.
<input type="checkbox"/>	Save-the-Date Postcard Sponsor	\$1,000	1 available	Your company name prominently featured on 8,000-10,000 conference postcards mailed to small business owners throughout the state in May. Your company logo on website and marketing materials and the opportunity to provide inserts/items in the 400 attendee welcome bags. One free exhibitor table and 2 free conference admissions (includes staff at exhibitor tables and lunches). If you prefer getting tickets without having an exhibitor table, then you'll get 4 tickets.
N/A	Photobooth Sponsor	\$1,000	Sold Out	Your company name/logo displayed at the photobooth. Your company logo on website and marketing materials and the opportunity to provide inserts/items in the 400 attendee welcome bags. One free exhibitor table and 2 free conference admissions (includes staff at exhibitor tables and lunches). If you prefer getting tickets without having an exhibitor table, then you'll get 4 tickets.
N/A	NEW: Scholarship Sponsor	\$750	Sold Out	<i>We are excited to introduce a new sponsorship level to help 10 low-income individuals attend the conference for free!</i> Your company name mentioned in the morning announcement and your logo displayed in the program folder. Your company logo on website and marketing materials and the opportunity to provide inserts/items in the 400 attendee welcome bags. One free exhibitor table and 2 free conference admissions (includes staff at exhibitor tables and lunches). If you prefer getting tickets without having an exhibitor table, then you'll get 4 tickets.
<input type="checkbox"/>	In-Kind Sponsor	tbd	UNLIMITED	Advertising, Photography, Graphic Design, Printing Services, etc. In-Kind sponsorships are available for individuals or businesses interested in providing services. The value and sponsorship benefits for these services will be determined by staff of the Women's Business Center.

Continue to Exhibitor Application →



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SPONSOR TABLE APPLICATION (located in lobby)

Maps: <https://www.womensbusinessconference.com/exhibitors.phtml>

If you have more than two staff attending the conference, please contact us.

Name #1	Name #2
Address	Address
City, State, Zip	City, State, Zip
Phone	Phone
E-mail	E-mail

Race

- Asian
- Native American or Alaskan Native
- Black/African American
- Hawaiian/Pacific Islander
- White/Caucasian
- Other

Ethnicity

- Hispanic Origin
- Not of Hispanic Origin

Veteran Status

- Veteran
- Non-Veteran
- Service-Disabled Veteran

Gender

- Female
- Male
- _____

Military Status

- On Active Duty
- Reserve or National Guard

Do you consider yourself a person with a disability?

- Yes
- No

Do you own your own business?

- Yes
- No
- Currently Planning

Raffle Item Donation

All exhibitors are required to provide a RAFFLE PRIZE (min. value of \$25) or donate cash → see end of form. Please let us know what you'd like to donate. This prize doesn't have to be dropped off before the event, just bring it with you and place it on your exhibitor table at the Women's Business Conference. Each exhibitor will get a bucket for raffle tickets to encourage our conference attendees to browse the exhibitor hall. The winners will be announced by our volunteers in the afternoon.

Special Requests

Race

- Asian
- Native American or Alaskan Native
- Black/African American
- Hawaiian/Pacific Islander
- White/Caucasian
- Other

Ethnicity

- Hispanic Origin
- Not of Hispanic Origin

Veteran Status

- Veteran
- Non-Veteran
- Service-Disabled Veteran

Gender

- Female
- Male
- _____

Military Status

- On Active Duty
- Reserve or National Guard

Do you consider yourself a person with a disability?

- Yes
- No

Do you own your own business?

- Yes
- No
- Currently Planning

Table Fee

- \$ 0 ... Free exhibitor table for sponsors of \$750 & above

Lunch Buffet

This year, we'll have a Build-Your-Own-Sandwich Lunch Buffet (salad and fruit included) in the Riverfront Room at the Pablo Center. Sponsors of \$750 & above will get free lunches for their staff (see quantity of free tickets in accordance with your sponsorship level above). We will reach out to confirm how many people are planning on having lunch and who would prefer a gluten-free option.

Add-Ons for all Exhibitors

- \$25 if you are NOT providing a raffle prize
- \$10 additional fee for a perimeter spot with electricity (see exhibitor map on our website)

\$ _____ TOTAL ENCLOSED