



SPONSORSHIP & EXHIBITOR PACKET

2019

Women In Charge

Black Business Expo

Hosted by The Professional Women's
Networking Association

A Quick Hello From The CEO

I would love to personally invite you to become a part of this inspiring event. Attendees from all over Southern California are flocking to Los Angeles to shop for products and services like yours that will help expand their business in a major way.

We will be highlighting black female owned businesses with this B2B and B2C exposition in the heart of Los Angeles.

I would absolutely love to help you expand your business even more by providing an opportunity for you to gain new customers and leads from the hundreds and thousands of consumers that will be present at The Women in Charge Black Business Expo.

I hope you continue to grow in prosperity and success throughout the year.

Sincerely,

Daunyah Harris



Daunyah Harris
CEO/Owner of Professional Women's
Networking Association

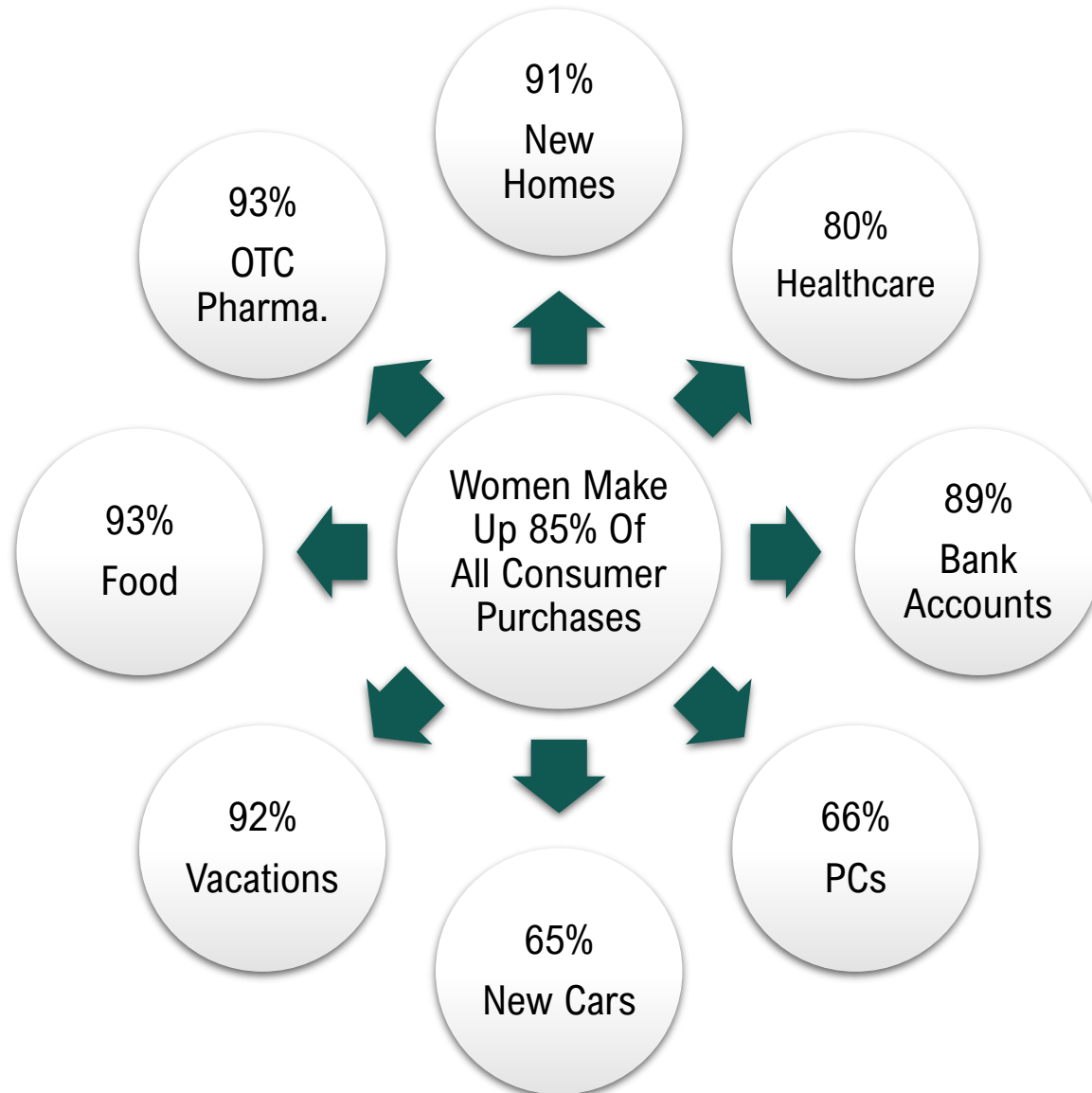
About Women In Charge Black Business Expo

The Women In Charge Black Business Expo is designed to highlight small businesses and organizations owned and established by African American women within our community. During this event, women will be enlightened and inspired as entrepreneurs to make moves like never before.

[Women In Charge Black Business Expo](#) is a business to business and business to consumer event that allows black female entrepreneurs from all levels to be empowered and get inspired by other dynamic women who have endured the highs and lows to reach top success within their business. It provides an opportunity for these black owned small businesses to shine and grow in knowledge, leads, and faith. It creates a once in a lifetime platform for networking that will create new business relationships, new ideas, and a new awareness of local black female owned businesses/services within our community.

Guest will be able to attend top of the art workshops and seminars that will change their business forever. They will be able to learn from leading industry experts and exchange ideas with multi-millionaires during a sit down Q&A discussion panel while learning new ways to challenge their business like never before.

BENEFITS OF SPONSORSHIP



- **CONNECT WITH YOUR CONSUMERS.** Consumers are becoming more selective in choosing their brands. This is a great opportunity to communicate your values first hand at an event that matches theirs.
- **INCREASE SALES.** Receive direct access to hundreds of Los Angeles leading women by having your brand featured on stage and throughout the venue, as well as many other channels.
- **BOOST BRAND AWARENESS.** Generate awareness for your brand, boost the perceived image of your business, and gain media exposure at the Women In Charge Black Business Expo. The more your brand name is associated with positive experiences and emotions, the stronger your brand awareness will become.
- **TELL YOUR STORY AND WIN NEW CUSTOMERS.** Tell a whole new audience how much your company cares about the women within Southern California. Women In Charge offers packages for a range of target audiences.

Maximize Your Investment & Visibility With Sponsorships & Advertising

Women In Charge is scheduled to be one of the largest Black Business Expos in Los Angeles that is geared towards highlighting African American female entrepreneurs.

With over 1500 exhibitors and more than 25,000 attendees, we want to see you stand out from the crowd.

Guarantee your companies visibility to attendees before, during, and after the event by securing a sponsorship or advertising opportunity that is customized to fit your companies needs.

Special Event Sponsor

- Keynote, panel, & performance stage (main stage sponsor)- \$12,000
- Lady Boss VIP welcome breakfast sponsor- \$6,000
- Women In Charge Gold Carpet Runway sponsor- \$5,000
- Brew-Tea Break Happy Hour sponsor- \$5,000

Designated Show Area Sponsor

- Registration Area- \$4,000
- Exhibitor & Member Lounges- \$4,000
- Speed Networking- \$2,000
- Business Card Exchange Area- \$2,000
- Refreshment Sponsor- \$1,500

Present A Workshop \$3,000

- Conduct a 45 minute workshop on the topic of your choice for up to 75 people
- Your workshop is advertised as part of our Educational Series
- We pre-promote your topic to our city-specific database and online in our agenda
- Your workshop package includes an Exhibitor Space on the show floor where you can continue your sales conversations

Create A Pavilion \$12,000

- Become a featured destination at the event
- Conduct your own in-pavilion workshops throughout the day & we'll promote
- Receive a 20x30 pavilion space (600 sq. ft.) in a premium high traffic location
- Get your pavilion highlighted as a Featured Destination on our floorplan

EXCLUSIVE SPONSORSHIPS	TOP DOG	GOLD	SILVER	BRONZE	STAR
	Title Sponsor \$30,000	Presenting Sponsor \$15,000	Supporting Sponsor \$10,000	Community Sponsor \$5,000	Table Sponsor \$2,500
What’s Included With Each Package					
Logo Placement on Website, Ads, & Event Emails	1 st position	2 nd Position			
Sponsor Block Placement (website, signage, e-blast, online schedule, gift bags)	1 st position	2 nd Position	3 rd Position	4 th Position	5 th Position
Premium Booth Location Highlighted as a Featured Destination on our floorplan	20x30 Pavilion Space	20x20	20x20	20x20	10x10
Listed as Sponsor on all Online Event Ads, Schedule, & Rotating Banner on site with live link attached	√	√	√	√	√
Full Color Ad In Digital Show Guide	2 Page Color Spread (1 st ½ of book)	2 Page Color Spread (1 st ½ of book)	2 Page Color Spread (1 st ½ of book)	Full Page Color (1 st ½ of book)	Full Page Color
Press Release Announcement	√	√	√	√	√
Lead Generator App	√	√	√	√	
Social Media Announcement	√	√	√	√	
Registration List with All Attendee Contact Information	√	√	√	√	
Logo on cover page and sponsor highlight page of event booklets and programs	1 st Position	2 nd Position	3 rd Position		
Dedicated Table & Banner in the Registration Area	√	√			
Logo Displayed On Step & Repeat	√	√			
Two 45 minute Workshop Presentations	√	√			

Exclusive Branding & Marketing Options



Logo on Gift Bags | \$2,000

Put your logo on every bag used by attendees & exhibitors at the event. All bags will be provided to our attendees once they check-in. Includes white logo imprint on one side of each bag. This Sponsorship is shared with Top Dog, Gold, Silver, Bronze, & Star Sponsors which are located on the front of each bag.

SMS Text Alerts | \$2,000

SMS Text Message Alert to Attendees During Show: (limited quantity available)
Standard Text (130 Characters): \$2,000 Enhanced Text (250 Characters + Graphic): \$3,000

Sponsored Step & Repeat w/ photographer | \$5,600

Your logo along with the event logo will be repeated in a very popular area that is featured on our floorplan as a "must see" destination. The carpet is the color of your brand with a 20' backdrop for attendees, press and sponsors to take photos. We provide the photographer who will take professional photos of the attendees and instantly email them to the attendee to post on social media and use your hashtag. Just send us your logo and we will set everything up for you.

Program Insert | \$2,000

Every attendee receives a Program upon check-in which includes details about the day including the agenda, event times, exhibitors, and the map. Your Insert will be included in this program for all attendees to view! Once you have designed your 8.5x11 Full Color One-Sided insert, we will print it & insert it into each program.

Full Color Ad in Printed Program | ½ Page- \$300 Full Page- \$600

Digital Schedule Advertising |

Business Card: \$150 Half Page: \$350 Full Page: \$500 Two Page Spread: \$800

Our Digital Schedule is distributed to our email list multiple times leading up to the event. Your digital ad will be directly linked to your website.

Digital Schedule Ad Placement | Half Page: \$700 Full Page: \$1,200

Ad will be placed in first 1/3 of digital schedule

Registration List | \$3,000

We send out our registration list as an Excel File within 5 business days after the Expo. This list includes each registrant's Name, Company, Job Title, Phone Number, Mailing Address and Email Address.

INNOVATION SPOTLIGHT



The Innovation Spotlight is your opportunity to showcase the innovations, emerging technologies, and products that your company is able to contribute to small businesses. You will be able to present a 20 minute presentation to a highly motivated audience.



Secure your brands spot in the spotlight today!



\$3,000/ per session



Professional Women's Networking Association LLC.

- ▶ Please email us with your contact information if you are interested in a package or marketing option

- ▶ events@professionalwna.com

- ▶ Office: (844) 628-6808

- ▶ Fax: (888) 423-1545

- ▶ **Website**

- ▶ www.professionalwna.com

- ▶ **Social Media**

- ▶ [Facebook](#)

- ▶ [Instagram](#)