

HILTON
SALT LAKE
CITY
CENTER

conference 2020

AUG 31 -
SEP 02

Salt Lake City, here we come

Frequently described as "chill, fun-loving and outdoorsy" and growing in reputation for its gender-equality and inclusive culture, the Association of Women's Business Centers is proud to host the 2020 Annual Leadership Conference in Salt Lake City, Utah! As you move around the city you'll feel the relaxed and neighborhood friendly vibe for which the city is known. If getting out of the bustle of town is your thing, you'll be within minutes' reach of beautiful Salt Lake and a variety of nature settings, not to mention the captivating mountains.

This year's conference will bring some of these same cultural qualities to life in our meeting space at the Hilton Salt Lake City Center. The conference planning process is putting greater emphasis on what attendees are asking for: more networking and best practices sharing while casting a wider net to convene more of the stakeholders that put our collective successes within reach. We have set the bar high with the expectation of rising to the challenge.

The annual conference and our year-long efforts are successful because we seek mutual-benefits with our partners. Last year's conference exhibitors and sponsors reported being very pleased with the return on their investment. 100% of 2019 post-conference survey respondents indicated they would recommend partnering with AWBC. We hope you'll take their word for it and give us a try or return for another year to the annual conference.

As always, if there is anything we can do to improve your experience with AWBC, we hope to hear from you.

Yours Truly,

Corinne Hodges

CEO



WWW.AWBC.ORG/ANNUAL-CONFERENCE

HILTON
SALT LAKE
CITY
CENTER

conference 2020

AUG 31 -
SEP 02

About the Association of Women's Business Centers

Founded in 1998, the AWBC works to secure economic justice and entrepreneurial opportunities for women by supporting and sustaining a national network of more than 100 Women's Business Centers (WBC). WBCs help women succeed in business by providing training, mentoring, business development, and financing opportunities to over 150,000 women entrepreneurs each year. Access the [2019 Annual Report here](#).

AWBC engages with United States Legislators, the United States Small Business Administration and others to advocate on behalf of women's business centers and the clients they serve. AWBC also facilitates training and professional development opportunities, best practices sharing and more throughout the year.

National Women's Business Center Network

Women's Business Centers are located in nearly every U.S. state, and Puerto Rico. With record appropriations in 2020 from Congress (\$22.5 million), AWBC will work with SBA's Office of Entrepreneurial Development to expand women's business centers into states where Women's Business Centers are needed. Meanwhile, Women's Business Centers are meeting needs of existing and aspiring entrepreneurs in 38 languages, across most industry-sectors, rural and urban and number greater than 100 in total organizations, with 150+ locations nationwide.

The Pursuit of Entrepreneurship and Growing Women-Owned Business

On average, 15% of the clients of a Women's Business Center are start-up businesses, with the remaining 85% of the clients working to grow an existing business, having been in business an average of 7 years. 2016 data from SBA reported that Women's Business Centers assisted entrepreneurs to:

- Start more than 17,000 new businesses
- Access \$429 million in capital
- Grow revenue more than \$658 million
- Create more than 23,000 new jobs

Annual AWBC Leadership Conference

This is the only opportunity each year that the entire national network of Women's Business Centers convene. Powerful networking opportunities, inspiring key notes, program compliance, entrepreneur show case, product and service demonstrations and access to administration and policy-makers come together for the network's most exiting and energizing week all year. Attendees will include:

- Women's Business Center Leadership and Staff
- Women's Business Center Host Organization Leadership
- Women's Business Center Volunteers and Board Members
- Women's Business Center Clients, the Entrepreneurs!
- Women's Business Center Partners, Vendors and Suppliers
- Members of the State of Utah's Assembly
- Business Community of Salt Lake City, Utah and beyond!



SALT LAKE CITY - UTAH

WWW.AWBC.ORG/ANNUAL-CONFERENCE

HILTON
SALT LAKE
CITY
CENTER

conference 2020

AUG 31 -
SEP 02

Platinum Sponsorship

\$50,000

With an extended conference schedule and technology, there are more opportunities than ever before to engage with women's business centers and fellow stakeholders. Visibility front and center in signage and the conference app as well main-stage presence will position your organization in an unforgettable manner at the 2020 conference. You'll be recognized throughout all communications before, during and after the conference. We'll even brand the souvenir tote bag with your logo, invitation to add print materials or promo items to the tote bags or placed in seats. Take advantage of VIP activities involving board members and host organizations, too. 8 conference registrations, welcome reception tickets (4 VIP passes) and an exhibitor table are included.

Gold Sponsorship

\$25,000

With an extended conference schedule and technology, there are more opportunities than ever before to engage with women's business centers and fellow stakeholders. Visibility front and center in signage and the conference app as well main-stage presence will position your organization in an unforgettable manner at the 2020 conference. Recognition of your partnership in the pre-conference, event and post-conference communications. Option to include promo or printed materials in the conference tote. Take advantage of VIP activities involving board members and host organizations, too. 4 conference registrations, welcome reception (2 VIP passes) and an exhibitor table are included.

Silver Sponsorship

\$10,000

With an extended conference schedule and technology, there are more opportunities than ever before to engage with women's business centers and fellow stakeholders. Event signage and conference app ads will bear your brand. 2 conference registrations, welcome reception tickets and an exhibitor table are included.

Bronze Sponsorship

\$5,000

Be recognized for this investment throughout the communications prior to, during and after the conference. Signage and conference app listings ensure attendees will see your brand and be able to contact you throughout the conference and afterward. 1 conference registration and welcome reception ticket is included, as well as a registration table.

Exhibitor

\$2,500

This is your opportunity to shine and tell your story! AWBC is continually seeking ways to improve the quality of engagement and experience for exhibitors and conference attendees. You have the option of using a skirted table provided by the hotel or bring your own trade-show booth. Include materials in the conference tote bag and be listed in the conference app. 1 conference registration is included. Additional discounted registrations are available.

Sponsor and exhibitor registration and additional information at website URL below.



WWW.AWBC.ORG/ANNUAL-CONFERENCE