



She Leads 2018 **The Second** **Chapter**

NEW YORK CITY
Conference for
Women
Entrepreneurs
and Leaders

October
12



Wells Fargo, 150 E. 42nd St., NYC

Contact

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Who We Are



She Leads Media is a conference production and boutique marketing consultancy.

Our mission is to support the economic growth and prosperity of women entrepreneurs and leaders worldwide.

GLOBAL NETWORK

She Leads has curated and cultivated a vibrant network of women from all over the US and around the world in Mexico, The Netherlands, Africa, India, The UK and more!

We provide expertise and guidance, resources, actionable steps and relationship building opportunities to encourage all women to launch, grow and expand businesses and to lead in all aspects of their lives.


Dynamic, Practical, Actionable, Global



She Leads 2018 is the premiere conference for mission-driven brands interested in aligning with women leaders and entrepreneurs. Brands have the opportunity to publicly demonstrate their overarching support for women worldwide and interact on a personal, face-to-face level with this powerful group of influencers.

We're proud that Forbes has ranked She Leads as a conference for women "not to miss".

We're also proud of our recent International WinTrade Award for Independent Women's Business Network.

SHE LEADS 2018


This all-day conference is designed to offer attendees exceptional content, access to expert speakers and peer interaction for maximum impact in a minimum amount of time.

Maximum Brand Impact & Interaction



Dynamic, Practical, Actionable, Global





"She Leads is a conference like no other. The content is superior, and there is a genuine ethos of helpfulness"

CONFERENCE OVERVIEW

PRELIMINARY AGENDA

- ◆ Opening Keynote
- ◆ Leadership/
Entrepreneurship Spotlight
- ◆ Pitch The Media
- ◆ Interactive Lunch
Workshop
- ◆ Finance/Investment
Options
- ◆ Business Coaching
Roundtables
- ◆ Closing Keynote
- ◆ Networking Cocktail
Reception

SPEAKER LINEUP

Kelly Hoey
Bonnie Fuller
Alicia Syrett
Kristin Marquet
NY State Excelsior Fund
Karen Cahn
Katie Fogarty
and more...

300+ attendees
30+ speakers



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Multi-generational audience

AUDIENCE DEMOGRAPHICS

We serve Women Entrepreneurs & Women Leaders who are diverse, highly educated, skew a bit older, and lives all over the world.

ETHNICITY

45% WHITE; 25% BLACK/AA; 15% ASIAN/PACIFIC ISLANDER; 3% NATIVE/AMERICAN INDIAN; 12% OTHER

EDUCATION

**100% BACHELORS DEGREES; 50% ADVANCED DEGREES
MAJORITY OF ATTENDEES 35+ YRS. OLD**

VISITING COUNTRY

EAST/WEST USA, CANADA, NETHERLANDS, INDIA, UK, AUSTRALIA, AFRICA

PERSONAS

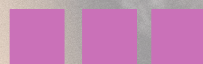
- ★ **EARLY STAGE ENTREPRENEURS SEEKING INFORMATION AND GUIDANCE TO GAIN VISIBILITY (STARTUP – 5 YEARS)**
- ★ **ESTABLISHED BUSINESS OWNERS SEEKING TO GROW AND SCALE (5 - 20+ YEARS IN BUSINESS)**
- ★ **ACCOMPLISHED PROFESSIONAL WOMEN WHO ARE LEADING DIVISIONS, DEPARTMENTS AND THEIR LIVES**

INFLUENCE

SHE LEADS REACHES AN AUDIENCE OF 500,000+ INDIVIDUALS VIA IN-HOUSE EMAIL LIST OF 3K, SOCIAL MEDIA CHANNELS ~ 10K, A PRIVATE FACEBOOK GROUP 1K, AND STRATEGIC MARKETING & SOCIAL MEDIA PARTNERSHIPS WITH NATIONAL AND INTERNATIONAL WOMEN'S GROUPS AND GROUPS WHO SUPPORT OUR MISSION



Dynamic, Practical, Actionable, Global



Quam notare putamus



CLARITAS ELIT GOTHICA

**Claritas est etiam
processus
dynamicus, qui
sequitur
mutationem
consuetudium**



dynamicus, qui



Demonstraverunt lectores legere



CLARITAS ELIT GOTHICA

**Claritas est etiam
processus
dynamicus, qui
sequitur
mutationem
consuetudium
lectorum. Mirum**



dynamicus, qui



10.12. 2018



dynamicus, qui



Work Street Work City, Work
State Work ZIP
T: Work Phone, F: Work Fax
Phone

Headline sponsor (1) - \$35,000

This premiere level of sponsorship provides maximum visibility by showcasing your brand's affiliation to the influential and growing economic powerhouse of the women's entrepreneurial community. She Leads will work together with your brand to customize a co-branded sponsorship approach to meet your goals.

Lunch sponsor (1) - \$10,000

Offers opportunity for brand executive to introduce the lunch keynote speaker and own a dedicated block of time with attendees

Evening reception sponsor (1) - \$5,000

Interactive networking session with the availability to customize the networking experience post-conference

Panel sponsor (1) (3) - \$5,000

Provides brand alignment with topics and speakers

All-Day Networking Breaks sponsor - \$2,500

Provides ability for brand to interact with audience in casual networking environment multiple times throughout the day

Gift Bag sponsor - \$1,500

Branding on all gift bags that are given out at the beginning of the day

Event App sponsor - \$950

Branding of event app used by all attendees

Selected benefits, dependent upon level of sponsorship selected:

- Prominent logo placement on event website, signage and printed materials
- Presence in all marketing materials, special sponsor offer
- Promotion across all social channels before, during and after conference
- Blog article/inclusion in E-Newsletter
- Ability to distribute sponsor-supplied premium items for all attendees either in conference gift bag or special lunch gift bag
- Access to post-conference networking reception
- Inclusion in all press releases and media outreach
- Complimentary and discounted tickets for sponsor guests/VIP invitees
- Full attendee registration list, post-conference

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She Leads Speakers 2017

					
Dr. Neva Helena Alexander Founder NEVA Alliance	Stephanie Abrams Cartin Co-CEO and Co-Founder, Socialfly	Russell Cassar Chief Technology Officer, JP Morgan Chase	Casey Erin Clark Co-founder Vital Voice Training	Ashley Crouch Founder Appleseed Communications	Sheila Di Gasper Partner, Ingram LLP
					
L'ay Green Founder of SheTek Conference	Julie Fogh Co-founder of Vital Voice Training	Warren Friss Founder, GameHedge	Jennifer L. Iannolo Founder & CEO	Suncera Johnson CEO amass digital	Denise Lee Director of Marketing, Ingram LLP
					
Christine Li PHD The Procrastination Coach	Jodi Norgaard Founder Dream Big Toy Company	Ayat Shukaity Co-Founder, Invesp	Courtney Spritzer Co-CEO and Co-Founder, Socialfly	Alicia Syrett Founder & CEO of Pantegriion Capital, LLC	Keara Tanella Global SMB Lead, Facebook Creative Shop
					
Teena Touch Tech PR Consultant & Storyteller	Judith Walsh Founder & President Art Smart				

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curating simplicity



She Leads Speakers 2016

 Keynote Speaker Kelly Hays Strategist, Investor											
 Anne Bogel Podcast Host	 Shella DiGasper Ingram LLC - Moderator	 Allison Dorst Pinks & Greens	 Katie Fogarty LinkedIn/Reboot	 Kathy Gendel CEO Gender Girls/Breast	 Kim Kage Co-Founder ZootPak	 Francesca Kennedy In Style	 Jordana Kist Founder LGA	 Jessica Kaufman Podcast Host & Founder	 Linda Maloney Women Veterans Speakers	 Kristen Margrett The Creative Development Agency	
 Sara Hoffer The Second Shift	 Bethanny Hersh Fabulous & Fighting	 Catherine Hill, PhD AAUW Vice President for Research	 Mario Iwan-Bae BUE107 Founder	 Julie S. Kamef JBK Associates	 Jill & Kate	 Susan McPherson McPherson Strategies	 Katherine Mobley CMO, Tech Entrepreneur	 Hanna Okline Babblr	 Jennifer Owens Working Mother Magazine	 Lorine Pendleton Pipeline Angels	 Pamela Pletton Tuphuanna
 Susan McPherson McPherson Strategies	 Katherine Mobley CMO, Tech Entrepreneur	 Hanna Okline Babblr	 Jennifer Owens Working Mother Magazine	 Lorine Pendleton Pipeline Angels	 Debi Silber MS, RN, WHC, FDN	 Patrice Tanaka Joyful Planet	 Teena Touch Teena Touch Media	 Adaora Udoji			
 Adam Quinton Lucas Point Ventures	 Tami Reis Just Not Sorry Creator	 Vivian Rosenthal Make Snaps	 Elizabeth Scherle Influencer	 Karen Sherman Akilah Institute for Women							

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WORKING
MOTHER



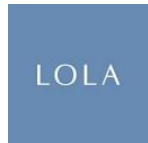
PR Newswire
a CISION company



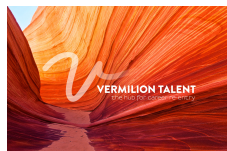
NUTRIBULLET.



CORNUCOPIA FLOWERS



The Women In
Tech Summit



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