

NEW JERSEY'S LARGEST PROFESSIONAL WOMEN'S CONFERENCE

*7<sup>th</sup> Annual*

**WBLF**

WOMEN BUSINESS  
LEADERS FORUM

VIRTUAL & IN-PERSON HYBRID

**SEPTEMBER 22-24, 2021**

POWERED BY

**NJBIA**  
New Jersey Business  
& Industry Association

## BE MORE VISIBLE WITH OUR WBLF PARTNERSHIPS

Increase your company's profile by partnering with us on our biggest event. Support our Annual Women Business Leaders Forum and show New Jersey's executive business community what you have to offer! Our attendees range from young leaders to CEOs. Represent your company and show attendees how you can help them stand out with top-end products and programs to advance their careers.

Partnership  
Packages

609-858-9499

Discounted Ad &  
Partner Packages

908-377-4175

**VIRTUAL & IN-PERSON HYBRID**  
**500+ ATTENDEES**



## MEET OUR 2021 PARTNERS

A LIST OF OUR CURRENT WBLF PARTNERS.



## 609-858-9499

CAPITALIZE ON THE HIGH VISIBILITY OF OUR BIGGEST EVENT WITH OUR PARTNERSHIPS.  
CO-BRAND WITH US AND ESTABLISH SYNERGIES THAT DELIVER RESULTS.

### EXCLUSIVE! PLATINUM LEVEL

**\$15,000**

#### PRE-EVENT

- ▶ Recognition by MC at Council meetings
- ▶ Logo Visibility at 2021 Council Meetings
- ▶ Invitation for 20 guests to attend live, in-person networking on Wednesday, Sept. 15
- ▶ Acknowledgment in press releases
- ▶ Logo visibility on registration page
- ▶ Logo visibility on WBLF event page

#### EVENT

- ▶ 50 guest registrations to Virtual WBLF
- ▶ Logo visibility on WBLF event page
- ▶ Shout-outs via Twitter using your handle throughout the 2-day conference
- ▶ Formal recognition by NJBIA President during opening remarks
- ▶ ¼ page profile of your Women Business Leader, to be included in the September issue of *New Jersey Business* magazine, which will have a cover story on Successful Women in Business
- ▶ Logo visibility WBLF event page
- ▶ WBLF Marketplace listing with virtual exhibit table

#### POST-EVENT

- ▶ Registration List with contact info
- ▶ Recognition by MC at Council meetings
- ▶ Logo visibility at 2021 Council Meetings

#### EXTRA

- ▶ 1 week sponsored content on *New Jersey Business Today* e-news service and njbmagazine.com
- ▶ 1 month banner on *New Jersey Business Today* e-news service
- ▶ 1 month web banner package on njbmagazine.com and njbia.org

\* Web Banner Spec: Provide both sizes – LEADERBOARD: 728 pixels wide x 90 pixels high, RECTANGLE: 300 pixels wide x 250 pixels high.

## 609-858-9499

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### BREAKOUT SESSION

\$10,000

#### PRE-EVENT

- ▶ Invitation for 10 guests to attend live, in-person networking on Wednesday, Sept. 15
- ▶ Acknowledgment in press releases
- ▶ Logo visibility on registration page
- ▶ Logo visibility on WBLF event page

#### EVENT

- ▶ Company logo featured exclusively in Virtual Breakout room
- ▶ Shout out from moderator at beginning and end of session
- ▶ Collateral material available for download to all attendees
- ▶ 20 guest registrations to Virtual WBLF
- ▶ WBLF Marketplace listing with virtual exhibit table
- ▶ Logo visibility on WBLF event page
- ▶ Shout-outs via Twitter using your handle throughout the 2-day event
- ▶ Formal recognition by NJBIA President during opening remarks
- ▶ ¼ page profile of your Women Business Leader, to be included in the September issue of *New Jersey Business* magazine, which will have a cover story on Successful Women in Business

#### POST-EVENT

- ▶ Registration List with contact info

#### EXTRA

- ▶ 1 month web banner package on njbmagazine.com and njbia.org
- ▶ 1 month banner on *New Jersey Business Today* e-news service

### CHAMPAGNE TOAST

\$10,000

#### PRE-EVENT

- ▶ Invitation for 10 guests to attend live, in-person networking on Wednesday, Sept. 15
- ▶ Acknowledgment in press releases
- ▶ Logo visibility on registration page
- ▶ Logo visibility on WBLF event page

**EXCLUSIVE  
PARTNERSHIP**

#### EVENT

- ▶ *EXCLUSIVE* partner visibility during Champagne Toast
- ▶ 20 employee registrations to Virtual WBLF
- ▶ WBLF Marketplace listing with virtual exhibit table
- ▶ Logo visibility on WBLF event page
- ▶ Shout-outs via Twitter using your handle throughout the 2-day event
- ▶ Formal recognition by NJBIA President during opening remarks
- ▶ ¼ page profile of your Women Business Leader, to be included in the September issue of *New Jersey Business* magazine, which will have a cover story on Successful Women in Business.

#### POST-EVENT

- ▶ Registration List with contact info

#### EXTRA

- ▶ 1 month web banner package on njbmagazine.com and njbia.org
- ▶ 1 month banner on *New Jersey Business Today* e-news service

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### GOLD LEVEL

\$10,000

#### PRE-EVENT

- ▶ Invitation for 10 guests to attend live, in-person networking on Wednesday, Sept. 15
- ▶ Acknowledgment in press releases
- ▶ Logo visibility on registration page
- ▶ Logo visibility on WBLF event page

#### EVENT

- ▶ 20 guest registrations to Virtual WBLF
- ▶ WBLF Marketplace listing with virtual exhibit table
- ▶ Logo visibility on WBLF event page
- ▶ Shout-outs via Twitter using your handle throughout the 2-day event
- ▶ Formal recognition by NJBIA President during opening remarks
- ▶ ¼ page profile of your Women Business Leader, to be included in the September issue of *New Jersey Business* magazine, which will have a cover story on Successful Women in Business.

#### POST-EVENT

- ▶ Registration List with contact info

#### EXTRA

- ▶ 1 month banner on *New Jersey Business Today* daily e-news service
- ▶ 1 month web banner package on njbmagazine.com and njbia.org

### SILVER

\$7,000

#### PRE-EVENT

- ▶ Invitation for 5 guests to attend live, in-person networking on Wednesday, Sept. 15
- ▶ Acknowledgment in press releases
- ▶ Logo visibility on registration page
- ▶ Logo visibility on WBLF event page

#### EVENT

- ▶ 10 employee registrations to Virtual WBLF
- ▶ WBLF Marketplace listing with virtual exhibit table
- ▶ Logo visibility on WBLF event page
- ▶ Shout-outs via Twitter using your handle throughout the 2-day event

#### POST-EVENT

- ▶ Registration List with contact info

#### EXTRA

- ▶ 1 month web banner package on njbmagazine.com and njbia.org

### BRONZE

\$3,000

#### PRE-EVENT

- ▶ Invitation for 2 guests to attend live, in-person networking on Wednesday, Sept. 15
- ▶ Logo visibility on registration page
- ▶ Logo visibility on WBLF event page

#### EVENT

- ▶ 5 employee registrations to Virtual WBLF
- ▶ Logo visibility on WBLF event page
- ▶ WBLF Marketplace listing with virtual exhibit table

#### POST-EVENT

- ▶ Registration List with contact info

## 609-858-9499

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### AWARDS \$5,000

#### PRE-EVENT

- ▶ Invitation for 4 guests to attend live, in-person networking on Wednesday, Sept. 15
- ▶ Acknowledgment in press releases
- ▶ Logo visibility on registration page
- ▶ Logo visibility on WBLF event page

#### EVENT

- ▶ *Exclusive* partner visibility during Awards Presentation
- ▶ Shout out from podium by MC of awards
- ▶ 10 employee registrations to Virtual WBLF
- ▶ Shout-outs via Twitter using your handle throughout event
- ▶ Logo visibility on WBLF event page
- ▶ WBLF Marketplace listing with virtual exhibit table

#### POST-EVENT

- ▶ Registration List with contact info

### NETWORKING \$4,000

#### PRE-EVENT

**LIMITED TO 2**

- ▶ Invitation for 3 guests to attend live, in-person networking on Wednesday, Sept. 15
- ▶ Acknowledgment in press releases
- ▶ Logo visibility on registration page
- ▶ Logo visibility on WBLF event page

#### EVENT

- ▶ Give 60 second commercial at opening of both new sessions
- ▶ 10 employee registrations to Virtual WBLF
- ▶ Shout-outs via Twitter using your handle throughout event
- ▶ Logo visibility on WBLF event page
- ▶ WBLF Marketplace listing with virtual exhibit table

#### POST-EVENT

- ▶ Registration List with contact info

### COACHES CORNER \$500

#### PRE-EVENT

- ▶ Time throughout the week for pre-event coaching using your own Zoom room
- ▶ Set and keep your own appointments
- ▶ We will market you to the registrants who will be in touch to set appointments
- ▶ Invitation for 1 guest to attend live, in-person networking on Wednesday, Sept. 15

#### EVENT

- ▶ 2 guest registrations to Virtual WBLF
- ▶ Brief summary and logo on the WBLF event page
- ▶ WBLF Marketplace listing with virtual exhibit table
- ▶ Logo visibility on WBLF event page

#### POST-EVENT

- ▶ Registration List with contact info

### MARKETPLACE \$300

#### SPECIALLY DESIGNED FOR RETAILERS

- ▶ 5 employee registrations to Virtual WBLF
- ▶ Logo included in WBLF Marketplace tab on website
- ▶ Logo visibility with registrant-only deal featured in virtual goodie bag pushed out to registrants weekly leading up to event
- ▶ WBLF Marketplace listing with virtual exhibit table

## DISCOUNTED PACKAGES

TAKE ADVANTAGE OF OUR DISCOUNTED ADVERTISING AND PARTNERSHIP PACKAGES!  
**CALL 908-377-4175!**



NEW JERSEY  
**BUSINESS**  
A Publication of the New Jersey Business & Industry Association

**NJBT**  
New Jersey Business Today

Now in our 67<sup>th</sup> year, NEW JERSEY BUSINESS is the Garden State's longest-standing business publication. Published monthly, with more than 93,500 readers, no other statewide business publication has our reach and influence. Take advantage of our discounted advertising and partnership packages! **CALL 908-377-4175!**