

AGENDA &
SPONSORSHIPS

THE NJ WOMEN BUSINESS LEADERS FORUM
NJ'S LARGEST PROFESSIONAL WOMEN'S CONFERENCE

PRESENTED BY
NJBIA
Business
at the Center



WBLF

Powered by  Citizens®

SEPT. 17-18, 2025 | DOUBLETREE BY HILTON SOMERSET | NJBIA.ORG/WBLF2025



INSPIRATION, EMPOWERMENT, AND CONNECTION

For 11 incredible years, The New Jersey Women Business Leaders Forum, powered by Citizens, has been a beacon of inspiration, empowerment, and meaningful connection for thousands of attendees. What began as a vision to uplift and amplify women's voices and build the next generation of women CEOs, has grown into a dynamic community of leaders, mentors, and networkers who come back year after year to foster new connections and inspire others who attend.



Michele N. Sick

This year, we celebrate not only the progress we've made but also the boundless potential that lies ahead. As we continue to innovate and push boundaries, there are key areas where we must focus our efforts to drive meaningful change. So, join us for this event, where bold ideas are explored and exchanged, lifelong connections are built, and progress is driven by collaboration to make this year's forum the most impactful yet!

Whether you've been with us from the beginning or are joining for the first time, we invite you to share your expertise, insights, and challenges as we work together to overcome flaws and shape the future of business. And if you're considering sponsoring for the first time, you're in for a real treat. NJBIA creates events that are like no others, combining education, connections, visibility and atmosphere that is unforgettable. Let's do this!

DOUBLETREE BY HILTON SOMERSET

SEPT. 17-18, 2025

[NJBIA.ORG/WBLF2025](https://njbja.org/wblf2025)

- Closing Keynote
- 80+ Speakers
- 18 Breakout Sessions
- 5 NEW Workshops
- 2 Ted-Style Talks
- 2 Executive Panels
- Interact with Experts
- And More!

[REGISTER](#)

Every year our list of sponsor partners grows, which speaks to the increasing value of partnering with WBLF!

BE MORE VISIBLE WITH OUR WBLF SPONSORSHIPS

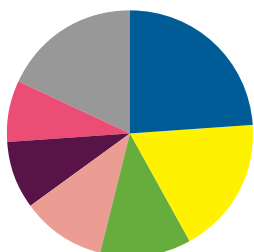
As a sponsor, you'll have the exclusive opportunity to showcase your expertise, whether through a speaking role, spotlighting your top-tier products and programs, or positioning your company as a leader in empowering professionals to help elevate their careers. This is your chance to make a significant impact and standout in front of a high caliber audience. Don't miss the chance to align your company with an event that will help shape the future of New Jersey's business landscape!

EVENT STATS SINCE YEAR 1

500+ Attendees Annually

266 Unique Sponsors

685 Sponsors



WBLF Attendees by Title:

- 24% C-suite
- 18% President
- 12% Director
- 11% Vice President
- 9% Owner
- 8% Manager
- 18% Other

TOP SPONSORS SINCE 2014



CONFERENCE OVERVIEW

WEDNESDAY, SEPT 17

8:00 AM	Breakfast, Registration, & Networking
9:00 AM	NEW: Workshops
10:00 AM	Welcome & Champagne Toast
10:30 AM	Awards Ceremony
11:15 AM	Ted-Style Talks
12:00 PM	C-Suite Panel
12:50 PM	Open Networking and Buffet Lunch
2:00 PM	Breakout Sessions (5 to choose from)
3:05 PM	Breakout Sessions (5 to choose from)
4:05 PM	Networking
5:30 PM	Cocktail Reception

THURSDAY, SEPT 18

8:30 AM	Breakfast & Networking
9:00 AM	Breakout Sessions (5 to choose from)
10:00 AM	Networking
10:30 AM	Ted-Style Talks
11:10 AM	Awards Ceremony
11:30 AM	C-Suite Panel
12:30 PM	Closing Keynote
1:10 PM	Closing Remarks





C-SUITE PANELS

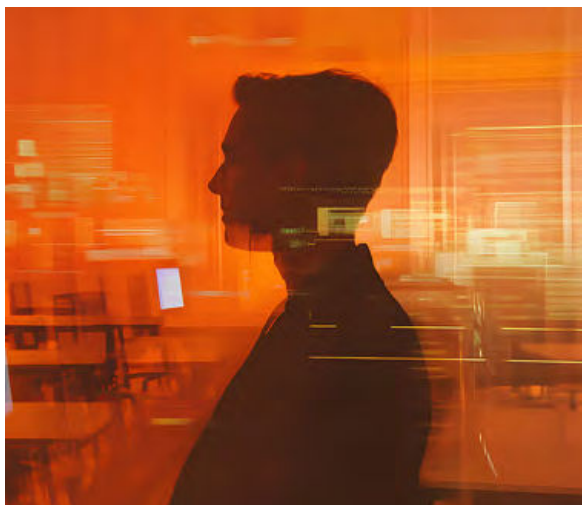
Wednesday @ 12:00 pm



The C-Suite Skills that Matter Most Today

Discover the essential C-Suite skills that matter most in 2025. This session features expert insights, practical strategies, and Q&A designed to equip you with the tools to lead with confidence and vision in the ever-evolving corporate world. Don't miss this opportunity to elevate your leadership journey and connect with a network of trailblazing women!

Thursday @ 11:30 am



Championing Change: The Role of Male Advocates in Advancing Women on Boards

This candid and thought-provoking session will delve into the varied perspectives men bring to the conversation about women's representation on boards. Join us for an honest discussion that bridges perspectives and drives collaboration toward building more equitable and effective leadership teams.

**CREATE
IMPACT**
with our Speaking
Opportunities
[CLICK HERE](#)

”

For women, the climb is different. The glass ceilings are still there. So it's great to have a comfortable space to talk about some of the challenges that you encounter as a woman in a leadership role, and how you get past those challenges to achieve success.

—Tai Cooper, Chief
Community Development
Officer, NJEDA

”

**NEW
FOR 2025**

WORKSHOPS

Unlock the skills you need to thrive in today's dynamic workplace! Our hands-on workshops are a Must! Stop by to explore practical strategies, sharpen your tools, and walk away with real-world solutions you can use immediately. Don't just attend: Engage, Learn, and Lead!

Wednesday @ 9:00 am

Empowering Your Future:

Financial Wisdom & Wellness Tools

Gain practical strategies for financial success and personal well-being. This session will help you make smarter money decisions, build long-term security, and explore wellness tools to boost focus, resilience, and balance for a fulfilling future.

How to Be a Mentor

Presented by Stockton University

This interactive session will cover the skills, mindset, and tools necessary to become a mentor, including building relationships and providing constructive guidance. Participants will gain confidence through discussions and role-playing exercises.

Mastering the Art of Networking

Networking is about building authentic relationships that can lead to new opportunities, not just exchanging business cards. In this session, you'll learn how to start and sustain engaging conversations, the do's and don'ts of networking, and strategies for making connections.

ALICE at Work: Advancing Workforce Stability and Innovation

Presented by United Way of Northern NJ

Business leaders from finance, healthcare, and childcare share how United Way of Northern New Jersey's ALICE at Work program tackles workforce challenges. Learn about cross-sector solutions, policy changes, and results improving retention, engagement, and financial stability for ALICE (Asset Limited Income Constrained Employed) workers.

Optimize Your Career Toolkit for AI Success

Stand out in today's competitive job market, your LinkedIn profile and résumé need to work harder than ever. This hands-on workshop will show you how to optimize your profile with keywords, highlight achievements that capture attention, and craft an ATS-friendly résumé that bypasses AI filters and reaches the hands of recruiters.

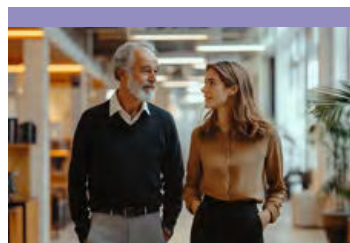
BREAKOUTS

Session 1 – Wednesday @ 2 pm



Navigating Career Transitions: Embrace Change with Confidence

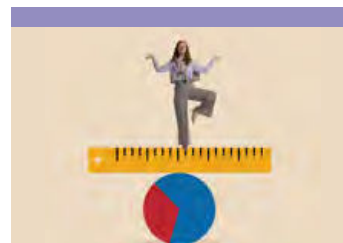
Are you ready to take charge of your career and explore new possibilities? This panel will share their inspiring journeys helping you discover how to navigate career transitions with purpose and confidence. You'll hear practical strategies for setting clear career goals, maximizing your existing skills, and building a strong support network.



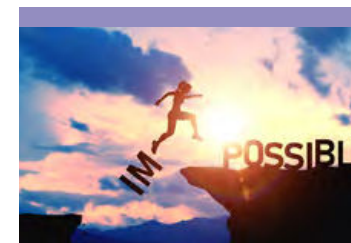
Inter-Generational Communication – All four generations are in the workplace now. This can lead to miscommunication, misunderstanding and, sometimes, no communication at all which can create generational conflict that slows production, reduces workplace enjoyment and fosters distrust. Learn how to ensure your communication style meshes with your colleagues' learning and listening styles.



Navigating Challenging Workplace Dynamics – All jobs have some level of stress – even on good days, but if your job is making you tired, depressed or even physically ill, maybe you're in a toxic work environment. Learn how to recognize red flags, how to handle it, and how to take your next step on your terms and in your time, so your next job will be a place you truly enjoy working.



Mastering Confidence that Elevates Success – Although most aspiring leaders know they need a confident presence, honing confidence requires more than "fake it 'til you make it" platitudes. Whether you're dealing with intimidating people, hoping to pitch a fresh idea or better connect with others, participants will walk away ready to show up and speak up – and help others do the same.

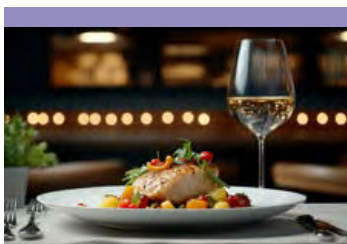


Boards: Taking the Leap to Leadership – Many women aspire to seats on a paid board. Attend this panel to learn what your résumé should look like to be a successful candidate for a paid board position, and what a successful path to the board can look like. Hear from experts who've traveled that path about what to expect.

BREAKOUTS

Session 2: Breaking Barriers Collection

Wednesday @ 3:05 pm



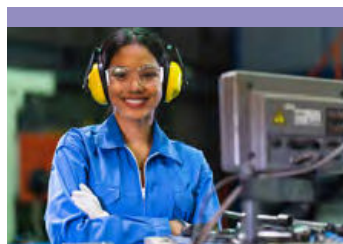
Rising in Restaurant & Hospitality

Presented by NJ Restaurant & Hospitality Association – Explore the challenges women face in the restaurant and hospitality industry, from breaking into leadership roles to navigating workplace culture. Hear from inspiring women leaders who have overcome obstacles and paved the way for others. Connect with peers and empower one another in this fast-paced and ever-evolving industry.



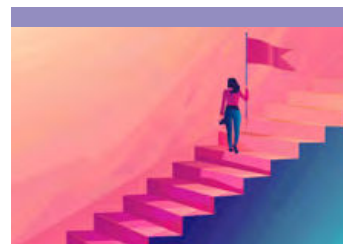
She Leads Science: Visionary Leadership in Pharma, Biotech & MedTech

Presented by HealthCare Institute of NJ – This powerful conversation joins trailblazing women across the life sciences to share leadership lessons, bold ideas, and strategies for fostering the next generation of female leaders. Explore how bold leadership is breaking down barriers – whether in access, representation, policy, or discovery – and shaping the future of healthcare in New Jersey.



Leadership in

Manufacturing – Did you know that one in four manufacturing leaders are women? Careers in manufacturing are not typically sought out by women. Hear from some of New Jersey's top manufacturing leaders about her journey, and how you can use the emphasis on increasing workforce diversity to find an opportunity in manufacturing leadership.



Rising in Professional

Services – Join a dynamic conversation to explore common struggles faced by women in professional services, such as finance, law and more, and how to overcome them. Hear from women leaders who have defied the odds and paved the way for others and connect with peers who are ready to support and inspire one another.



The Female Entrepreneur

– Hear this empowering discussion from women who've defied the odds to build, lead, and inspire. This dynamic panel will explore the challenges female entrepreneurs face, from securing funding to shattering industry norms, and the strategies they've used to thrive.

BREAKOUTS

Session 3 – Thursday @ 9 am



Unlocking Capital: Empowering Women Entrepreneurs to Thrive

Securing capital can be a game-changer for women entrepreneurs aiming to scale their businesses. In this dynamic session, we'll explore the challenges women face and provide actionable insights to overcome them. You'll gain insider knowledge of how to access the funding you need. Get ready to break barriers and unlock the resources to fuel your business growth!



Building Resilience

There will always be change, challenges and uncertainty, but the world is experiencing disruption, problems, and crises at a frequency and scale not seen in generations. Resilience is more important than ever in the workplace. This session will help you navigate the most demanding and stressful parts of your job, and your life, without becoming rigid, losing momentum, burning out, or stalling your career progress.



Developing Strong Work- place Relationships

To position yourself for success early in your career, it is critical to develop strong workplace relationships with your teammates, your department, your manager, and others within your organization. Participants in this session will learn the critical skill of engaging others, how to develop and maintain symbiotic relationships with your peers and your manager, and how to support strong interpersonal relationships at work.



Can We Have It All? The Age-Old Question

Women bear the cost for working in a way that men don't, but finding balance is possible. Hear from our panel of leaders who will share their journeys. They'll explain why having it all doesn't mean the same thing for every woman and provide tips on how to reclaim your time, and space.



Owning Your Voice Beyond Approval

This session will explore the societal and workplace biases that perpetuate the trap, the double bind women often face, and strategies to prioritize impact over approval. Join us to redefine success on your own terms and embrace leadership unapologetically.



WBLF SPONSOR LEVELS

Capitalize on the high visibility of our BIGGEST event with a Sponsorship. Co-brand with us and establish synergies that deliver results.

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PLATINUM LEVEL – EXCLUSIVE! \$20,000

- Invitation to speak on the main stage and deliver a TED-style Talk or participate in an Executive Panel
- Acknowledgment in press releases
- Logo visibility on WBLF event page, event signage
- Formal recognition from the podium
- B-roll display during the reception and general session
- Co-branded podium sign
- 10 guest registrations with reserved table in the general session
- Exhibit table
- Full-page ad in the event program
- Cocktail Reception Sponsor with the opportunity to provide remarks
- 2-week banner run on *New Jersey Business Today* e-news service
- 1-month web banner package on njbia.org & njbmagazine.com
- Full page ad in Sept. issue of *New Jersey Business Magazine*
- 1 show appearance on *Minding Your Business*
- Registration list with contact info

EXCLUSIVE SPONSORSHIP

WBLF SPONSOR LEVELS

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CHAMPAGNE TOAST \$15,000

- Invitation to present the champagne toast from the dais
- Acknowledgment in press releases
- Logo visibility on WBLF event page, event signage
- Formal recognition from the podium
- 10 guest registrations with reserved table in the general session
- Exhibit table
- Full-page ad in the event program
- 1-month web banner package on njbia.org & njbmagazine.com
- 1/4 page profile of your Women Business Leader, to be included in the Sept. issue of *New Jersey Business Magazine*, which will have a cover story on Successful Women in Business
- Registration list with contact info

EXCLUSIVE SPONSORSHIP

SOLD

MAIN STAGE OPPORTUNITY \$14,000

- Invitation to speak on the main stage and deliver a TED-style Talk or participate in an Executive Panel
- Acknowledgment in press releases
- Logo visibility on WBLF event page, event signage
- Formal recognition from the podium
- 10 guest registrations with reserved table in the general session
- Exhibit table
- Full-page ad in the event program
- 2-month web banner package on njbia.org & njbmagazine.com
- 1/4 page profile of your Women Business Leader, to be included in the Sept. issue of *New Jersey Business Magazine*, which will have a cover story on Successful Women in Business
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BREAKFAST / LUNCH \$10,000

- Acknowledgment in press releases
- Logo visibility on WBLF event page, event signage
- Your company's signage near/in the meal area
- Formal recognition from the podium
- 10 guest registrations with reserved table in the general session
- Exhibit table
- Full-page ad in the event program
- 1-month web banner package on njbia.org & njbmagazine.com
- 1/4 page profile of your Women Business Leader, to be included in the Sept. issue of *New Jersey Business Magazine*, which will have a cover story on Successful Women in Business
- 1 show appearance on Minding Your Business
- Registration list with contact info

BREAKOUT SESSION \$8,000

- Emcee of the customized breakout session
- Exclusive signage in a breakout room
- Invitation to make collateral material available to all attendees
- Acknowledgment in press releases
- Logo visibility on WBLF event page, event signage
- Formal recognition from the podium
- 8 guest registrations with reserved table in the general session
- Exhibit table
- Full-page ad in the event program
- 1/4 page profile of your Women Business Leader, to be included in the Sept. issue of *New Jersey Business Magazine*, which will have a cover story on Successful Women in Business
- 1 show appearance on Minding Your Business
- Registration list with contact info

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GOLD \$10,000

- Acknowledgment in press releases
- Logo visibility on WBLF event page, event signage
- Formal recognition from the podium
- 10 guest registrations with reserved table in the general session
- Exhibit table
- Full-page ad in the event program
- 1-month web banner package on njbja.org & njbmagazine.com
- 1/4 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
- 1 show appearance on Minding Your Business
- Registration list with contact info

SILVER \$7,500

- Acknowledgement in press releases
- Logo visibility on WBLF event page
- 5 guest registrations to WBLF
- Formal recognition from podium
- Logo visibility on event signage
- Exhibit table
- Registration list with contact info
- 1/4 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

BRONZE \$4,000

- Logo visibility on WBLF event page
- 2 guest registrations to WBLF
- Recognition from podium
- Logo visibility on event signage
- Exhibit table
- Registration list with contact info

WBLF GIFT SPONSOR LEVELS

CONTACT US

CUSTOM GIFT \$7,500

- Acknowledgement in press releases
- Logo visibility on WBLF event page
- Gift for event attendees with Sponsors Logo
- 4 guest registrations to WBLF
- Formal recognition from podium by NJBIA President
- Logo visibility on event signage
- Exhibit table
- Registration list with contact info
- 1/4 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

LIMIT TO 4 GIFTS

GIFT BAG \$5,000

- Logo visibility on WBLF event page
- Logo visibility (one of three) on commemorative tote bag given away to every attendee
- 2 guest registrations to WBLF
- Formal recognition from podium by NJBIA President
- Logo visibility on event signage
- Exhibit table
- Registration list with contact info

EXHIBIT TABLE \$2,500

- Logo visibility on the event page
- 2 guest registrations to Event
- Exhibit table
- Logo visibility on event signage

PROGRAM AD \$500

- Full Page Ad in event Journal

MAXIMIZE EXPOSURE WITH NJBIA

Take advantage of our discounted advertising and sponsorship packages! NJBIA can customize a sponsorship package based on your goals, objectives and budget!

Sponsorships

Capitalize on the high visibility of NJBIA's member outreach by participating in a Sponsorship Program. It provides your organization the opportunity to co-brand with us and establish synergies that deliver results.

- Public Policy Forum (PPF)
- Work & Wellness
- Webinars & Webcasts
- Networking
- Policy Committees & Councils
- Minding Your Business TV
- Planet NJ Podcast

LEARN MORE

Advertising

New Jersey Business Magazine, now in its 71st year, is the Garden State's longest-standing business publication. Published monthly and reaching more than 78,000 readers, no other statewide business magazine matches our reach and influence.

- Print Ads
- Website Banners
- NJBT Email Banners
- Sponsored Content
- Co-Branded Emails
- Digital Edition Sponsorship
- Custom Special Sections
- Marketplace Listing

LEARN MORE

Membership

Take advantage of money-saving benefits while staying informed of ever-changing issues, trends and legislation. Plus, receive a return on investment from your dues worth thousands of dollars in direct savings and information.

- Powerful Business Advocacy
- Improved HR Support Center
- Employee Training
- Health Benefits
- Multiple Employer 401k Plan
- Payroll
- Employment Law
- Shipping Program
- and more!

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YOUR TEAM

Our Sponsorship Team has the expertise to help you choose the events and opportunities that will make the most impact for your business, while giving you maximum exposure at any budget.



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WBLF SPONSORSHIPS



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Gain unparalleled exposure across the board by utilizing NJBIA's media assets.

