



**ILLINOIS
CHAMBER**

**2020 Marketing
Opportunities
Women in Business
Conference**
“What’s Your Dream?”
May 8, 2020



[The Illinois Chamber] is a fantastic resource that has broadened our understanding of the global market and allowed us to make government and business connections at a very high level. As a small company with limited resources, we see the Chamber as a vital partner.

— Donato Ceres
Advanced Diamond Technologies

Why Sponsor?

The Illinois Chamber of Commerce is a recognized provider of programs on issues important to business professionals/ employers in Illinois. These programs provide opportunities for networking and informing attendees about the important trends and concerns for their businesses. Businesses can expect to strengthen their business image, increase brand visibility, generate leads, provide audience insight on products, and help meet their goals.

Effective Key Opportunities

We want our programs to benefit both our attendees and sponsors as much as possible. Our marketing campaigns begin early and advertise through e-mail, website, and a strong social media program as well as distribution through print publications.

How We Market:

- Targeted e-mail campaigns sent to 3,000 to 15,000 high-level business professionals per program. We acquire a notable average open rate of 15-17% per event.
- Our event webpages attract thousands of unique online visitors for each program.

- We have a robust social media program, utilizing Twitter, Facebook, LinkedIn, Instagram, and YouTube to reach a wide audience.

What Sponsorship Can Provide Your Business

- Put your business in front of our members and clients.
- Be visible to your target market.
- Increase brand awareness.
- Increase your reach and exposure to new clients, customers, and businesses.
- Reconnect with your customers and engage with an audience of business professionals.
- Generate leads.
- Deliver great ROI.

Third Annual Women in Business Conference

May 8, 2020 | Elements | Naperville, IL

Illinois women are Second to No One. We have amazing talent, determination, intelligence, and resolve.

Yet, our presence in the boardroom, c-suite, and management levels, ranks at percentages better suited for centuries past. While we as women have always struggled against biases and power plays, we are speaking up. And we are empowering each other. The Illinois Chamber of Commerce, Illinois' leading business organization, offers no less. We stand with our fellow females and present this conference to empower our already Strong Women for a Stronger Illinois.

Our women's conference harnesses the experiences, leadership, and aspirations of women in business, politics, and the nonprofit world to explore what it takes to put more cracks in the glass ceiling. This year's conference provides takeaways with every presentation - you'll take home information you can put to use for yourself.

We will explore generational differences, work life balance and ways men and women can work together to inspire the next generation of female leaders in Illinois.



“Having been a speaker and attendee at the first IL Chamber’s Womens Conference, I must say this is an event not to be missed. I was not only motivated but also inspired by the speakers. It is amazing to hear what so many of the women of Illinois have accomplished. The IL Chamber is providing a very valuable tool by empowering women together. The networking with the attendees also makes this a worthwhile conference to attend. Starting a career path or running a successful business, I urge women young and old to attend and learn. We, the women of Illinois, are second to no one.”

— Janice Christiansen, President and CEO, JC Schultz Enterprises



ILLINOIS CHAMBER

WHAT'S YOUR DREAM? Illinois Chamber Women in Business Conference / May 8, 2020

	PRESENTING \$7,000	CO-SPONSOR \$5,000	SIGNATURE \$2,000	LEADER \$1,000	LUNCH \$3,000	BREAKFAST \$2,000	EXHIBITOR \$500	CUSTOM LEVEL Make it yours
Event registrations/seats included	12	8	5	4	6	5	1	
List of attendees, including name, title and company (provided the day after the event)	*	*	*	*	*	*	*	
IL Chamber to post confirmation of sponsor's involvement to social media accounts	*	*	*	*	*	*	*	
Company logo or listing (contingent on level) on event sponsor sign, program and webpage	*	*	*	*	*	*	*	
Link to company landing page placed on the IL Chamber event page	*	*	*					
Dedicated PowerPoint slide (provided by sponsor) added to rolling presentation shown during breaks/intermission	*	*	*					
Company listing on all event promotional materials, including e-mail blasts and press releases	*	*						
Web banner (provided by sponsor) with link to company landing page incorporated into promotional e-mail sent to prospective/past event attendees	*	*						
Sponsor can contribute to IL Chamber LinkedIn and IL Chamber website. Content subject to IL Chamber approval	*	*						
60-second commercial spot (provided by sponsor) played during the event	*							
Full-page print ad in the event program. Presenting Sponsor's ad will be placed as back cover	*							
Half-page ad in the event program		*						
Quarter-page ad in event program			*					
Opportunity to distribute promotional materials to attendees	*							
Opportunity to give welcome/introduction remarks	*							
Exhibitor table	*	*					*	
Recognition for covering lunch costs					*			
Recognition for covering breakfast costs						*		
Recognition for covering break costs		*						



Sponsorship and/or Exhibitor Selection

Type of Sponsorship Selected

SPONSOR CONTACT INFORMATION

Contact Name/Title _____

Company _____

Email _____ Phone _____

NAMES OF REGISTRANTS (\$100 per person extra if adding more than sponsorship includes)

Name/Title _____

Name/Title _____

Name/Title _____

Name/Title _____

Name/Title _____

Name/Title _____

Name/Title _____

Name/Title _____

PAYMENT METHODS

Check

Illinois Chamber of Commerce
PO Box 19258, Springfield, IL 62794-9258

Credit Card VISA Mastercard AMEX Discover

Name as on card _____

Number _____

Expiration Date _____ Security Code _____

To purchase a table or sponsorship contact
Laurie Silvey, Associate VP of Business Services | 217-522-5512 ext. 223 or lsilvey@ilchamber.org



www.ilchamber.org

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