WHAT IS AWE?

The Association for Women in Events (AWE) is a Washington, D.C. based membership association working to empower, elevate and promote women in the meetings industry. Women are the vast majority of employed professionals in the events industry, yet there is an inequity to the number of women holding the highest level (C-suite) executive positions. AWE aims to provide resources and guidance for women in the meetings industry to help them reach their full professional potential. AWE strives to build a community of supportive women and men and inspire thoughtful discussions in the industry about women-centric topics. AWE seeks to lift up the voices of women in the events industry and give praise to organizations currently supporting women in the events industry.

WHO WOULD I REACH?

Sponsorship and partnership with AWE is not only a medium for exposure but also an outlet to an industry-leading group of event professionals. AWE's network reaches hundreds of key meeting and events industry decision-makers who look to AWE as a valuable resource in education and network expansion.

AWE’s membership comprises not only event planners but all types of hospitality professionals. Boasting international reach with members all over the world, AWE enables sponsorship which allows for direct contact with these professionals in a number of different ways.

Women make up 76% of event and meeting professionals, US Bureau of Labor and Statistics, 2011.

AWE is accepting sponsors and partners who embody the values, ideology and message we seek to convey to our members and following. Our members look to us for strategic recommendations and to drive value to their AWE experience, supported by none other than our sponsor-partners.
### Social Media

<table>
<thead>
<tr>
<th>Platform</th>
<th>Reach</th>
<th>Impressions</th>
<th>Link Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>@AWEwomen</td>
<td>22,007</td>
<td>66</td>
<td></td>
</tr>
<tr>
<td>Association for Women in Events</td>
<td>10,210</td>
<td>570</td>
<td></td>
</tr>
<tr>
<td>Association for Women in Events</td>
<td>38,800</td>
<td>72</td>
<td></td>
</tr>
</tbody>
</table>

### Email Marketing

<table>
<thead>
<tr>
<th>Open Rate</th>
<th>Click Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>63.3%</td>
<td>18.9%</td>
</tr>
</tbody>
</table>

### Demographics

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>C-Suite / Senior Executive Leadership</td>
<td>21%</td>
</tr>
<tr>
<td>Experienced (Non-Managerial)</td>
<td>18%</td>
</tr>
<tr>
<td>Entrepreneur/Small Business Owner</td>
<td>12%</td>
</tr>
<tr>
<td>CEO/President/Executive Director</td>
<td>10%</td>
</tr>
<tr>
<td>Entry Level</td>
<td>2%</td>
</tr>
<tr>
<td>Student</td>
<td>2%</td>
</tr>
<tr>
<td>Middle Management (Manages Staff)</td>
<td>43%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Years of Industry Experience</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-4 Years</td>
<td>32%</td>
</tr>
<tr>
<td>5-9 Years</td>
<td>15%</td>
</tr>
<tr>
<td>10-14 Years</td>
<td>15%</td>
</tr>
<tr>
<td>15-20 Years</td>
<td>16%</td>
</tr>
<tr>
<td>21-25 Years</td>
<td>13%</td>
</tr>
<tr>
<td>25+ Years</td>
<td>12%</td>
</tr>
</tbody>
</table>
AWE’S NETWORK AND INDUSTRY EVENT INVOLVEMENT

AWE participates in all major industry education events. We seek to involve ourselves and contribute to the conversation leading to a greater objective in professional development. AWE executives, board members and members will participate at meetings as speakers, panelists and attendees contributing to our mission.

WEBINARS AND EDUCATIONAL EVENTS

As we seek to spread awareness of our mission, AWE offers a challenging and creative curriculum to its members throughout the year. Our curriculum focuses on professional and practical development for the equal advancement of everyone in the events industry, not just women. Our vision is to create thought provoking content that stimulates our members’ burning desire to succeed.

NETWORKING EVENTS

AWE members are privy to networking events in their respective areas. AWE invites its members to participate in regular social in-person networking events. These ‘casual’ events give members a relaxed setting to interact and develop key relationships with partners or other members.
TESTIMONIALS

“I have been in the exhibit industry for 15 years now and I have seen firsthand the issues that impact women specifically. I would love to lend myself towards advancing us all.”

MARY P. MEDAWAR
DIRECTOR, EXHIBIT SERVICES, NATIONAL ASSOCIATION OF CHAIN DRUG STORES

“I look forward to being in a community where women are truly helping other women elevate our status in the industry, through enhanced peer-to-peer education and mentoring opportunities.”

NICOLE UNGER, CMP
DIRECTOR OF SALES, ALLIANCE EXPOSITION SERVICES

“I feel strongly about the need to empower women in our industry to move up into the leadership ranks. We need to make the clear business case for how mixed teams make better decisions and create better outcomes.”

MELINDA KENDALL, MA
SVP, FREEMAN

Visit our website to join the movement:
www.womeninevents.org
#AWEWOMEN #BEINAWE
OVERALL SPONSORSHIP OF THE ASSOCIATION FOR WOMEN IN EVENTS

PLATINUM:
$15,000

- Press Release formally announcing the partnership—Industry Wide
- Banner advertising on official womeninevents.org member content pages
- Logo on the AWE website with link directly to your web link
- Signage and exposure for official AWE events
- Co-contribution and personalized branding of key marketing materials (1 per month) on AWE relative social media platforms / feeds (variety of Facebook, Twitter, or LinkedIn).
- Invitation to attend AWE member events
- Logo on monthly E-Newsletter as Platinum AWE Partner
- Mention of company as AWE Platinum Sponsor by AWE representative at in-person events
- Complimentary annual AWE membership - up to 4
- Up to (2) complimentary non-member customer registrations per event
- Immediate access to AWE member database
- Co-branded email marketing through AWE’s web marketing platform (1 quarterly, 4 total)

GOLD:
$7,500

- Press Release formally announcing to membership the partnership
- Logo on the AWE website with link directly to your web link
- Banner advertising on official womeninevents.org select member content pages
- Co-contribution and personalized branding of key marketing materials (10 total) on AWE relative social media platforms / feeds
- Name with link listed on AWE monthly e-Newsletter
- Complimentary annual AWE membership - up to 2
- Immediate access to AWE member database
SILVER:
$4,000
- Button ad on official womeninevents.org website and in member portal
- Logo on the AWE website with link directly to your web link
- Co-contribution and personalized branding of key marketing materials (5 total) on AWE relative social media platforms / feeds
- Immediate access to AWE member database

BRONZE:
$2,500
- Name and logo on (1) marketing blast
- Name and link on womeninevents.org as a Bronze Partner
- Co-contribution and personalized branding of key marketing materials (3) on AWE relative social media platforms / feeds

STUDENT DEVELOPMENT AND MENTOR:
$1,500
- Button ad on official womeninevents.org website and in member portal
- Invitation to co-brand 1 AWE webinar
- Recognition as an AWE member development partner
- Opportunity to host an official AWE webinar event (advertising and brand exposure included)
SUPPORT THE ASSOCIATION FOR WOMEN IN EVENTS TODAY.

Email sponsorship@womeninevents.org or call 619.438.0408 for more information.

CURRENT AWE SPONSOR PARTNERS

[Logos of sponsoring companies]