



*NJAWBO's
Women's Business Center
presents*

EMPOWER

ENGAGE

ENERGIZE...

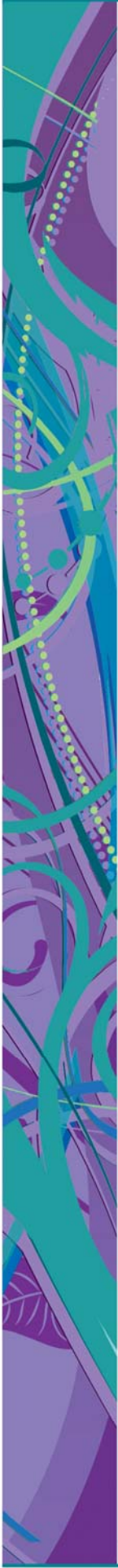
A conference for experienced women business owners

*Sponsorship
Opportunities*

March 18, 2010

*NJ Performing
Arts Center
Newark, N. J.*

3



E-3...Empower, Engage, Energize

ABOUT THE EVENT

NJAWBO's Women's Business Center has long understood that there is an abundance of training available for start-up and new businesses and that there are many opportunities for corporate level development at the major universities. Unfortunately very little support has been available for the mid-level business owner who has been doing well for some years, but now realizes it is time to grow.

A Federal Appropriations award to NJAWBO's WBC, sponsored by Senators Lautenberg and Menendez, has made training available at this level. Individual classes and seminars have been ongoing for over a year, and the initiative includes a major event at the New Jersey Performing Arts Center in Newark, NJ on March 18, 2010 during Women's History Month.

Focus Market

Experienced women business owners wanting to grow their businesses through

- Certification and procurement opportunities
- Acquiring growth capital with angels, VC and traditional lenders
- Hands on practice with social networking tools
- Marketing, Marketing, Marketing
- E-Commerce optimization
- Relationship building
- Protecting intellectual property
- Increasing staff
- Expanding a one person operation by increasing staff and/or outsourcing

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BREAKOUT AND CONSULTING TOPICS

BREAKOUTS

Your Business IQ

- Your Business Plan: Why you need one, How to use it to grow your business strategically and profitably
- Know when to stay the course and when to seek strategic partners to meet your goals and stay focused on profit

Expansion Plans

- Human Resource is a strategy; how to hire human capital without breaking the bank and straying from your business plan
- Adapting your organization needs as you grow Benefit programs- Understanding and Selecting the Programs that are right for your company
- Training Programs for your team

Financing for Growth

- Identify the sources of funding, if you match their business model and how to negotiate a deal (what is the give and take of each one).
- Seeking investors...they are in the business of investing...so how do you determine if you are right for each other
- Understanding the various components of managing your business from Bookkeeping to Balance Sheets, Cash Flow to Income Statements

Pricing for Success in Changing Economies

~ Professional Service based businesses

- Establish a value for what you do and the services you provide
- Determine what your customer needs and how to get them to engage your services
- Master the people side of the business...to get the business

~ Product based businesses

- How to create a pricing formula to market to a variety of customer channels for maximum profitability

Sales... the Revenue side of Business

- Defining your sales goals and creating an action plan to achieve them
- Understanding your target customers business model and how to align it with yours for a Win Win Solution (know your competition, what do you have to do to get their business)

Marketing Mix ~ a Recipe for Success

- Define your Product (Service) by what makes it unique, what makes it valuable to your target audience, how are you (or can you be) different than the competition.
- Brand your Product or your Business (whether it is a service or a product, it defines your business); it's not just a logo but a message about your company.

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- Defining your Marketing Plan to support your business plan and obtain your sales goals (the who, what, where and how of selling your products).

Creating Buzz

- PR ~ cost effective ways to increase both revenue and profit.
- Affiliate or Sponsorship Marketing and How it can work for You
- Social Media as a Marketing Tool for Strategic Growth...it's about business.

Your company website ~ a look into the soul of your business

- Value your company website...it is how business is done.
- Internet marketing and communication best practices to grow your business
- E-Commerce: Is it a viable sales channel for you? What you need to know and do.
- Revenue Streams before Technology Feeds

'Me' Management

- Putting Yourself First – care and sustenance of the business woman

Business Law

- Plan for your exit strategy...and your retirement

Advisors

- Business Advisory Board – Creating an executive management team to guide you and your business
- Business and Life Coaches – One on One Guidance to help you stay on point with what's important to you – Defining your needs to get the best match

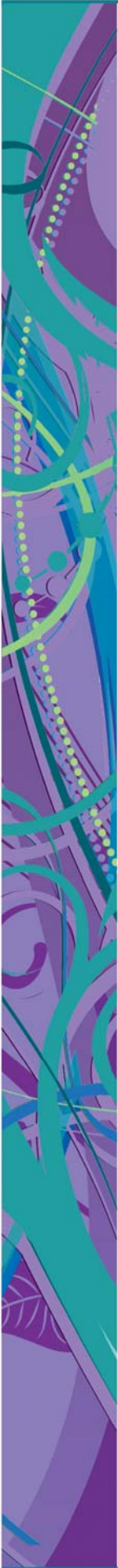
Social Networking – Bring your Laptop/notebook

- So you have an account on Face Book, Twitter, Linked In, Plaxo...Now what?

CONSULTING TOPICS

Participant must bring professional materials and presentations to participate with consultants and to be evaluated

1. Meeting with investors to discuss structuring a licensing deal or a strategic partnership (T Bar Analysis of what each have to offer and how to pay for it)
2. Meeting with a group of VC's, angels and outside investors to provide insight on preparing your business for an investor presentation
3. Meet with a State of NJ representative to learn how to become certified as a woman owned business and submit your application at the event.
4. You are certified as a women owned business. Now what? How to procure Government contracts.
5. Your first employee...are you prepared? (HR, training, management guidelines, etc).
6. General Business Growth Consulting
7. Creating a sales plan for growth in tough times



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SPONSORSHIPS AVAILABLE

Event Sponsor	- \$10,000.00 Exhibit space in main exhibit area 4 Pre-registered tickets Inside front cover of program Logos on all marketing materials, programs, signage, etc. Inclusion on welcoming banner and podium banner
Event Co-sponsors	- \$5,000.00 Exhibit space in upper exhibit areas 4 Pre-registered tickets Inside back cover of program OR full page ad in program Logo on all marketing materials, programs, signage, etc. Inclusion on welcoming banner
Keynote Speaker	- \$3,000.00 3 Pre-registered tickets Sponsor announcement during keynote introduction Logo on all marketing materials, programs, signage, etc.
Signage Production	- \$2,500.00 3 Pre-registered tickets Acknowledgement in program Logo on marketing materials, programs, signage, etc.
Partners (in-kind assistance in Marketing, Materials, Printing, etc.)–	Logo on marketing materials, programs, signage, etc. 2 Pre registered tickets
Parking	- \$1,500.00 2 Pre-registered tickets Sign at lot entrances “Parking Sponsored by...” Acknowledgement in program

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Conference Bags	- \$1,500.00 2 Pre-registered tickets Logo on bags Acknowledgement in program
Lanyards	- \$1,000.00 1 Pre-Registered ticket Logo on lanyards Acknowledgement in program
Breakfast	- \$1,000.00 - three sponsorships available 1 Pre-Registered ticket Signage Acknowledgement in program
Lunch	- \$2,500.00 – three sponsorships available 2 Pre-Registered tickets Signage Acknowledgement in program
Aspiring Entrepreneurial Student Awards	- \$500.00 each 1 Pre-Registered ticket Acknowledgement in program and at podium during award announcement
ADS	Outside back cover - \$1,000.00 ½ page - \$ 250.00 ¼ page - \$ 150.00

CONFERENCE BAG INSERTIONS

\$25.00 for NJAWBO members to include their marketing give-a-ways

\$100.00 for non-NJAWBO members to include their marketing give-a-ways.

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COUNT ME IN!

Sponsorship Category

- | | | |
|--------------------------|---|---|
| <input type="checkbox"/> | Event Sponsor | \$10,000.00 |
| <input type="checkbox"/> | Event Co-Sponsor | \$ 5,000.00 |
| <input type="checkbox"/> | Keynote Speaker | \$ 3,000.00 |
| <input type="checkbox"/> | Signage Production | \$ 2,500.00 |
| <input type="checkbox"/> | Partners | In-Kind |
| <input type="checkbox"/> | Parking | \$ 1,500.00 |
| <input type="checkbox"/> | Conference Bags | \$ 1,500.00 |
| <input type="checkbox"/> | Lanyards | \$ 1,000.00 |
| <input type="checkbox"/> | Breakfast | \$ 1,000.00 |
| <input type="checkbox"/> | Lunch | \$ 2,500.00 |
| <input type="checkbox"/> | Aspiring Entrepreneur
Student Awards | \$ 500.00 each Number of Awards _____ |
| <input type="checkbox"/> | Ads | \$ 1,000.00 – Outside Back Cover |
| <input type="checkbox"/> | | \$ 250.00 – ½ page |
| <input type="checkbox"/> | | \$ 150.00 – ¼ page |
| <input type="checkbox"/> | Conference Bag | \$ 25.00 – NJAWBO members
\$ 100.00 – Non-NJAWBO members |

Please include me in the above sponsorship category.

BUSINESS NAME: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone Number: _____

e-mail: _____

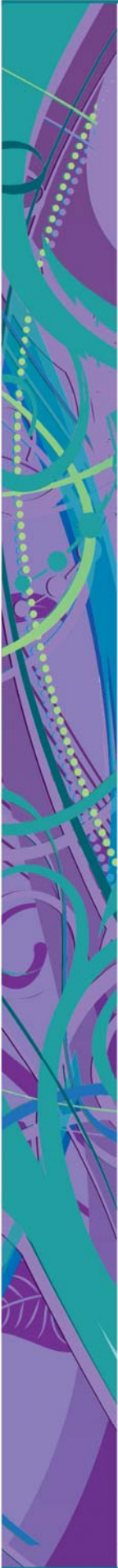
We will submit payment via:

- Credit Card
Card Type – (please circle one) Visa MasterCard AmEx Discover
Card Number _____
Name on Card: _____
Billing Address: _____
Expiration Date: _____

- Check Enclosed
Please send to: NJAWBO's Women's Business Center, 311 Main St., Chatham, NJ 07928

- Purchase Order # _____
Date: _____

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Upon receipt of sponsorship documentation and payment, a representative from our office will contact the above contact person to secure logos and any additional information required for the specific sponsorships.

Thank you so much for your participation in this event.

*For additional information please contact
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311 Main Street
Chatham, New Jersey 07928
973-507-9700 phone 973-507-9698 fax
pnafus@njawbo.org*