

International Women's Conference

October 12-14, 2018

Marriott on the Falls, Niagara Falls
Ontario, Canada



You have the power to empower women.

2018 Call for Sponsors

The mission your sponsorship supports.

Like you, Xerox believes in working and doing business with a richly diverse base of employees, customers and vendors—which is why hundreds of employees who work here support the professional and social development of women through The Women's Alliance.

Since 1984, supporters at Xerox have joined hands in The Women's Alliance to share ideas and support one another's professional growth. During this time, the group has grown exponentially and has seen our vision through to an exceptionally inclusive culture. In addition, by becoming a sponsor, you can be part of an organization recognized as one of the most progressive companies in the world.

Over a thousand supporters from the company participate in activities throughout the year, including webinars, mentoring, networking, education and camaraderie.

Additionally, we host an annual conference; this signature event is a culmination of local and international activities that take place throughout the year.

Build relationships. Develop your brand. Engage with leaders.

By becoming a sponsor, you'll be supporting the personal and professional growth and development of women. And that's just the beginning. You'll also:

- Create and strengthen your relationships with C-level and senior level decision makers on both an individual and group basis
- Spread brand awareness to leaders in the market
- Engage with vendors and peers in the technology and services marketplace
- Establish connections and broaden your network

Plus, one of the most invaluable reasons to sponsor—you'll be able to participate in local events, as well as send your team to listen, learn and participate in conference.

More reasons to join in.

- Since 2001, there has been an average of 300 attendees at conference, an interactive agenda of keynote sessions, a series of learning activities, discussions and networking events.
- Additional opportunities to support growing membership in India, South America and Europe.
- Additional opportunities to engage with supporters throughout the year.

2018 Sponsorship Levels

Benefits	Diamond \$20K	Platinum \$15K	Gold \$7.5K	Silver \$2.5K	Bronze \$1K
Keynote event host (15-min. overview, speaker intro, exclusive signage)	○ Friday or Saturday				
Premium banner space on TWA website landing page for one year. Access to DL generated from TWA website. (Opt out must be an option)	○	○			
One-time feature story published in TWA eNewsletter (sponsor provides)	○	○			
Invitation to sponsor/executive cocktail event and selection of table for dinner	○ 10 invites	○ 6 invites	○ 4 invites		
Option to Present a 1 hour seminar/workshop (topic to be agreed with conference team)	○ 3 Time Slots	○ 2 Time Slots	○ 1 Time Slot	○ 1 Time Slot	
Complimentary conference passes (\$250–\$300 value per pass)	○ 10 passes	○ 6 passes	○ 4 passes	○ 1 pass	○ 10% discount
Ad in conference program booklet	○ Full Page	○ Full Page	○ Half Page	○ Half Page	○ Half Page
Table in the conference marketplace	○ Preferred Locale	○	○	○	
Sponsor's website linked to TWA website for one year	○	○	○	○	○
Sponsor marketing collateral included in conference welcome bags	○	○	○	○	○

Do more with your sponsorship.

- Recommend and fund a keynote speaker
- Host a workshop
- Provide hotel room gift boxes
- Sponsor conference attendees
- Host a cocktail reception
- Sponsor refreshment breaks
- Furnish drink tickets, wine during dinner or an evening toast

You can even stay involved all year long.

- Deliver a local event or webinar
- Engage with local groups for networking and knowledge share
- Advertisements or events accessed via The Women's Alliance website
- Facebook group participation
- Mentorship program
- Something unique to your organization

“We appreciate the opportunity this event provides for us to deepen our long-standing relationships with the women of Xerox.”

—Teresa Freeborn, Xceed Financial Credit Union
President and Chief Executive

Together we are stronger.

Last year, we celebrated our 29th Annual Conference in Stamford, CT where we proudly recognized Julie Hogan as the recipient of the annual Positive Difference Award. We were *delighted* to network with our CEO, CTO Steve Hoover, and CISO “Dr. J” Alissa Johnson, *energized* by our corporate champion, Mike Feldman and *enriched* through personal and professional development experiences.

This year we are heading to our Niagara Falls in Canada, and with your help, we have big plans to make this a memorable event. Conference provides an opportunity for building connections and relationships with our talented TWA members and supporters, our executive leadership, and our sponsoring organizations.

I invite you to connect with The Women's Alliance through sponsorship. It is a group you can feel good about backing—and a yearlong celebration you can feel good about joining. I look forward to seeing at conference and throughout the year!



Jean

Jean Ellefson,
President of The Women's Alliance

Past Sponsors

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Randstad
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SCI Group
Steve & Vicky Hoover
UST Global
YSoft
Xerox Diversity Office
Xceed Financial Credit Union
Xerox Studio NA

“2017 TWA conference was a great experience for HCL from a diversity perspective. Since HCL is very much focused on providing a gender-neutral and culturally diverse work environment, we could relate to the intent and message of the event. The evening sessions allowed us to network with existing & new contacts. We appreciate being invited to be part of this initiative.”

– Brian Black, Program Director HCL America



TWA Board Members at the 29th International Women's Conference with Mike Feldman, President of North America Operations and TWA Corporate Champion.

Make your sponsorship official.

To become a sponsor, sign up at
<http://thewomensalliance.net/sponsor-us>

MAKE CHECKS PAYABLE TO:

Attn: Cate Roth
The Women's Alliance
International Women's Conference
5157 Fieldstone Trail
Canandaigua, NY 14424

For questions about exclusive sponsorships or general sponsorship commitments, please contact TWA Sponsorship co-chairs:
Pamela Bynum at (832) 259-6230 or Pamela.Bynum@Xerox.com
Jade Horan at Jade.Horan@Xerox.com