

## Conference Overview

### Statistics:

- Ignite will host women from all over the nation as we come together for face-to-face connection in 2022.
- 86% of attendees use face-to-face conferences to become aware of new products, narrow choices to preferred vendors, and evaluate products.
- 53% of attendees plan to purchase one product or service.
- 45% of attendees develop an emotional connection with a brand after interacting with it at a conference.
- 77% of qualified attendees represent new customers.

### Engagement:

- Total social media reach over 150,000 individuals
- Over 71,000 e-mail subscribers (over 40% average open rate)
- Several thousand kids represented

## Conference Event Guide Advertising

**Premium Ad:**  
**\$1,500**

- Back Cover
- Center Spread

**Inside Covers:**  
**\$1,000**

- Inside Back Cover
- Inside Front Cover

**Full Page Ad:**  
**\$600**

- Back Cover
- Center Spread

**Half Page Ad:**  
**\$350**

- Back Cover
- Center Spread

**Quarter Page Ad:**  
**\$200**

- Inside Back Cover
  - Inside Front Cover
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## Sponsor Packages

### **Diamond \$10,000**

- (2) 6' Tables
- 10-Minute Main Stage Presentation
- Dedicated E-Mail Blast
- Live Social Media Q&A
- Full-Page Premium Ad
- Item in Conference Bag
- Company Logo on All Material
- Logo on All Conference Signage

### **Ruby \$5,000**

- (1) 6' Table
- 3-Minute Workshop Presentation
- Top of Sponsor E-mail Blast
- Live Social Media Q&A
- Half-Page Ad
- Item in Conference Bag
- Logo on All Conference Signage

### **Emerald \$7,500**

- (1) 6' Table
- 5-Minute Main Stage Presentation
- Dedicated E-Mail Blast
- Live Social Media Q&A
- Full-Page Ad
- Item in Conference Bag
- Company Logo on All Material
- Logo on All Conference Signage

### **Snack Sponsor \$2,500**

- (1) 6' Table
- Signage at Snack Tables
- Recognition Slide From Main Stage

**Apply to Exhibit Online at:**  
<https://forms.gle/F6fLPTzHVhXwraLK6>

**For sponsorships and questions please e-mail:**  
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**For Additional Information:**  
[www.ignitewomen.org](http://www.ignitewomen.org)