



# 2024 Women In Technology Conference

**Build • Empower • Inspire • Connect**

## 2024 SCHEDULE

<b>Ladies' Night Out</b>	<b>Conference</b>
Tuesday, March 5	Wednesday, March 6
4:30 to 7:30 p.m.	8 a.m. to 4 p.m.

## LOCATION

Mellwood Arts Center  
1860 Mellwood Avenue  
Louisville, KY 40206

## Associate Your Business with Innovation and Female Empowerment

Executives, entrepreneurs, and technology thought leaders will converge in one location to inspire, educate, and offer up sage advice to women in the field of technology. Attendees will learn about the latest tech trends, how successful women in tech navigated their own career paths, and most importantly network with like-minded women. There is no other conference like this in the region. The only conference with all-female speakers and where women are the majority and not the minority!

## Past Conference Attendance Metrics

**2015: 103   2018: 310   2019: 550   2021: 300   2022: 450+ (Filled space capacity)**

## Why sponsor women in tech events?

By incorporating a sponsorship for this conference into your diversity and inclusion plan, you are showing that your business believes in empowering women of all backgrounds to grow and thrive in the field of technology. This helps to drive more women in technology, female leaders, and a more balanced workforce. According to the Center for Creative Leadership, only 25% of women in tech get the support they need. RockIT Women is working to change that through this annual conference and much more. Learn more at [www.rockitwomen.com](http://www.rockitwomen.com).

## Why become a sponsor sooner rather than later?

Early signers of sponsorships get the best picks of sponsor packages and table placement. They also have the opportunity to suggest speakers before the spots are filled. In addition, once you have paid for your sponsorship, we will promote your sponsorship on social media to over 3,000 followers.

*“The information technology industry is one of the fastest-growing globally and there is a large gap in the female representation in IT; it is a largely male-dominated field. Through RockIT Women, we can empower emerging professionals to pursue a path focused on technology. Being part of this community is more than being a “member”, it is surrounding yourself with people that care about your success just as much as their own and share a common goal to grow this community year after year. I look forward to making more connections and being part of this group!”*

Sam Ricketts Allison | TEKsystems

## ***What should guests expect at the conference?***

The annual conference will feature a variety of tech and motivational topics that will be discussed through keynote speakers, breakout presentations, and panel discussions. In addition, guests will enjoy:

- **Motivational/Inspirational Speakers** - These have been amazing
- **Tech Talks** - On popular technologies such as AI, security, etc
- **Tech Showcase** - Showcase your company’s products, services, and technology to potential employees, customers, and partners.
- **Tech Demos**- have some cool technology you would like to demo?
- **Door Prizes** - Every guest is entered to win cash, handbags, trips, discounts, and more!
- **Tech Awards:** These annual awards are presented to three women and one male ally of women in tech.
- **Headshots** - Professional photographers will be available to take headshots for guests to use to improve their online image.
- **Networking** - Mingle with like-minded IT professionals from all levels
- **RockIT Membership and Mentor Program** - Learn how to connect and support women in tech year-round.
- **Food, drinks, and fun!** - Need we say more?

## ***What should guests expect at Ladies' Night Out?***

The conference day is jam-packed with amazing speakers. There is not a lot of time for networking, which is where Ladies' Night Out comes in. There is no set agenda. Come and go as you please. It’s a fun evening of networking with drinks and food, shopping, music, a photo booth, and a few special activities with professional women in tech and their friends. This is a great time to share info about your business and network in a relaxed and engaging environment. ***Come out and have some fun!***

## ***What are my sponsorship options?***

Included in this document is a list with the various sponsorship packages currently available. We are also open to innovative ideas that will enhance the event and benefit your business. To propose an idea, contact [shannon@rockitwomen.com](mailto:shannon@rockitwomen.com)

*\*All sponsorships are non-refundable. If the event is rescheduled, any funds paid for sponsorship shall carry over to the rescheduled date. There is no guarantee of attendance or ROI. All sponsorships are valid for in-person or virtual events if we have to move the event to all virtual due to COVID or other circumstances out of our control.*

## ***Sponsorships Options Remaining as of 1/16/2024***

### **Silver Sponsor - \$7,000 1 REMAINING**

Includes the following items for 3/6/2024:

- 5 VIP tickets
- 1 ticket to be for a high school or college student
- Discounted rate for additional tickets
- Can have a sign in sheet at your display table.
- Option to provide a speaker as space permits (Topic, location and time to be approved)
- One 6' display table
- Name or logo on all marketing materials
- Option to provide items to go into attendee gift bags

### **Bronze Sponsor - \$5,000 1 REMAINING**

Includes the following items for 3/6/2024:

- Four (4) tickets
- Can have a sign in sheet at your display table.
- Option to provide a breakout room speaker as space permits (Topic, location and time to be approved.
- One 6' display table
- Name or logo on relevant marketing materials
- Option to provide items to go into attendee gift bags

### **Student Sponsor - \$3,500**

Includes the following items for 3/6/2024:

- Two (2) tickets
- 10 student tickets (includes up to 2 teachers/chaperones)
- List of all students that attend
- One 6' display table

- Name or logo on relevant marketing materials
- Option to provide items to go into attendee gift bags

### **Networking Sponsor - \$2,500**

Includes the following items for 3/6/2024:

- Two (2) tickets
- One 6' display table
- Name or logo on relevant event marketing materials
- Option to provide items to go into attendee gift bags for a fee of \$100.
- Responsible for providing an engaging networking activity for all conference attendees

### **Ladies Night Out Sponsor - \$2,500**

Includes the following for 3/5/2024:

- Four (4) tickets to Ladies Night Out
- One 6' display table at Ladies Night Out
- Name or logo on Ladies Night Out marketing materials
- Option to provide items to go into Ladies Night Out attendee gift bags

### **All Day Coffee Sponsor - \$2,000**

Includes the following for 3/5/2024:

- Two (2) tickets to Ladies Night Out
- One 6' display table at Ladies Night Out
- You can put up 3-4 fun signs by the coffee, or we can just put out one "coffee sponsored by sign"
- Name or logo on Ladies Night Out marketing materials

## RockIT Women 2024 Women In Tech Conference Sponsorship Form

Please list the following information as you wish it to appear on all event materials.

Company Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State/Zip \_\_\_\_\_

Website \_\_\_\_\_

Contact First Name \_\_\_\_\_

Contact Last Name \_\_\_\_\_

Contact Title \_\_\_\_\_

Contact Phone \_\_\_\_\_ mobile / land

Contact Email \_\_\_\_\_

Check the box that applies

Sponsor Level \_\_\_\_\_ Sponsor Amount \_\_\_\_\_

Yes, We will use our sponsorship display table.

Yes, We will use all of our sponsorship tickets. If not, please share how many you plan to use \_\_\_\_\_

Only a vendor table on March 5 at Ladies Night Out (each table is \$50)

Only a display table on March 6 at the conference (each table is \$500)

\*Total amount due \_\_\_\_\_

**Make Checks Payable to: RockIT Women | 6023 Springcrest Dr. | Georgetown, IN 47122**

To pay with a credit card, send a request for an online payment link to

[shannon@rockitwomen.com](mailto:shannon@rockitwomen.com).

3.5% will be added to all credit card payments.

***Sponsorships are not recognized until payment is received.***

\*\*Signature (required) \_\_\_\_\_

\*\*This signature represents acknowledgment and acceptance of the agreed-upon sponsorship assets.

RockIT Women is a DBA of Fehr Event Group - EIN number upon request. *\*All sponsorships are non-refundable. If the event is rescheduled, any funds paid for sponsorship shall carry over to the rescheduled date. There is no guarantee of attendance or ROI. All sponsorships are valid for in-person or virtual events if we have to move the event to all virtual due to COVID or other acts of mother nature or unforeseen circumstances.*