

# TAKING THE LEAD: **THRIVING** *through* **UNCERTAIN TIMES**



**May 1, 2003**

**San Jose Convention Center**

## **ATTENDEES AT THE CONFERENCE**

Corporate executives (68%) and small business owners (20%) who make buying decisions for their organizations; professional and community opinion leaders and activists (12%) who are trendsetters and decision makers and successful women anticipating new products, services and business opportunities.

## **PURPOSE OF EXHIBITS**

Exhibits are designed for educational and informational purposes. Conference attendees will have the opportunity to gather new ideas for their career, business, personal and professional growth. Exhibitors will make profitable new business contacts, present new products and services, educate businesswomen, negotiate new contracts, and fulfill entrepreneurial outreach, diversity and recruitment programs. More than 150 exhibitors will participate in PBWC Expo 2003. A wide range of products and services, targeted to the professional and businesswomen's markets, will be on display:

*Finance: Banks, Financial Planners, Insurance Providers, Accountants, Investment Companies*

*Marketing Communication: Advertising, PR & Marketing Firms*

*Computer Services: Software and Hardware, Internet Service Providers*

*Sports and Fitness: Health Centers & Products, Image Suppliers & Advisors, Travel Services*

*Employment Services, Franchising Companies*

*Office: Equipment, Materials & Services*

*Education: Institutions, Trainers, Consultants*

*Professional Associations & Non-profit Organizations*

*Media: Radio, TV, Publications & Periodicals*

*Health: Pharmaceutical Firms, Health Screening Tests*

*Lifestyle Products and Services*  
*Automobile Firms*

**EXHIBIT!**

## 2003 SPONSORS

Hyundai  
Guidant Corporation  
State Farm Insurance  
Seagate  
Oracle

Bank of America  
California Bank and Trust  
ChevronTexaco  
Cisco  
Genentech

Hewlett Packard  
Kaiser Permanente  
Sybase  
Western Digital

**14TH ANNUAL  
CONFERENCE  
MAY 1, 2003  
SAN JOSE  
CONVENTION  
CENTER**

Each 10' x 10' booth  
regular rental includes:

- 8' rear draping,  
3' side draping
- Company ID sign
- One exhibitor-only  
badge
- One 6' skirted table,  
2 chairs
- Listing in the  
Resource Buyers  
Guide
- 1 Complimentary  
conference  
registration

Each Premier booth  
package includes the  
above, plus:

- Prime time product  
demonstration in the  
Expo staging area
- 2 Complimentary  
conference  
registration
- VIP reservations at  
social events
- 25 Word description  
in the conference  
program
- Booth Carpeting

*Exhibit space is reserved on a first come basis. To secure premium space, please reserve early. Some categories are limited to a certain number of exhibitors based on their product or service. Register on the attached form, at [www.pbwc.org](http://www.pbwc.org), or call 650-548-2424.*

## ONLINE REGISTRATION [WWW.PBWC.ORG](http://WWW.PBWC.ORG)

### EXHIBITOR REGISTRATION (PLEASE PRINT CLEARLY)

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Street \_\_\_\_\_

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

Phone: Day ( ) \_\_\_\_\_ Eve ( ) \_\_\_\_\_

E-mail (Please print very clearly) \_\_\_\_\_

### EXHIBITOR REGISTRATION OPTIONS

#### Premier Packages Locations on Main thoroughfares

20' x 20' Booth: \$10,000

- Near entrant to hall or luncheon
- 30-Minute Stage Presentation

20' x 10' Double Booth: \$ 5,000

- Double Corners
- 15-Minute Stage Presentation

☐ Yes, I am going to use the presentation time allotted

Please list Product/Services \_\_\_\_\_

#### Regular Booth Locations

10' x 10' - Corner: \$ 795

10' x 10' - No Corner: \$ 695

#### Non-profit or Supporting Organization

Does not include Conference Registration

10' x 10' - No Corner: \$ 350

Non-profit Tax ID # \_\_\_\_\_

(Number must correspond with your company name)

### PAYMENT INFORMATION

Total Amount: \$ \_\_\_\_\_

☐ Enclosed is my check number \_\_\_\_\_ for \$ \_\_\_\_\_ payable to PBWC, Inc.

☐ Please charge \$ \_\_\_\_\_ to my: ☐ MC ☐ Visa ☐ AMEX

Account Number \_\_\_\_\_

Signature \_\_\_\_\_

(Must be Credit Card holder)

Expiration Date \_\_\_\_\_

Mail or fax this form and payment together to: PBWC, Inc. PO Box 6657, San Mateo, CA 94403 Tel: (650) 548-2424 Fax: (650) 548-0840.

Cancellations in writing by April 1, 2003 will receive a 50% refund. No Refunds after April 1, 2003.

PBWC is a not for profit corporation: California State ID# 1508-361, Federal ID# 94-309-3360

**EXHIBIT!**