

PBW/C

PROFESSIONAL  
BUSINESSWOMEN  
OF CALIFORNIA

17TH ANNUAL CONFERENCE  
PROFESSIONAL BUSINESSWOMEN OF CALIFORNIA  
MOSCONE CENTER – SAN FRANCISCO  
MAY 2, 2006 • 7:00 AM - 6:30 PM

THE  
POWER  
OF  
CONNECTION



## OPPORTUNITIES FOR SPONSORS



### SUCCESS BREEDS SUCCESS

By accelerating the advancement of women in the workplace, PBWC also fosters a healthier, more productive environment for businesses and the communities in which they operate.

### PROVIDE CORPORATE TRAINING AND DEVELOPMENT

In today's increasingly competitive business climate, no company can afford to ignore the need to provide ongoing professional development for its employees. PBWC delivers the career development training women need in a cost-effective manner and allows employers to demonstrate their commitment to retaining female employees.

PBWC conference speakers represent a diverse group who are groundbreakers and innovators in their fields as well as experts in business, finance, life-balance, health, leadership, communication, and entrepreneurial strategies. Year after year, our dynamic speakers provide a substantive program for your employees.

In 2005, over 91% of conference attendees tell us that the conference met or exceeded their expectations. The number one reason? No other conference offers such a highly-focused training day for women in the workplace.

#### COMPANIES THAT SENT 20 OR MORE EMPLOYEES IN 2005:

- AAA
- ABC7
- Bank of America
- BEA Systems
- California Pacific Medical Center
- Charles Schwab
- Chevron Corporation
- Cisco Systems
- Electronic Arts
- Ernst & Young
- Genentech
- Guidant Corporation
- Hewlett Packard
- Hitachi
- IBM
- Kaiser Permanente
- Lawrence Livermore National Laboratory
- Microsoft Corporation
- Oracle Corporation
- PG&E
- PricewaterhouseCoopers
- Seagate Technology
- State Farm Insurance
- Sun Microsystems
- Wells Fargo
- Western Digital Corporation

## ENHANCE MARKETING AND BRAND AWARENESS



As a supporter of the Professional BusinessWomen of California conference, sponsors enjoy a heightened corporate presence and the opportunity to promote their products, services and programs. PBWC enables sponsors to:

- Deliver your marketing messages to an affluent, savvy audience
- Reach key decision makers
- Influence women consumers
- Increase product awareness and brand loyalty
- Gain exposure before women-owned businesses
- Promote your commitment to diversity and outreach programs
- Inspire and challenge young women to achieve their career goals

## RECOGNIZE THE EMERGING ECONOMIC POWER OF WOMEN

Women's economic power is exploding. Women are using their growing incomes and influence in the marketplace to radically change products and perceptions. Among PBWC's conference attendees, approximately 60% are middle and upper-level management women in companies with more than 800 employees. Our conference sponsors have enjoyed excellent results in conducting one-on-one marketing efforts with attendees. By talking directly to conference-goers, sponsors can build credibility and gain lifetime loyalty.

### PBWC CONFERENCE DEMOGRAPHICS:

- Mean personal income: \$93,000
- 27% are 26-35 years of age
- 31% are 36-45 years of age
- Mean age: 41 years
- 76% have a college degree or higher
- 78% are funded by their company to attend the conference

## GAIN EXPOSURE BEFORE WOMEN-OWNED BUSINESSES



**PAT WILLIAMS**

Vice President,  
Director, Silicon  
Valley Complex  
Merrill Lynch

"Business ownership requires simultaneous fulfillment of so many roles, and failure in a key role could be fatal to the business. In areas where you can 'get it right the first time', with the help of professionals in the field, I feel it's smart to do so. Merrill Lynch is dedicated to providing the 'bandwidth' to ensure women entrepreneurs minimal disruption and optimal growth of their business ventures. Our sponsorship of the PBWC conference gives us the opportunity to connect with women business owners in a relaxed and open environment."

Many of today's Fortune 1000 corporations were founded by one person with an idea. Tomorrow's Fortune 1000 will differ in one key way: more of them will be founded by women. Currently there are over 9.1 million women-owned businesses in the United States that employ more than 27.5 million people and generate over \$3.6 trillion in sales. Roughly 20% of PBWC conference attendees are entrepreneurs. For that reason, this year's conference includes a special seminar track for entrepreneurs and a special pavilion in the Expo Hall for current and potential business owners.



## PROMOTE YOUR COMMITMENT TO DIVERSITY AND OUTREACH PROGRAMS

Today, women make up over half the U.S. workforce and within 20 years, 75% of the workforce will be minority and/or female. In addition, there is an impending workforce shortage. The U.S. in 2025 will look like an hourglass with a large number of elderly and young at the top and bottom and a much smaller number of middle-aged workers to support the rest. Women will migrate quickly into sectors of the economy that are currently suffering or are expected to suffer from shortages of skilled labor.

It is easy to infer that California with its fast-changing population will likely be hit first with these major shifts in the workforce. Continued business growth and productivity will depend upon companies educating their employees about cultural differences and supporting a diverse environment for all employees. PBWC is taking the lead on these emerging workforce and demographics trends by offering comprehensive programs for employees, entrepreneurs, business leaders, and suppliers.



**LISA TEALER**  
Diversity Manager  
Genentech, Inc.

"A commitment to diversity is a commitment to success, now and in the future. A commitment to diversity is an investment in a company's greatest asset...its people, ALL its people. When this asset is in an inclusive environment, companies will see their asset grow and prosper. It's a strategic tool for a good company to be even better!"

## INSPIRE AND CHALLENGE YOUNG WOMEN TO ACHIEVE THEIR CAREER GOALS



Young women have more opportunities in the business world than ever before, and it is crucial that they receive encouragement to pursue their dreams, especially in the fields of math, science and technology where they are underrepresented. Consider this: last year women filled 143,000 more technical jobs than the previous year. Many of these might have otherwise gone unfilled due to a lack of qualified candidates.

PBWC offers a “conference within a conference” for the high school young women that is designed to challenge traditional stereotypes and inspire teens to reach their full potential. Participants attend special sessions on self-esteem, careers of the future, and financial literacy and reinforce the importance of acquiring the skills and education needed to succeed. Corporate donations make it possible for local high school girls to attend the conference.

In addition, each year PBWC offers academic scholarships to deserving students – in high school and continuing education – so they can achieve their career goals.

Professional BusinessWomen of California is the premier organization for advancing the careers of Bay Area women. Through the generous support of our sponsors, PBWC’s unique programs are enabling women of all ages and ethnic backgrounds to succeed in both their personal and professional lives. By helping accelerate the advancement of women, your company enjoys the success derived from higher employee productivity, increased loyalty and improved performance – success that continues long after the actual event. The following table outlines the various sponsorship opportunities available. We appreciate your company’s commitment to achieving the full potential of women in the workforce.



**KAY BREEDEN**  
Vice President of  
Environmental  
Health and Safety  
Seagate Technology

“Today’s teenagers are Seagate’s future executives, managers and researchers! Events like the PBWC’s Program for Young Women that bring smart, enthusiastic women together in a positive, open forum, are essential to nurturing the future growth of the high-tech industry. I believe a future in technology is open to any young woman who wants to accept the challenge.”

# 17TH ANNUAL SAN FRANCISCO CONFERENCE MAY 2, 2006

## SPONSOR LEVELS AND BENEFITS

| BENEFITS                                                                                                                 | PREMIER                                                                                           | PRESENTING                                                                                                   | STRATEGIC                                                | PATRON                                                    | DONOR                                                   |
|--------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------------------------|---------------------------------------------------------|
| Display of corporate logo at conference                                                                                  | Display of banner in lobby and primary display of logo during general sessions                    | Prominent placement of logo                                                                                  | Placement of logo                                        | Corporate name projected on screens periodically          |                                                         |
| Opportunity to present in accordance with conference theme and program, if speaking proposal is received by Dec 31, 2005 | Opportunity to design one seminar session and introduce a keynote speaker at the luncheon session | Opportunity to provide one presenter in a panel session and introduce a keynote speaker at a general session | Opportunity to provide one presenter in a panel session  | Opportunity to provide one facilitator in a panel seminar |                                                         |
| Corporate visibility in all promotional materials, including 100,000 conference invitations                              | Primary placement of logo                                                                         | Prominent placement of logo                                                                                  | Placement of logo                                        | Listing of company name                                   | Listing of company name                                 |
| Corporate advertisement in the conference printed program                                                                | Primary placement of one full-page inside cover advertisement in the printed program              | Prominent placement of one full-page ad                                                                      | One full-page ad                                         | One half-page ad                                          | One quarter-page ad                                     |
| Targeted publicity featuring your sponsorship through extensive media sponsorship                                        | *                                                                                                 | *                                                                                                            | *                                                        |                                                           |                                                         |
| Conference website – www.pbwc.org                                                                                        | Corporate logo on the conference home page with link to your company's website                    | Corporate logo on the conference home page with link to your company's website                               | Small corporate logo with link to your company's website | Small corporate logo                                      | Listing                                                 |
| Questions on the PBWC electronic survey of conference attendees                                                          | 3                                                                                                 | 2                                                                                                            |                                                          |                                                           |                                                         |
| Feature article in the PBWC digital magazine                                                                             | *                                                                                                 | *                                                                                                            |                                                          |                                                           |                                                         |
| Dais seat at head table for corporate representative in keynote general session                                          | Opening and luncheon sessions                                                                     | Opening and luncheon sessions                                                                                | Luncheon session                                         | Opening session                                           |                                                         |
| Conference tote bags                                                                                                     | Premier positioning of logo                                                                       | Prominent placement of logo                                                                                  | Listing of company name                                  |                                                           |                                                         |
| Opportunity to provide corporate gift in the conference tote bag                                                         | *                                                                                                 | *                                                                                                            | *                                                        | *                                                         |                                                         |
| Free tickets to the conference with VIP prominent placement of keynote luncheon table                                    | 50 with 5 VIP reserved corporate tables                                                           | 40 with 4 VIP reserved corporate tables                                                                      | 30 with 3 reserved corporate tables                      | 20 with 2 reserved corporate table                        | 10 with 1 reserved corporate table                      |
| Hosted breakfast for corporate employees attending conference (minimum 100)                                              | *                                                                                                 | *                                                                                                            | *                                                        |                                                           |                                                         |
| Invitations to private VIP reception                                                                                     | 5                                                                                                 | 4                                                                                                            | 3                                                        | 2                                                         | 1                                                       |
| Complimentary exhibit space at the conference with listing in Exhibitor Directory                                        | 20' x 20' island booth prominent location                                                         | 20' x 20' peninsula booth                                                                                    | 20' x 10' corner booth                                   | 10' x 10' corner booth                                    | 10' x 10' booth                                         |
| Levels                                                                                                                   | Cash contributions valued at \$60,000 or over                                                     | Cash contributions valued between \$50,000 and \$59,999                                                      | Cash contributions valued between \$30,000 and \$49,999  | Cash contributions valued between \$20,000 and \$29,999   | Cash contributions valued between \$10,000 and \$19,999 |

# 17TH ANNUAL SAN FRANCISCO CONFERENCE MAY 2, 2006 **YOUNG WOMEN'S PROGRAM** **SPONSOR LEVELS AND BENEFITS**

| BENEFITS                                                                                                                                               | CHAMPION                                      | LEADERSHIP                                                  | CONTRIBUTOR                                           | SCHOLARSHIP<br>TABLE HOST                           |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|-------------------------------------------------------------|-------------------------------------------------------|-----------------------------------------------------|
| Recognition from podium and in printed materials as Champion sponsor                                                                                   | *                                             |                                                             |                                                       |                                                     |
| Opportunity to present in the Young Women's program, in accordance with conference theme and program, if speaking proposal is received by Dec 31, 2005 | *                                             | Opportunity to provide one facilitator in one panel seminar |                                                       |                                                     |
| Corporate visibility in conference printed program and signage                                                                                         | Prominent placement of logo                   | Prominent listing of company name                           | Listing of company name                               | Listing of company name                             |
| Corporate advertisement in the printed program                                                                                                         | One full-page ad                              | One half-page ad                                            |                                                       |                                                     |
| PBWC website <a href="http://www.pbwc.org">www.pbwc.org</a>                                                                                            | Placement of logo                             | Listing as sponsor                                          | Listing as sponsor                                    |                                                     |
| Opportunity to provide corporate gift in the conference tote bag                                                                                       | *                                             | *                                                           |                                                       |                                                     |
| Free tickets to the conference with VIP seating at keynote luncheon table                                                                              | 10 with reserved VIP corporate table          | 4 with shared reserved corporate table                      | 2 with shared reserved corporate table                | 1 with shared reserved corporate table              |
| Invitations to private VIP Reception                                                                                                                   | 3                                             | 2                                                           | 1                                                     |                                                     |
| Scholarships Supported                                                                                                                                 | 160                                           | 60                                                          | 30                                                    | 10                                                  |
| Levels                                                                                                                                                 | Cash contributions valued at \$25,000 or over | Cash contributions valued between \$10,000 and \$24,999     | Cash contributions valued between \$5,000 and \$9,999 | Cash contributions valued between \$1,500 per table |

# 17TH ANNUAL SAN FRANCISCO CONFERENCE MAY 2, 2006 **APPLICATION FORMS**

## CORPORATE SUPPORTER APPLICATION FORM

Professional BusinessWomen of California  
17th Annual Conference  
May 2, 2006  
San Francisco, California

- ☐ Yes, our company would like to be a corporate supporter of the 17th Annual Conference of the Professional BusinessWomen of California
- ☐ **PREMIER SPONSOR:** Cash contributions valued at \$60,000 or over
- ☐ **PRESENTING SPONSOR:** Cash contributions valued at \$50,000 but less than \$59,999
- ☐ **STRATEGIC SPONSOR:** Cash contributions valued at over \$30,000 but less than \$49,999
- ☐ **PATRON SPONSOR:** Cash contributions valued at over \$20,000 but less than \$29,999
- ☐ **DONOR SPONSOR:** Cash contributions valued at over \$10,000 but less than \$19,999
- ☐ I am enclosing our check # \_\_\_\_\_  
for \$ \_\_\_\_\_
- ☐ Please contact me to discuss the sponsorship packages in more detail.

COMPANY \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

TITLE \_\_\_\_\_

TELEPHONE ( ) \_\_\_\_\_

FAX ( ) \_\_\_\_\_

EMAIL \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY STATE ZIP

Please make checks payable to **PBWC Inc.** and mail to

Ruth Stergiou, Executive Director, PBWC Inc.,  
P. O. Box 6657, San Mateo CA 94403.  
Telephone: 650-592-9227 Fax 650-592-9154  
Email: [rstergiou@pdy.com](mailto:rstergiou@pdy.com).  
[www.pbwc.org](http://www.pbwc.org)

## YOUNG WOMEN'S PROGRAM SPONSORSHIP APPLICATION FORM

Professional BusinessWomen of California  
17th Annual Conference  
May 2, 2006  
San Francisco, California

- ☐ Yes, our company would like to be a corporate supporter of the Young Women's Program of the 17th Annual Conference of the Professional BusinessWomen of California
- ☐ **CHAMPION SPONSOR:** Cash contributions valued at \$25,000 or over
- ☐ **LEADERSHIP SPONSOR:** Cash contributions valued at \$10,000 but less than \$24,999
- ☐ **CONTRIBUTOR:** Cash contributions valued at \$5,000 but less than \$9,999
- ☐ **SCHOLARSHIP TABLE HOST:** Cash contribution of \$1,500 per table
- ☐ I am enclosing our check # \_\_\_\_\_  
for \$ \_\_\_\_\_
- ☐ Please contact me to discuss the sponsorship packages in more detail.

COMPANY \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

TITLE \_\_\_\_\_

TELEPHONE ( ) \_\_\_\_\_

FAX ( ) \_\_\_\_\_

EMAIL \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY STATE ZIP

Please make checks payable to **PBWC Inc.** and mail to

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[www.pbwc.org](http://www.pbwc.org)