



Sponsorship Prospectus

San Diego, CA | June 21, 2014

What?

Geek Girl Tech Conferences (TechCons) are full-day, hands-on, immersive technology conferences geared for busy people who want an “amuse-bouche” of technology in one day to stay current with technology.

Everyone is invited. From novice to startup, we have workshops, seminars, panels and keynotes for every level of learning.

Our TechCons have been created first and foremost for maximum learning and education. All instructors are carefully chosen and are highly qualified in their fields. They are patient, responsive and knowledgeable. They know that they are only as successful if attendees understand and use the tools and instruction they provide long after TechCon is over.

Our workshops are selected based on what business owners and individuals need to learn to get them to the next level. Many workshops feature basic instruction, while others may be advanced placement. There is also a Help Desk all day for those who require one-on-one assistance. Our panels and keynotes feature relevant, tangible and topical information so attendees can stay current with what is new in tech.

Quite simply, there is a place for everyone at TechCon.

Official Website: <http://sandiego.geekgirltechcon.com>

Estimated Attendance: 500+

Audience Profile: All ages and skill levels are invited to attend. Attendees range from 8-88. 85% women, 15% men. Mean average of attendees: 30-55 women with their own small business or who work for an SMB or Enterprise business.

Who Attends? *Solopreneurs, Entrepreneurs, Startups, Established Businesses*

Tech Side: Developers, Programmers, Designers, IT, Startups

SMBs: Real Estate, Office Admin, Finance, Sales & Marketing, PR,

Photographers, Business & Life Coaches, Authors

Enterprise: C-Level, Admin, Legal

Students: High school & College students

Where?

We have selected the gorgeous Joan B. Kroc Institute for Peace and Justice at the University of San Diego as our venue location. The center has its own free parking underneath the building, elevator, and everything for the conference will be held within the building and the outside gardens.

USD is conveniently located within 10 minutes from downtown San Diego and the San Diego International Airport (Lindbergh Field). We will be utilizing transportation services which will be listed on the event website. Car rental is another option and San Diego is a fabulous city for sightseeing and driving around.

We are working with several hotels in the area. They will be listed along with any discounted rates on the SanDiego.GeekGirlTechCon.com website as they become available.



Why Sponsor and Exhibit?

- Generate NEW revenue
- Qualified decision-makers
- Shorten your sales cycle
- Receive marketing exposure – NATIONAL recognition
- Showcase your brand
- Develop quality leads and build your database
- Live product & service demos in a high-profile venue
- Gain direct market feedback
- Direct access to press and influential journalists



Buying Power

1 out of every 11 American women owns a business - **U.S. Department of Labor**

Women start businesses at twice the rate of men - **Enterprising Women**

Women-owned businesses are the fastest growing segment of the U.S. economy, representing \$3.3 trillion in purchasing power. - **Center for Women's Business Research**

Women control slightly more than half (51.3%) of all personal wealth in the United States. They make 85% of all purchasing decisions in the household - **Federal Reserve Board**

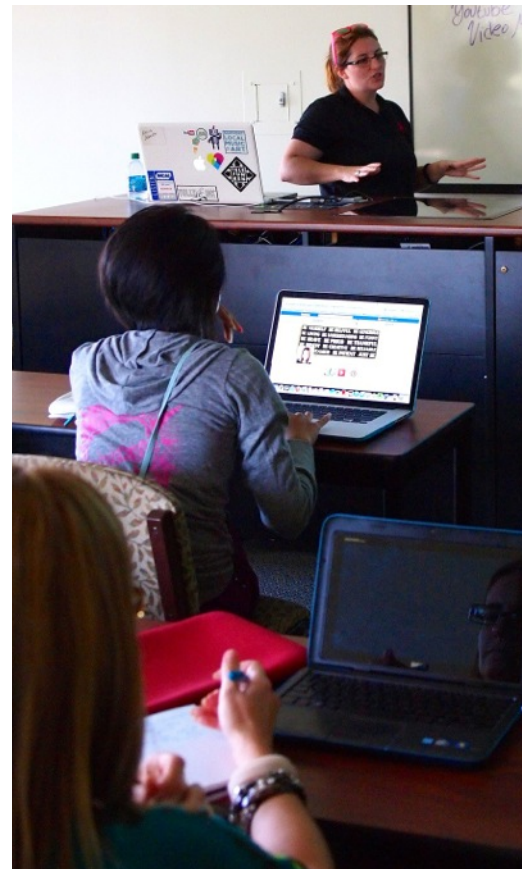
Women purchase over 50 percent of traditional male products, including automobiles, healthcare, home improvement products and consumer electronics - **girlpowermarketing.com**

Past Sponsors



"Our organization believes in the power of women helping women to be successful... and that aligns exactly with Geek Girl's philosophy and services... so it is a perfect fit and a 'no brainer' for us to partner with them in support of Geek Girl TechCon. Not only have we met so many amazing women through Geek Girl TechCon, the gals already a part of our organization thank us for supporting the event... we look forward to continuing to be a part of it!"

*- Shonna Jordan, Founding Partner
Good Ol' Gals Business Connections*



Vendor Expo Sponsorship

This sponsorship is ideal for someone who has a limited budget and is primarily interested in the expo side of the event and interacting with attendees the day of the event. If you are looking for primarily a table and an ad, these levels are for you.

Sponsorship Packages	Entrepreneur	Startup	Boot Strapper
Commitment	\$1,000	\$500	\$250
Logo and Link on SanDiego.GeekGirlTechCon.com	✓	Text Link Only	Text Only
Full Color Ad in the Official Conference Resource Guidebook	1 Full Page	1/2 Page	1/8 Page
Logo and Link on eNewsletters	Text Link Only	Text Only	Text Only
Tickets for Sponsor	2	1	1
Tabletop in Expo Area	2 TABLES	1 TABLE	1 TABLE
Provide Giveaways at Post Event Networking Reception	✓	✓	✓
Option to include approved swag item	✓		
Social Media Promoted Posts	✓		
Signage	✓		

"Partnering with Geek Girl has been an important and effective ingredient in our strategic partnership strategy. We love working with Geek Girl because the exposure Chic CEO gets is very targeted. We love that we get great awareness, but more importantly, we whole-heartedly believe in the mission of what Leslie and her team are trying to achieve."

Stephanie Burns
 Founder, CEO of Chic CEO

Sponsorship Package Grid

For those companies interested in the full immersive experience of sponsorship and getting involved, we suggest choosing one of the **"Women in Tech"** packages listed here. Robust and full of possibilities!

Sponsorship Packages	ADA LOVELACE	GRACE HOPPER	ANITA BORG	MEG WHITMAN
Commitment	\$10,000	\$5,000	\$2,500	\$1,500
Logo and Link on SanDiego.GeekGirlTechCon.com	✓	✓	✓	✓
Full Color Ad in the Official Conference Resource Guidebook	2 FULL PAGES - PROMINENT POSITION	1 FULL PAGE - PROMINENT POSITION	1 FULL PAGE	3/4 PAGE
Logo and Link on Weekly eNewsletters	✓	✓	✓	✓
Logo on Keynote Presentation	✓	✓	✓	✓
Passes to the Conference	4	4	2	1
50% off registration discount code	8	4	2	1
Tabletop in Expo Area	✓ 2 TABLES	✓ 1 TABLE	✓ 1 TABLE	✓ 1 TABLE
Option to include approved swag item	✓	✓	✓	✓
Social Media Promoted Posts	✓	✓	✓	✓
Signage	✓ LARGE SIGN	✓ LARGE SIGN	✓ SMALL SIGN	✓ SMALL SIGN
Provide Giveaways at Post Event Networking Reception	✓	✓	✓	✓
Press Release	✓			
Blog Post	✓			
Introduction at Opening Keynote to Speak for 5 Minutes	✓			

Special Sponsorship Packages

These sponsorships are perfect for companies who are interested in a specific area or specific content. The Scholarships Sponsorship is ideal for a company interested in sponsoring children from underserved and underrepresented areas or for unemployed women and men getting them back into the job market with better skills. Charging Station sponsorship may be of interest to cellular companies. Sponsoring coffee, lunch or the reception might be of interest for company awareness.

Special Sponsorship Packages	Scholarships	Charging Station	Closing Cocktail Reception Sponsor	Lunch Sponsor	Coffee Sponsor
Commitment	\$5,000	\$5,000	\$2,500	\$3,000	\$2,000
Logo and Link on SanDiego.GeekGirlTechCon.com	✓	✓	✓	✓	
Full Color Ad in the Official Conference Resource Guidebook	1 FULL PAGE	1 FULL PAGE	1 FULL PAGE	1 FULL PAGE	1 FULL PAGE
Logo and Link on Weekly eNewsletters	✓	✓	✓	✓	
Passes to the Conference	4	4	2	2	2
50% off registration discount code	8	4	2	1	
Tabletop in Expo Area	✓	✓	✓	✓	✓
Option to include approved swag item	✓	✓	✓	✓	
Social Media Promoted Posts	✓	✓	✓	✓	
Press Release	✓				
Blog Post	✓				
Introduction at Opening Keynote to Speak for 5 Minutes	✓				

Other Sponsorship Packages

Didn't Find the Opportunity You're Looking For?

We are open to anything creative that will provide value to all the attendees as well as visibility for you as a sponsor. Let us know what you are thinking and contact us for creative ways to get your company the exposure you deserve. The possibilities are endless!

Sustaining Partner

If you would like to become a sustaining partner for all Geek Girl Tech Conferences around the country, we will custom design a program that will work for you to get your message out, while growing the Geek Girl brand and educational opportunities for women. We will work with your marketing department and find a program that will be beneficial to your brand image, and provide high-visibility and value for your business or organization. Let us come up with a package worthy of your brand!

Conference & Resource Guidebook

Can't make it to the event and participate but want some awesome exposure? Buy an Ad! This is a targeted and affordable way to get your business involved! Full Page, 3/4 Page, Half Page, Quarter Page, 1/8 Page in the very sexy cool program book are available. All ads are full-color, glossy and set in a beautifully designed spiral-bound book. This official program book of the TechCon is accompanied with logistics of the event, fabulous content, glossaries, Top 10 Lists on all the workshops, reference material and valuable resources that every attendee will carry around in their bag, purse or briefcase guaranteeing a very long shelf life!

Conference Resource Handbook

Why Advertise in the Essential Geek Girl Conference & Resource Handbook?

- Get in front of up 500 women
- Handbook will be used during and after the conference
- **Staying Power:** LONG shelf life - some attendees still have their book from 2008!
- **Professionally Designed:** Full color ads on high quality glossy paper
- **Visibility:** Get in front of 500+ women at the event and many more with post-event marketing
- **Cause Marketing:** Support women & girls in TechEd and scholarships

2014 Tech Conference Pricing

AD SIZE	PRICE
1/8 Page	\$80
1/4 Page	\$160
1/2 Page	\$250
3/4 Page	\$325
Full Page	\$400

San Diego artwork due: **June 1st, 2014**

Contact:

Kaitee Tyner - kaitee@geekgirlcamp.com
Allyson Keslin - allyson@geekgirlcamp.com
Alex Cameron - alex@geekgirlcamp.com

Handbook Ad Requirements

Accepted File Formats

- Artwork may be submitted as: PDF, EPS, TIFF or JPEG.
- Flatten transparency in PDF files (PDFX-1a will automatically flatten and convert to CMYK)
- All ads must be provided at 300 ppi or higher. Artwork with resolution less than 300 ppi may print with jagged or blurred edges.

File Setup

- Setup artwork to ad size.
- Full page, full bleed ads must include crop marks and 1/8" bleed for print along edges.
- Do not use crop marks for ads without bleeds.

Color

- Ads will be printed digitally
- Leave PMS colors as spot colors for the best output
- Color matching: we cannot guarantee color matching to spot colors. Due to variances in color management, artwork may print differently than it appears on your monitor. Our goal is to provide realistic color output.
- CMYK and RGB images are acceptable. **NOTE:** Many RGB colors cannot be reproduced in CMYK and greater color shifts can be seen. For more predictable color, convert to CMYK.

Fonts

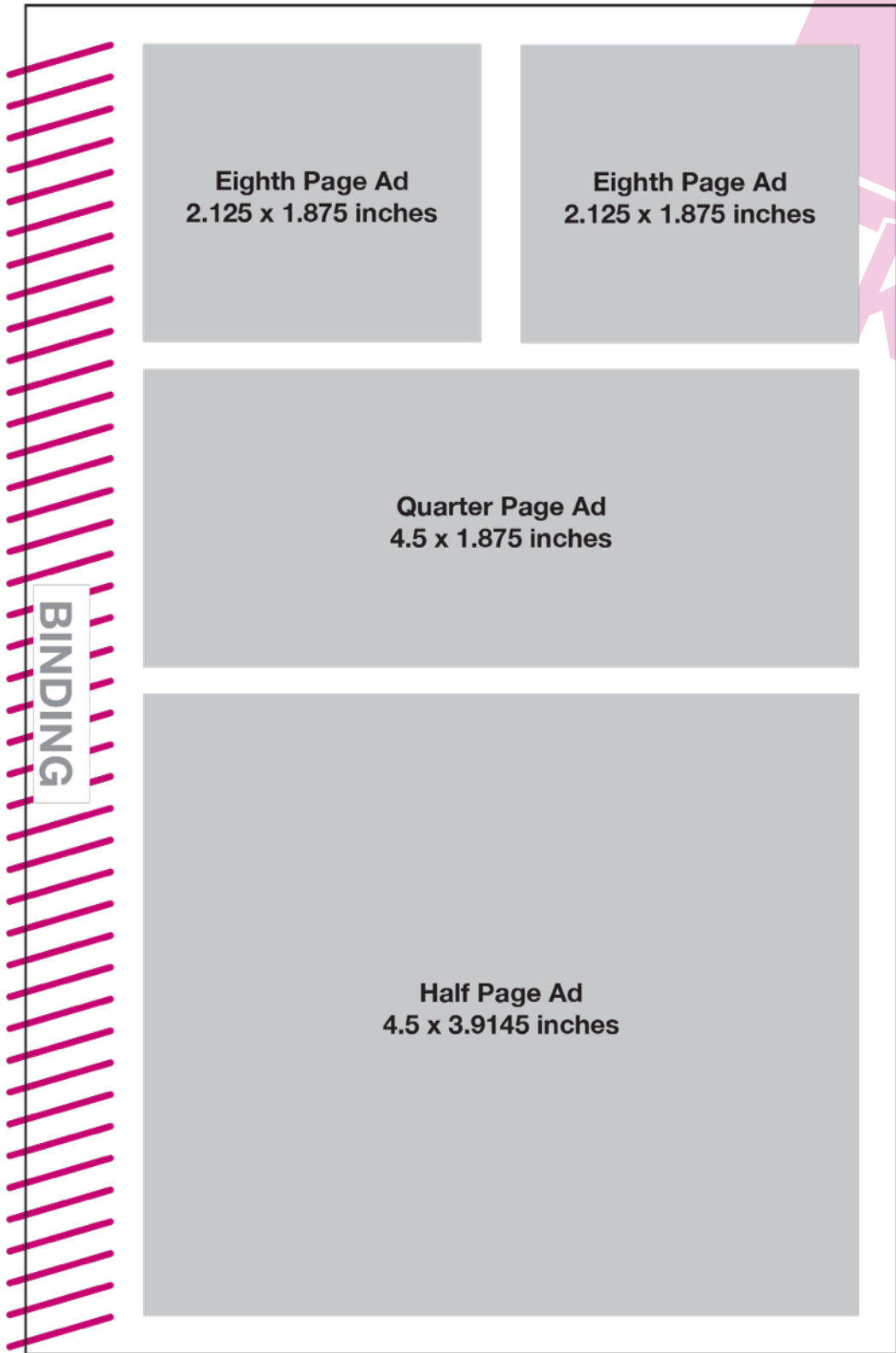
- Convert to outlines if possible.
- Bold & Italic: ensure that your printer font has these styles built in before you use bold and/ or italic from your program's style menu.

Professional Design Services

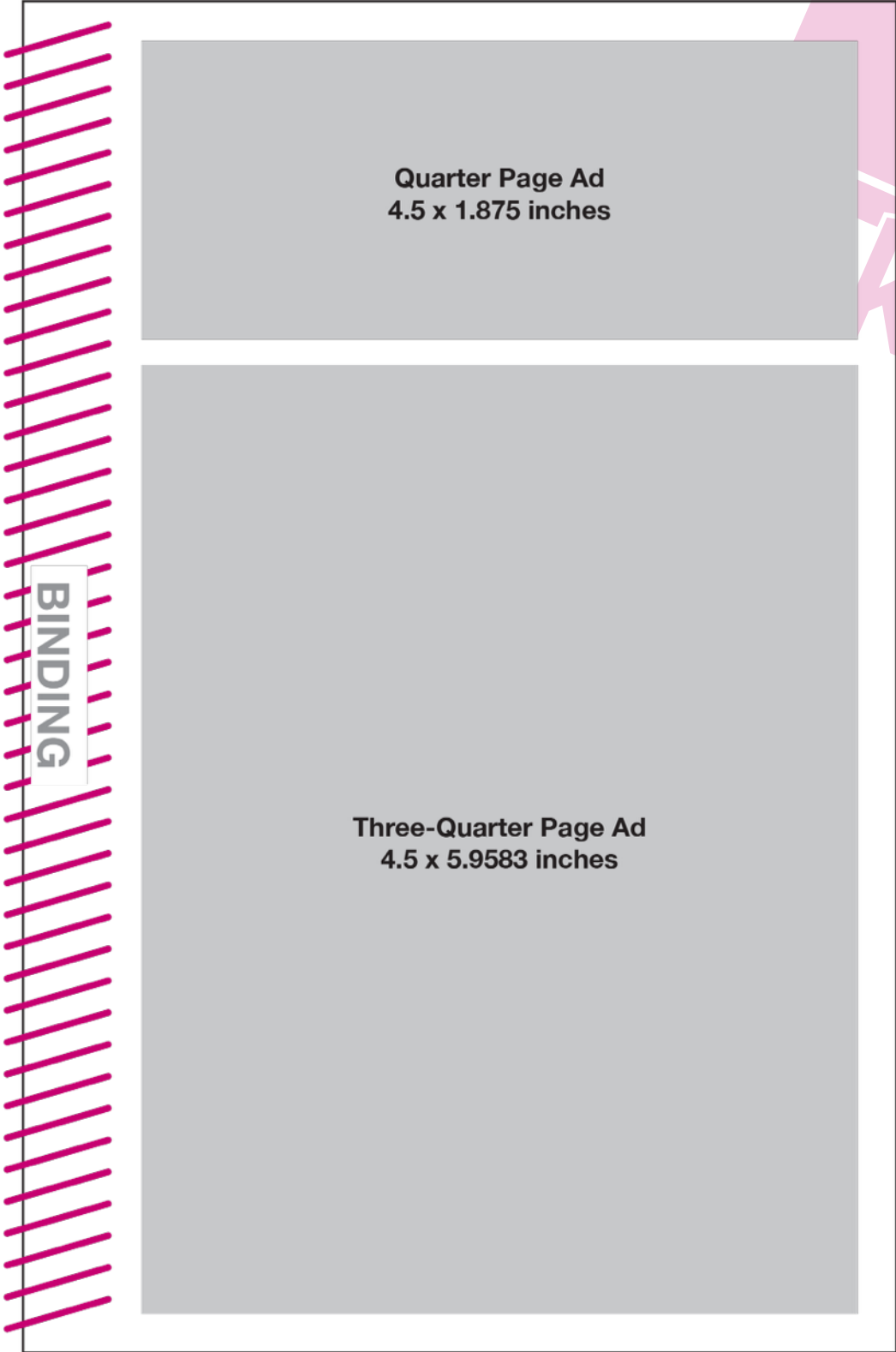
If you would like to place an ad, but don't have the resources to submit one yourself, our special **Geek Girl designers** can create one for you. You will receive a PDF proof for approval prior to printing and can send your logo, pictures and copy for use in the ad. Pricing \$100/hour with a minimum charge of \$75 in addition to the price of your ad.

Email us at: info@geekgirlcamp.com

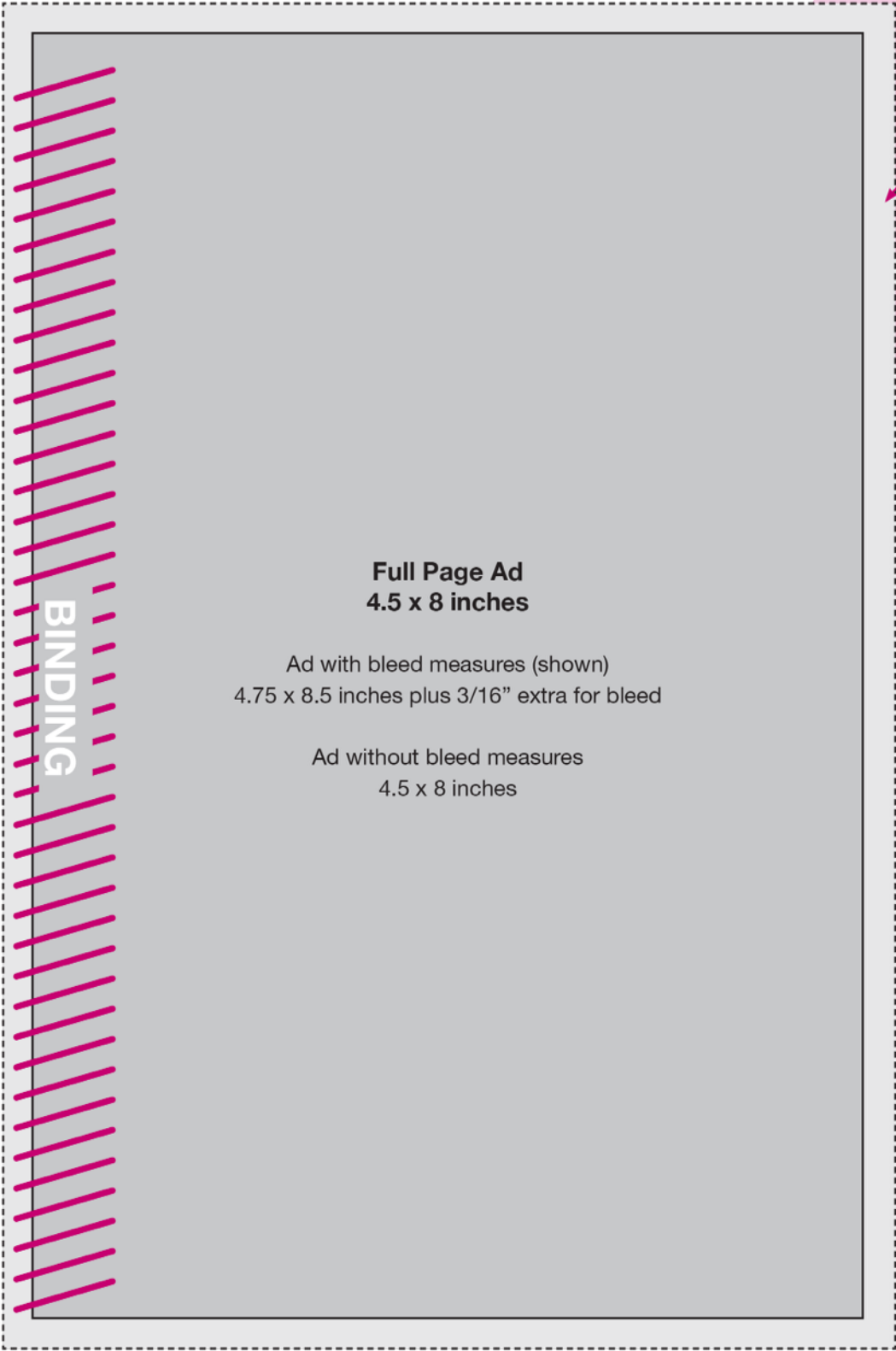
Handbook Ad Sizes



Handbook Ad Sizes



Handbook Ad Sizes



Include 3/16" Bleed for artwork going to the edge of the page.

Art without bleed will be reduced to fit within 4.5 x 8

Sponsorship Form

San Diego, CA

All SPONSORSHIPS must be accompanied with this form and signed by a company representative. Payment by check or credit card must be received with this form and ad for insertion into book before due date listed on Ad Specs page.

Name of Company: _____

Address: _____

City, State, Zip Code: _____

Phone #: _____

SPONSORSHIP LEVEL:

- ADA LOVELACE LEVEL - \$10,000 GRACE HOPPER LEVEL - \$5,000
 ANITA BORG LEVEL - \$2,500 MEG WHITMAN LEVEL - \$1,500

SPONSORSHIP LEVEL:

- Scholarships Charging Station Post-Conference Reception Sponsor
 Lunch Sponsor Coffee Sponsor

VENDOR LEVEL:

- ENTREPRENEUR - \$1,000 STARTUP - \$500 BOOTSTRAPPER - \$250

Is payment attached? YES NO Has ad been received by Geek Girl? YES NO

Special Notes:

Signature of Company Representative: _____

Geek Girl Representative: _____ Date: _____

Please make checks payable to: Geek Girl
And mail to: 3539 Curtis Street, San Diego, CA 92106
OR If paying by credit card:

Credit Card #: _____

Name on Card: _____

Expiration Date: _____ CCV #: _____ Zip Code: _____

Ad Only Form

San Diego, CA

All ADVERTISING must be accompanied with this form and signed by a company representative. Payment by check or credit card must be received with this form and ad for insertion into book before due date listed on Ad Specs page.

Name of Company: _____

Address: _____

City, State, Zip Code: _____

Phone#: _____

Size of Ad: Full Page 3/4 Page 1/2 Page 1/4 Page 1/8 Page

Is payment attached? YES NO Has ad been received by Geek Girl? YES NO

Special Notes:

Signature of Company Representative: _____

Geek Girl Representative: _____ Date: _____

Please make checks payable to: Geek Girl
And mail to: 3539 Curtis Street, San Diego, CA 92106
OR If paying by credit card:

Credit Card #: _____

Name on Card: _____

Expiration Date: _____ CCV #: _____ Zip Code: _____