

MARCH 29-APRIL 1
 KAY BAILEY HUTCHISON
 CONVENTION CENTER
 & OMNI DALLAS

LIMITLESS 2020

Connect. Grow. Inspire.

Since 1989, Women's Foodservice Forum (WFF) has helped women in the Food Industry drive their own career advancement and helped organizations develop work environments where women thrive. One of the most visible and high-impact ways we do that is through the **WFF LEADERSHIP CONFERENCE**. We apply our data-driven insights to tailor Conference content to what women need at every career stage to accelerate their advancement and grow their organizations.



CONNECT. You can go further faster with the right support. A strong professional network helps you overcome blind spots, fill in knowledge gaps and expand your perspective in ways that create new opportunities.



GROW. Your professional growth will follow a unique path based on specific skills and goals. WFF has a designed approach that delivers actionable content applicable to your current position, while preparing you for the next steps in your career.



INSPIRE. One of the greatest advantages of attending Conference is how it expands your personal vision through our General Session Keynote Speakers and beyond!

2020 KEYNOTE SPEAKERS



TINA BROWN
 Author, Journalist,
 Magazine Editor



JILL ELLIS
 Legendary Head Coach of the
 United States Women's
 National Soccer Team



ANA NAVARRO
 Political Contributor &
 Co-Host of
 ABC's The View



GRETCHEN RUBIN
 Author,
 The Happiness Project



ABBY WAMBACH
 FIFA World Cup Champion,
 Author, Co-founder of
 Wolfpack Endeavor

Past Keynote Speakers include: Michelle Obama, Brené Brown, Arianna Huffington, Suze Orman and more!

LEARN MORE AT: wffconf.wff.org



OUR VISION
 Gender Equity for
 Food Industry Leaders

WHO WE ARE

WFF is the leading community for female professionals in the Food Industry. We offer unmatched leadership development, inspirational role modeling, meaningful networking opportunities, and the ability to practice leadership skills in a supportive environment.

Learn more at: wff.org

WFF LEADERSHIP CONFERENCE AT-A-GLANCE

The WFF Leadership Conference is the Food Industry's premiere women's leadership event of the year.

500+
COMPANIES*



*Based on attendance of partner companies

3000+
ATTENDEES
90% WOMEN



14.5%
EXECUTIVES*



*Including 100+ Prominent CEOs and Presidents

GENERAL SPONSORSHIP INFORMATION & BENEFITS

WFF is a 501c3 not-for-profit organization. Your support of the WFF Leadership Conference will help offset costs and further accelerate the development and implementation of member benefits all year long.



SPONSOR BENEFITS

All opportunities are first come-first serve.

- **Logo/name recognition*** in pre-Conference WFF Marketing Communications (12,000+ Partners/Members)
- **Logo/name recognition*** on in-event signage, collateral materials, main stage presentation and mobile app
- **Logo/name recognition*** in Post-Conference WFF Marketing /Communications or related social media (up to one-year)
- **Feature story inclusion** in WFF Marketing Communications Post Conference

PRESENTING SPONSOR - \$100,000 (LIMIT 3)

There are **three premier opportunities*** offered at the **Presenting Level** (one opportunity per sponsor). In addition to the General Sponsorship Benefits (listed on page two), Presenting Sponsors will enjoy the benefits outlined below.

SPONSOR BENEFITS

CONNECTION CENTER & WIFI (Held Each Day)

Connection Center includes Registration, Bookstore and Wi-Fi throughout event.

- **Logo inclusion** in sponsorship space
- **Giveaway/collateral materials*** opportunity within sponsorship space
- **Logo inclusion** in Mobile App and printed materials re: Wi-Fi
- **Creative activation***

*Estimated Attendance: 3000+ Attendees

NETWORKING LUNCHES (Monday & Tuesday)

Lunches designed to foster networking among function and with industry leaders.

- **Logo inclusion** in sponsorship space
- **Attendee welcome*** by company representative (2-3 minute speech, at both events)
- **Giveaway/collateral materials*** opportunity on tables
- **Creative activation***

*Estimated Attendance: 3000+ Attendees

WELCOME & CLOSING CELEBRATIONS (Sunday & Tuesday)

Evening receptions designed to bring together industry for light appetizers and drinks.

- **Logo inclusion** in sponsorship space
- **Giveaway/collateral materials*** opportunity on tables or in company provided bags
- **Creative activation***

*Estimated Attendance: 3000+ Attendees

SPEAKER SERIES SPONSOR - \$75,000 (4/5 AVAILABLE)

A critical element of a successful conference is delivering speakers who will skillfully present inspiration, compelling content and demonstrate examples of leadership throughout their career. This March, WFF will host five main stage presentations in General Session over the four days of Conference (Sunday, Monday, Tuesday and Wednesday). Photos and title included on page one.

SPONSOR BENEFITS**

- **General Session logo recognition** (main stage presentation – speaker slide)
- **Speaker introduction*** by company representative (2-3 minute speech)
- **Logo/name recognition*** in Post-Conference WFF Marketing /Communications or related social media specific to General Session (up to one-year)
- **General Session attendee giveaway/promotional item opportunity***

See General Sponsorship Benefits (page 2) for more details

*Opportunity for activation may include additional costs to sponsor and must be pre-approved by WFF

**Speaker has the right to decline sponsorship

SUPPORTING SPONSOR - \$50,000 (LIMIT 3)

There are **three premier opportunities*** offered at the **Supporting Level** (one opportunity per sponsor). In addition to the General Sponsorship Benefits (listed on page two), Supporting Sponsors will enjoy the additional benefits outlined below.

SPONSOR BENEFITS

CEO & PRESIDENT FORUM (Monday)

Exclusive half-day session for top executives.

- **Logo recognition** at event (signage, collateral materials, presentation)
- **Attendee welcome*** by company representative (2-3 minute speech; CEO or president preferable)
- **Giveaway/promotional item*** opportunity on tables
- **Creative activation***

*Estimated Attendance: 100+ Prominent CEOs and Presidents

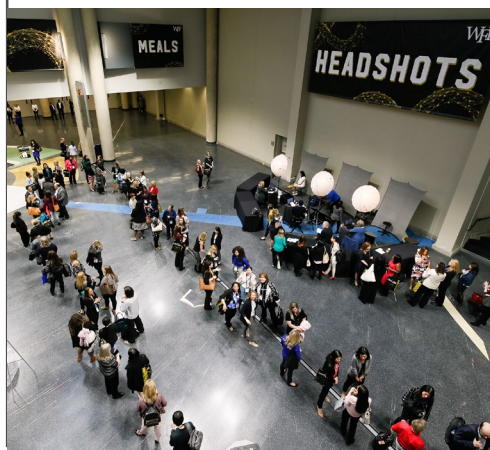


PROFESSIONAL HEADSHOTS STATION (Held Each Day)

Opportunity for all attendees to receive free headshot files.

- **Logo recognition** at event (signage)
- **Giveaway/promotional item*** opportunity at station
- **Logo inclusion** in email to photo recipient
- **Creative activation***

*Estimated Attendance: 3000+ Attendees

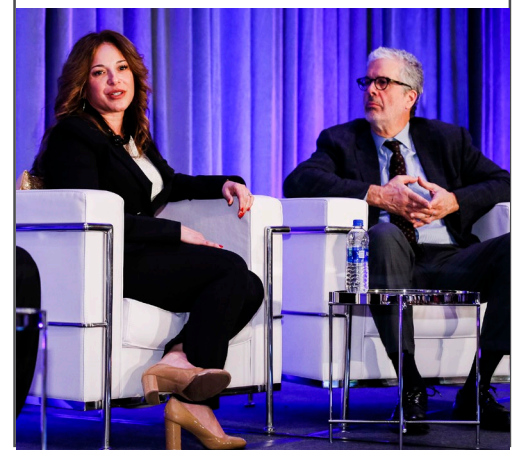


HR/DIVERSITY & INCLUSION SESSION (Sunday)

Shared solutions for women's engagement within organizations.

- **Logo recognition** at event (signage, collateral materials, presentation)
- **Attendee welcome*** by company representative (2-3 minute speech)
- **Giveaway/collateral materials***
- **Creative activation***

*Estimated Attendance: 600-800 Attendees



See General Sponsorship Benefits (page 2) for more details

*Opportunity for activation may include additional costs to sponsor and must be pre-approved by WFF