



— **New Hampshire** —
Conference for Women
NHCW

Thursday, April 24, 2025

DoubleTree by Hilton

700 Elm Street, Manchester, NH

Hosted by Women Inspiring Women

WomenInspiring.com

Leslie Sturgeon, Founder

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About Women Inspiring Women . . .

Founded in 2007 by NH native and entrepreneurial veteran Leslie Sturgeon, Women Inspiring Women has grown dramatically over the years to be recognized as not only the largest organization of its kind in New Hampshire, but one of New England's fastest growing networks for women.



We bring women together to connect, grow personally and professionally, discover strategies for life/work balance and develop new business and personal relationships. This is especially important in this post-Covid era.

Unique events are held throughout the Granite State in addition to virtual classes and small mentoring/success groups. Women Inspiring Women is the host of the NH Conference for Women, named from 2018 to 2020 by the readers of the NH Business Review as the "Best Networking Event in NH."

Leslie has been recognized by the NH Business Review as one of NH's top 200 most influential leaders and as an Outstanding Woman in Business. The Small Business Administration also honored her as a Women in Business Champion, and she received two Gubernatorial Citations from Governor John Lynch. She puts her enthusiasm, zest for life, warm personality and accepting spirit into every part of the organization, helping women to achieve their goals and dreams.

By exhibiting, advertising and partnering with Women Inspiring Women you are showing your company's commitment to the women of New England and will be promoting your brand to thousands of influential decision makers. We honor our partners by developing strong, mutually beneficial, cross-promotional programs.

About Our Savvy Women . . .

- ▶ The women who make up our WIW community are diverse in their backgrounds, but they share one key thing in common: they are all committed to personal growth and development and seek to improve themselves as women, professionals, leaders, friends, wives and mothers.
- ▶ Professional women from throughout New England who are 25 to 65 years of age. An increasing number of older teens and college students have attended our events as well.
- ▶ Women who are active in their communities through volunteer service or serving on professional boards. They are all leaders of some sort in business or in the community.
- ▶ Individuals who are highly knowledgeable with technology, especially social media, and who are well read, informed and educated.
- ▶ Over 70% are business owners. We attract a significant number of emerging entrepreneurs due to the fact that New Hampshire women are starting businesses at a very rapid rate.
- ▶ 85% are mothers.
- ▶ They are well connected and enjoy networking to increase their contacts and resources/sphere of influence.
- ▶ Leaders or decision-makers within their companies (if they are employed by others) and thus make purchasing and other important company decisions.
- ▶ And they are phenomenal women you just have to meet!

Sparkle Shine SOAR

- ▶ A day focused on networking, education, empowerment, personal development, transformation and resources.
- ▶ Recognized as a premier conference in New England. It is a day to honor and celebrate women!
- ▶ This event creates a community and builds camaraderie unlike any other women's conference.
- ▶ Unparalleled attention to detail.
- ▶ Attracts 350+ women and over 60 exhibitors .
- ▶ Our guests are curious, supportive, determined, fun-loving and friendly. They are the people you want to do business with!
- ▶ By partnering with complementary organizations, we're proud to introduce our guests to valuable small business resources. We honor our partners by developing strong, mutually beneficial, cross-promotional programs designed to benefit both our following and yours.

2025 Conference

An electrifying day designed to ignite the inner spark and propel guests to new heights both personally and professionally. This year's line up of captivating speakers includes:



GINA HATZIS
The "Too Much" Woman



TIFFANY EDDY
Media Entrepreneur and Innovator



AMY LABELLE
Winemaker, Leader, Entrepreneur and Visionary



LESLIE STURGEON
Entrepreneur, Leader and Visionary

Here's an example of what is possible . . .
However, we prefer to tailor a plan to meet your needs and budget.



Diamond	\$ 6,500	Premier	\$ 4,500	Tech Partner	\$ 1,500
Guest Experience	\$ 3,500	Mingle & Munchies	\$ 1,500	Gift Partner	>\$ 750

DIAMOND PARTNER

- ▶ One VIP table of 8 at the Conference with special name tags.
- ▶ Premier exhibition space in **high visibility** area.
- ▶ Opportunity to welcome guests from the stage and recognition during the event.
- ▶ Fun "gift delivery parade" during event (gifts to be provided by partner).
- ▶ Insert in name badge holder (message, gift, offer - provided by partner).
- ▶ Full-page program book advertisement and logo on event slideshow.
- ▶ Inclusion in all pre and post-event publicity.
- ▶ Logo and link on WIW/event webpage for one year.
- ▶ Six mentions of partnership through social media channels.
- ▶ Advertisement for 6 months in the WIW e-newsletter sent weekly to 5,000 women.
- ▶ Plus more!

Recognition as major underwriter of the event!

\$6,500
Industry Exclusive: 3 Available

PREMIER PARTNER

- ▶ Registration for 4 at the Conference with special name tags.
- ▶ Premier exhibition space.
- ▶ Opportunity to welcome guests from the stage and recognition during the event.
- ▶ Half-page program book advertisement and small logo on event slideshow.
- ▶ Inclusion in pre-event publicity.
- ▶ Placement of unique gift at each seat (item to be purchased by partner).
- ▶ Small logo and link on WIW/event webpage for 6 months.
- ▶ Four mentions of partnership through social media channels.
- ▶ Advertisement for 4 months in the WIW e-newsletter sent weekly to 5,000 women.
- ▶ Plus more!

\$4,500
3 Available

GUEST EXPERIENCE

- ▶ Registration for 4 at the Conference with special name tags.
- ▶ Exhibition space.
- ▶ Recognition from the stage several times during event.
- ▶ Quarter-page program book advertisement.
- ▶ Placement of unique gift at each seat (item to be purchased by partner).
- ▶ Recognition as provider of "event essentials" in each of the 2 restrooms.
- ▶ Staff can serve as ambassadors if desired.
- ▶ Small logo and link on WIW/ event webpage for 3 months.
- ▶ Two mentions of partnership through social media channels.
- ▶ Advertisement for 2 months in the WIW e-newsletter sent weekly to 5,000 women.

\$3,500
1 Available

MINGLE & MUNCHIES

- ▶ Registration for 2 at the Conference with special name tags.
- ▶ Exhibition space and small sign on all food stations during selected break.
- ▶ Recognition from the stage before and after each selected break.
- ▶ Quarter-page program book advertisement.
- ▶ Staff can serve as ambassadors during selected break if desired.
- ▶ Small logo and link on WIW/ event webpage for 1 month.
- ▶ Two mentions of partnership through social media channels.
- ▶ Advertisement for 1 month in the WIW e-newsletter sent weekly to 5,000 women.

\$1,500
2 Available

ZEN DEN

- ▶ Registration for 2 at the Conference with special name tags.
- ▶ Exhibition space in the Zen Den area.
- ▶ Recognition from the stage several times during event.
- ▶ Quarter-page program book advertisement.
- ▶ Acknowledgment as partner/host of our always popular Zen Den, an area for our guests to receive pampering such as chair massages, reiki, reflexology and more!
- ▶ Staff can serve as Zen Den ambassadors if desired.
- ▶ Small logo and link on WIW/event webpage for 1 month.
- ▶ Two mentions of partnership through social media channels.
- ▶ Advertisement for 1 month in the WIW e-newsletter sent weekly to 5,000 women.

\$1,500
1 Available

TECHNOLOGY PARTNER

- ▶ Registration for 2 at the Conference with special name tags.
- ▶ Exhibition space.
- ▶ Recognition from the stage.
- ▶ Quarter-page program book advertisement and small logo on event slideshow.
- ▶ Small logo and link on WIW/event webpage for 1 month.
- ▶ Two mentions of partnership through social media channels.
- ▶ Advertisement for 1 month in the WIW e-newsletter sent weekly to 5,000 women.

\$1,500
2 Available

GIFT PARTNER

Be a part of a memorable attendee experience by partnering with WIW to provide books, gifts, journals, and other inspirational swag.

Investment begins at \$750
(can be partially in kind as well)

Recognition . . .



Best Networking Event in NH
NH Business Review's
Reader's Poll 2018-2020

Other Cool Opportunities . . .



Inspiration Nation is the Women Inspiring Women membership community.

These are the raving fans, the cheerleaders, the heroes and our posse!

Members receive many benefits including member-exclusive events, discounts on other events and marketing opportunities, an online member directory, mentoring with WIW founder, as well as a very active private Facebook group that encourages engagement and connection!

Year-Long Partnership
Virtual and Live Events Throughout NH



The **Entrepreneurial Excursion** is a first-of-its-kind program in New Hampshire. This experience encompasses on-site visitations to several outstanding businesses where women business owners will learn about marketing, operations,, team building and sales from some of the Granite State's brightest CEO's.

Fall 2025 - Via Bus or Limo



Education and personal growth are the foundation of the Women Inspiring Women community. We have combined two key elements for this program . . . Learning and sharing within a facilitated communal setting! Our Inspired Reading Groups and Mastermind come together virtually for 90 minutes to have a lively discussion about a popular book in the business or self-development realm. The "mastermind" component is to arm the participant with tools and strategies they can apply in their businesses, careers and lives. High quality gift boxes are mailed to registrants one month prior to book discussion.

Series-Long Exclusive Partnership
Virtual and Live Event



The heart, soul and pulse of Women Inspiring Women is the sense of community.

Our informal gatherings radiate the power of sisterhood where stories and support are woven into a tapestry of shared experiences! It is contagious enthusiasm and where the magic happens! Programs including Mingling and Muffins, Connections and Coffee, Experts and Eggs plus Eat, Share and Inspire!