

2023 Sponsorship Opportunities



WOMEN'S
LEADERSHIP
CONFERENCE
2023



WSWA Women's Leadership Council (WLC) 2023 Conference
September 21-22, 2023
The InterContinental Hotel - The Wharf | Washington, D.C.

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ABOUT WLC

WLC
OF WSWA

- EDUCATE
- ELEVATE
- EMPOWER

MISSION

The WSWA Women's Leadership Council (WLC) is comprised of leaders in the wholesale tier of the U.S. beverage alcohol industry. Its primary mission is to educate, elevate and empower members, as well as industry leaders within the three-tier system, advancing women in the industry and providing a platform for the exchange of ideas and knowledge with peers.

WLC ADVISORY BOARD

WLC Chair: HILLARY WIRTZ
Breakthru Beverage Company

JENNIFER BOWSER
Horizon Beverage

MONICA CHAPLIN
Southern Glazer's Wine and Spirits

STACY GABEL
Republic National Distributing Company

MAGGIE MAXWELL
Allied Beverage Group

AMY BARRIAULT
Central Distributors Inc. (ME)

LAURA DEPASQUALE
Southern Glazer's Wine and Spirits

ZULMA HERNANDEZ
Republic National Distributing Company

VIRGINIA MEANS
United Distributors

JESSICA PARTINGTON
Winebow

CONFERENCE OVERVIEW

JOIN INDUSTRY LEADERS

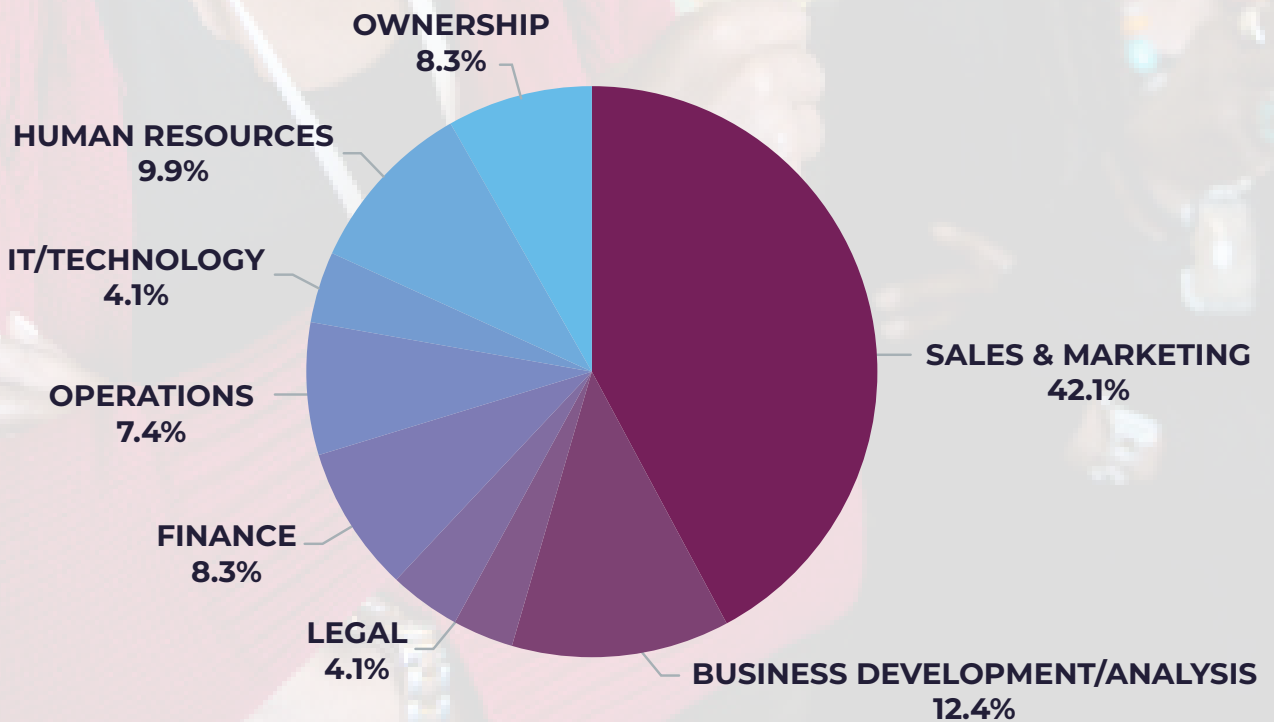
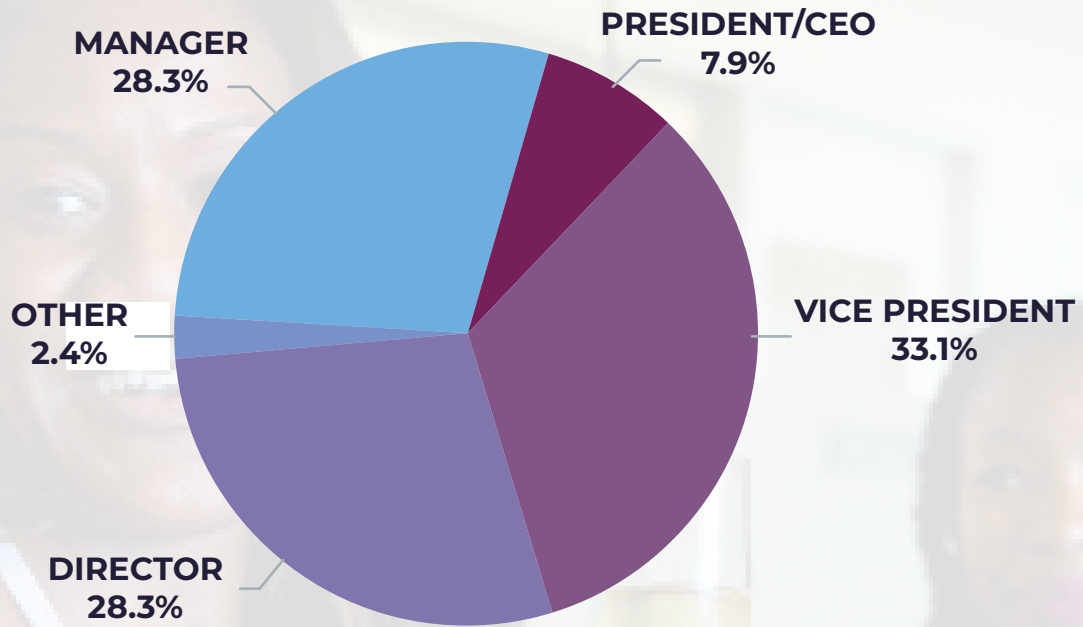
This uniquely designed event connects current and future women leaders in the wholesale tier by providing networking opportunities, developing advanced leadership skills and business acumen, and equipping attendees with tools to elevate and empower them in their roles in the everchanging marketplace within the beverage alcohol industry.

HIGHLIGHTS

- Presentations on critical topics including, but not limited to:
 - Industry trends;
 - Current legislative, regulatory and legal issues affecting the wholesale tier;
 - Future challenges and opportunities facing the beverage alcohol industry;
 - Leadership and management skills seminars.
- Networking opportunities to interact with industry leaders across the tiers.
- Providing business tools to accelerate professional skills to grow as a leader.
- Sponsor Exhibits to learn about the newest technologies and services available in the industry.
- Philanthropic Activity to allow attendees an opportunity to network and collaborate in a casual environment while giving back to the community.



ATTENDEE PROFILES

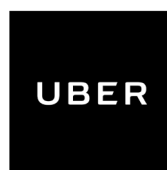


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PAST SPONSORS

"Being part of the WLC allowed me to continue to gain different perspectives from leaders who are all superior in their respective fields. The marketing and recognition is always important, but the value is, was and always will be having the opportunity to spend time with these amazing leaders who happen to be not just women, but a collective force that serves as a juggernaut in our industry. I look forward to the opportunity to keep being challenged and thinking outside of the box, by the absolute best of the best."

-Jack Berkeridge, Efficiency Enterprises





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2023

Schedule At A Glance

AS OF MAY 2023

For the most up-to-date Conference Agenda, please visit:
www.wswa.org/2023-womens-leadership-council-conference

THURSDAY, SEPTEMBER 21

12:30 pm	Registration Opens
1:00 pm – 2:30 pm	Philanthropic Event
4:15 pm – 5:00 pm	Session 1: Welcome & WSWA 101
5:00 pm – 6:30 pm	Networking & Welcome Reception
6:30 pm – 9:00 pm	Networking / Small Group Dinners at The Wharf

FRIDAY, SEPTEMBER 22

6:00 am – 6:45 am	Sunrise Yoga
7:30 am – 8:10 am	Registration, Networking Breakfast & Sponsor Exhibit Room Open
8:10 am – 8:30 am	Opening Remarks
8:30 am – 9:20 am	Session 2: Empower Session
9:20 am – 9:45 am	Networking Break in Sponsor Exhibit Room
9:45 am – 10:35 am	Session 3: Elevate Session - Creating the Whole Package
10:35 am – 11:00 am	Networking Break
11:00 am – 12:00 pm	Session 4: Educate Session (Two Tracks)
12:00 pm – 1:30 pm	Networking Lunch & Sponsor Exhibit Open
1:30 pm – 2:15 pm	Session 5: WSWA Update
2:15 pm – 2:30 pm	Networking Break in Sponsor Exhibit Room
2:30 pm – 3:00 pm	WLC Wrap-Up: Champagne Toast & Closing



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CONFERENCE SPONSORSHIP OPPORTUNITIES





PHILANTHROPIC EVENT SPONSORSHIP

(To benefit a local Washington, DC area charity)

\$5,000

**Thursday, September 21
from 1:00 - 2:30 pm**

SPONSOR BENEFITS:

- Brief speaking opportunity in front of WLC attendees during philanthropic event
- Sponsorship recognition on all WSWA digital and printed materials referencing WLC sponsors
- Option of including collateral material/giveaways in the registration packet
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference
- Sponsor may bring three (3) representatives to the philanthropic activity to network with attendees
- Option to have a table top exhibit during set hours in the pre-function space

WELCOME RECEPTION (WLC & FORUM ATTENDEES)

\$7,500

Thursday, September 21 at 5:00 pm

SPONSOR BENEFITS:

- Brief speaking opportunity in front of WLC attendees
- Sponsor may bring two (2) representatives to the reception to network with attendees
- Option of including collateral material/giveaways in the registration packet
- Sponsorship recognition on all WSWA digital and printed materials referencing WLC sponsors
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference
- If sponsor represents an alcoholic or non alcoholic brand it will be poured during the reception and dinner(s)
- Option to have a table top exhibit during set hours in the pre-function space

SMALL NETWORKING DINNERS AT THE WHARF

\$4,000 EACH *(three available)*

Thursday, September 21 at 6:30 pm

SPONSOR BENEFITS:

- Attendees will be broken up into 3 groups for a more intimate dining experience. Sponsor may bring two (2) representatives to each networking dinner sponsored. Representatives will have a brief speaking opportunity at dinner
- If interested, company may sponsor more than one dinner
- Groups are divided up in advance to give a diverse group of wholesalers at each small group dinner
- If sponsor represents an alcoholic or non alcoholic brand it will be poured during the reception and dinner(s)
- Option to have a table top exhibit during set hours in the pre-function space
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference



BREAKFAST SPONSORSHIP

\$6,500

Friday, September 22 from 7:30 – 8:15 am

SPONSOR BENEFITS:

- 15 minute speaking opportunity in front of WLC attendees
- Collateral materials may be distributed during breakfast or be included in the registration packets
- Sponsorship recognition on all WSWA digital and printed materials referencing WLC sponsors
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference
- Option to have a table top exhibit during set hours in the pre-function space

LUNCH SPONSORSHIP

\$7,500

Friday, September 22 at 12:05 pm

SPONSOR BENEFITS:

- 15 minute speaking opportunity in front of WLC attendees
- Collateral materials may be distributed during lunch or be included in the registration packet
- Sponsorship recognition on all WSWA digital and printed materials referencing WLC sponsors
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference
- Option to have a table top exhibit during set hours in the pre-function space

SPEAKER SPONSORSHIPS

\$5,000 EACH

**“EDUCATE” SESSION (2 available) | “ELEVATE” SESSION
“EMPOWER” SESSION (1 available)**

SPONSOR BENEFITS:

- 10 minute speaking opportunity in front of WLC attendees and opportunity to introduce session speaker
- Option to have a table top exhibit during set hours in the pre-function space
- Sponsorship recognition on all WSWA digital and printed materials referencing WLC sponsors
- Option of including collateral material/giveaways in the registration packet
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference



BREAK SPONSOR

\$2,500 EACH *(two available)*

SPONSOR BENEFITS:

- No speaking opportunity
- Option to have a tabletop exhibit during set hours in the pre-function space
- Collateral materials may be distributed during the sponsored event or be included in the registration packet
- Sponsorship recognition on all WSWA digital and printed materials referencing WLC sponsors
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference

WLC CONFERENCE ATTENDEE WELCOME BAG

\$3,500

SPONSOR BENEFITS:

- Logo printed on Welcome Bags
- Option of including collateral material or product in the registration packet
- Sponsorship recognition on all WSWA digital and printed materials referencing WLC sponsors
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference

HEADSHOT CAFE SPONSORSHIP

\$5,000

SPONSOR BENEFITS:

- Customized email sent to attendees when receiving their headshots
- Opportunity for the photography staff and make-up artists to wear sponsor company branded t-shirts in the
- Headshot Cafe (sponsor company must provide the t-shirts).
- Logo on easel/signage will be provided outside of headshot café
- Sponsorship recognition on all WSWA digital and printed materials referencing WLC sponsors
- Option of including collateral material/giveaways in the registration packet
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference



INTERNET SPONSORSHIP

\$3,000

SPONSOR BENEFITS:

- Sponsor will be listed as the official internet sponsor for the full WLC Conference
- Sponsor company name will be listed as the wi-fi access code
- Sponsorship recognition on all WSWA digital and printed materials referencing WLC sponsors
- Option of including collateral material/giveaways in the registration packet
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference

CONFERENCE NOTEBOOK AND PENS SPONSORSHIP

\$3,000

SPONSOR BENEFITS:

- Sponsor company logo on notebook that is handed out to each attendee
- No speaking opportunity
- An attendee list is provided in advance of the conference, and then a final list following the conference
- Collateral materials may be included in the registration packet

WLC CONFERENCE LANYARDS

\$1,000

- All attendees will wear their badge lanyards throughout the conference, making this one of the most visible opportunities. Your company logo will be imprinted on the lanyard alongside WSWA's logo.





HYDRATION STATION SPONSORSHIP

\$2,000

SPONSOR BENEFITS:

- Sponsor logo on small easel back signs placed at each hydration station
- Opportunity to provide branded, reusable water bottles in the welcome tote for attendees (provided by sponsor)
- No speaking opportunity
- An attendee list is provided in advance of the summit, and then a final list following the summit
- Collateral materials may be included in the registration packet
- Sponsorship recognition on printed and digital event materials

HOTEL WELCOME ROOM DROP

\$1,750

(plus cost of product, if not provided)

Leave a treat, trinket, or branded item with your company logo or custom message for attendees to find in their rooms after they return from dinner. Limited to one item which must be provided by the sponsor. Size and weight restrictions may apply.

SPONSOR BENEFITS:

- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference
- Sponsorship recognition on printed and digital event materials
- Collateral materials may be included in the registration packet

WLC CONFERENCE YOGA SPONSOR

\$2,000

Friday, September 22 at 6:00am

We will kick off Friday morning with a Yoga session! Your logo can be imprinted on the swag that all attendees will receive for this activity!

SPONSOR BENEFITS:

- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference
- Sponsorship recognition on printed and digital event materials
- Collateral materials may be included in the registration packet



QUESTIONS?

CONTACT:

- Kari Langerman
Senior Vice President, Meetings & Events
Kari.Langerman@wswa.org
202-415-1428



wlc
OF WSWA

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2023



RETURN THIS COMPLETED FORM BY EMAIL TO:

Kari Langerman, SVP, Meetings & Events
kari.langerman@wswa.org

PAYMENT FOR SPONSORSHIP & REGISTRATION MAY BE MAILED TO: WSWA

ATTN: WLC Conference
805 15th Street, NW, Suite 1120
Washington, D.C. 20005

SPEAKER AND SPONSOR REGISTRATION FORM

SPEAKER/SPONSOR CONTACT INFORMATION

Please type/clearly print all information requested. This information should be for the main contact.

FIRST/LAST NAME

ADDRESS

PHONE NUMBER

ON SITE MOBILE NUMBER

COMPANY

CITY/STATE/ZIP

EMAIL ADDRESS

If a sponsor, what are you sponsoring?

REGISTRATION FORM

Please complete this page for each person coming to the WLC Conference.

NAME

COMPANY

MAILING ADDRESS

CITY, STATE ZIP

TITLE

CELL PHONE

EMAIL

DIETARY RESTRICTION(S)

HOUSING

ROOM RESERVATIONS MUST BE MADE THROUGH WSWA BY WEDNESDAY, AUGUST 30, 2023.

ROOM RATE:

STANDARD GUEST ROOM: \$369 per night (plus taxes)

BED PREFERENCE

KING* DOUBLE/DOUBLE*

**Room rates are the same for a single or double occupancy. All rooms are non-smoking.*

REGISTRATION PAYMENT & HOTEL ROOM DEPOSIT

Please charge my credit card for both the Registration and Hotel Room Deposit. I acknowledge there is a 3% process fee on all credit card charges for the Registration fee only.

Please charge my credit card only for the Hotel Room Deposit. I will pay for my registration by check within 2 weeks of submitting this form.

PLEASE CHARGE \$ _____ TO MY

VISA MASTERCARD AMERICAN EXPRESS

CREDIT CARD # _____ EXP _____

CARDHOLDERS NAME _____

SIGNATURE _____

NOTE: A charge of one night's room rate, plus tax will be charged to your credit card at the time of your hotel booking.

REQUESTED ITEMS

Please make sure to email the following to Kari Langerman, Kari.Langerman@wswa.org

- Company Logo and Description
- Hyperlink to website
- Contact name, title and email address (for published collateral)
- Headshot and Speaker/Sponsor Biography (if applicable)
- Exhibit Table Requested YES NO
- Screen
- Podium Microphone
- Lavalier Microphone
- Laptop and Projector for Presentation
Please select one:
 - I will bring my own laptop
 - I will use the WSWA provided laptop
- Internet Access
- Other: _____