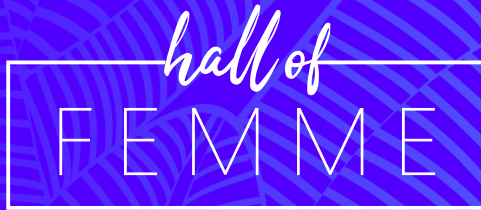


JUNE 5, 2019

SECOND FLOOR, NYC

Media Kit



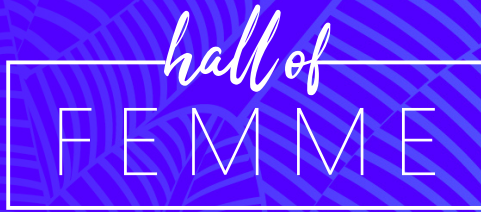
INTRODUCTION

PRWeek's Hall of Femme and Women to Watch honor inspiring women, nominated by their peers and colleagues, who set the bar higher within their organizations in North America. These communications pros are up for every challenge and are ready to go above and beyond to ensure results exceed business goals and achieve creative excellence.

Join us on June 5 in NYC where we will honor all of our femmes and women to watch. We will also be tackling some of the issues that face female professionals in the industry. Check out our agenda section for details of topics and speakers.

AGENDA

- | | |
|-------------------------|--|
| 8:30 a.m. - 9:00 a.m. | Registration and Breakfast |
| 9:00 a.m. - 9:05 a.m. | Opening Remarks |
| 9:05 a.m. - 9:30 a.m. | Keynote Speaker |
| 9:30 a.m. - 10:00 a.m. | Panel Session 1: Stepping Up for the Next Generation |
| 10:00 a.m. - 10:20 a.m. | Networking Break |
| 10:20 a.m. - 10:50 a.m. | Panel Session 2: Forging a Fulfilling Career Path |
| 10:50 a.m. - 11:20 a.m. | PRWeek Hall of Femme Workshop |
| 11:30 a.m. - 11:55 a.m. | Mimosas & Mingle Mixer |
| 11:55 a.m. - 12:25 p.m. | Hall of Femme Awards Ceremony |



PREVIOUS HONOREES

2018

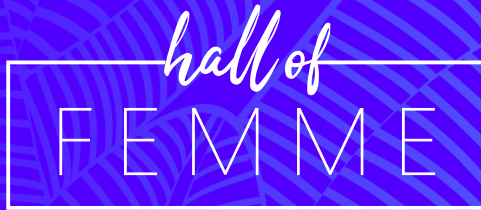
- **Dale Bornstein**, CEO, M Booth
- **Jennifer Cohan**, president, Edelman New York
- **Stephanie Cutter**, partner, Precision Strategies
- **Suzy DeFrancis**, chief public affairs officer, American Red Cross
- **Erin Gentry**, U.S. president and global co-lead, client services, Hill+Knowlton Strategies
- **Jennifer Gottlieb**, president, W2O Group
- **Karen Kahn**, CCO, HP
- **Maril MacDonald**, CEO, founder, Gagen MacDonald
- **Gina Sheibley**, SVP, corporate comms, Salesforce
- **Alicia Thompson**, VP, comms, Edible Arrangements

2017

- **Kathy Bloomgarden**, CEO, Ruder Finn
- **Kimberley Goode**, SVP of external affairs, Blue Shield of California
- **Catherine Hernandez-Blades**, SVP of corporate communications, Aflac
- **Margery Kraus**, founder and executive chairman, APCO Worldwide
- **Marian Salzman**, CEO, Havas PR North America
- **Barby Siegel**, CEO, Zeno Group
- **Pam Wickham**, VP of corporate affairs and communications and CCO, Raytheon
- **Renee Wilson**, president, PR Council
- **Melissa Waggener Zorkin**, founder and CEO, WE Communications

2016

- **Karen van Bergen**, CEO, Omnicom Public Relations Group
- **Gail Heimann**, president, Weber Shandwick
- **Karen Hughes**, worldwide vice chair, Burson-Marsteller
- **Aedhmar Hynes**, CEO, Text100
- **Donna Imperato**, CEO, Cohn & Wolfe
- **Barri Rafferty**, senior partner and CEO, North America, Ketchum
- **D'Arcy Rudnay**, EVP and CCO, Comcast
- **Mónica Talán**, EVP, corporate comms and PR, Univision Communications
- **Charlene Wheeless**, principal VP, global corporate affairs, Bechtel

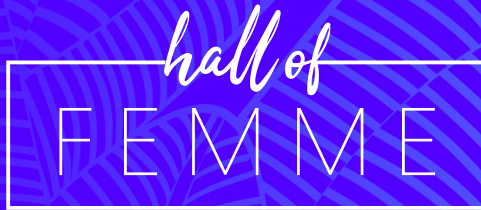


PANEL MEMBER SPONSORSHIP (2 AVAILABLE, 1 SPONSOR PER PANEL)

- Participation as a panel member on one (1) editorial coordinated session (non-promotional). Topic is subject to editorial oversight and coordination.
- Logo placement on all event promotion (online, newsletters, dedicated emails, marketing materials, etc.)
- Logo placement at event on signage, step and repeat, screen, and stage
- Five (5) tickets to the event
- Full page congratulatory advertisement in the 2019 Honoree Book, distributed at the awards breakfast and also deployed to the PRWeek audience digitally post event

➔ **Rate: \$11,500 net**



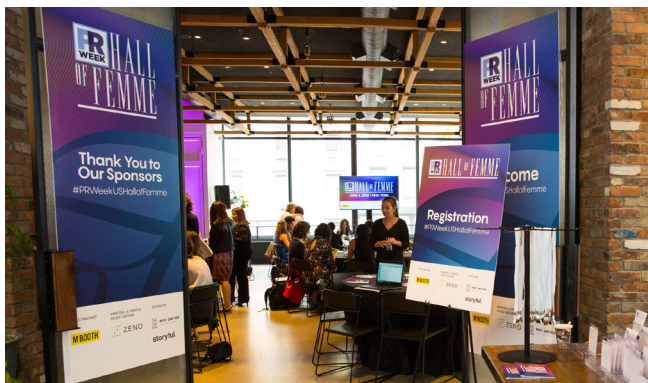


EXCLUSIVE LUNCH ROUNDTABLE SPONSORSHIP

ROUNDTABLE WILL TAKE PLACE IMMEDIATELY AFTER HALL OF FEMME EVENT CONCLUDES

- 5-8 person roundtable, moderated by PRWeek senior editor, with sponsor senior leader to be included on the panel
- PRWeek is responsible for roundtable panel recruitment in collaboration with sponsors. All participants will be pre-selected from list of event RSVPs.
- 500-word article will be published on PRWeek.com/us within 72 hours of roundtable capturing broad strokes of conversation
- Sponsor receives full marketing license to all content associated with the events, with right to distribute (internally and externally) at its own will
- Logo placement on all awards breakfast promotion (online, newsletters, dedicated emails, marketing materials, etc.)
- Logo placement at event on signage, step and repeat, screen, and stage
- Logo placement on roundtable event signage
- Five (5) tickets to the event
- Full page congratulatory advertisement in the 2019 Honoree Book, distributed at the awards breakfast and also deployed to the PRWeek audience digitally post event

➡ **Rate: \$16,500 net**



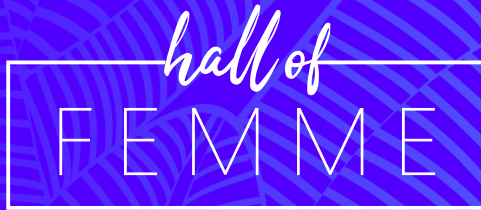
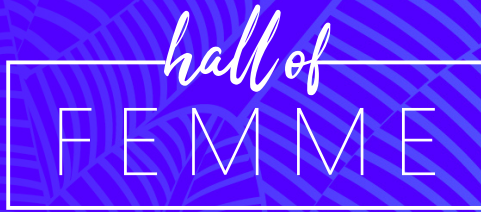


PHOTO BOOTH SPONSORSHIP

- Guests will be invited to take souvenir photos or boomerangs (GIFs) in sponsor-branded photo booth
- All GIFs and photos will be branded with sponsor logo
- Sponsor-branded backdrop and iPads at the social sharing stations
- All photos or boomerang GIFs can be uploaded in real time onto social media sites with sponsor's Twitter handle
- Guests will be able to take home a souvenir color photo that incorporates sponsor logo for long-term exposure and association with a memorable event
- Logo placement on all event promotion (online, newsletters, dedicated emails, marketing materials, etc.)
- Logo placement at event on signage, step and repeat, screen, and stage
- Five (5) tickets to the event
- Full page congratulatory advertisement in the 2019 Honoree Book, distributed at the awards breakfast and also deployed to the PRWeek audience digitally post event

➔ **Rate: \$12,500 net**



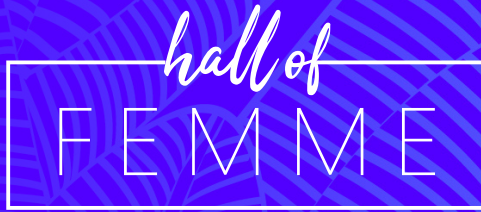


EXCLUSIVE DIGITAL PARTNER

- Logo placement on the digital social media wall that displays all social comments and photos uploaded via Twitter and Instagram. This will appear in the room where the event is taking place and outdoors on the jumbotron in the venue's plaza.
- Retention of all Twitter handles from participants
- Ownership of the Wi-Fi name and password
- Sponsorship of the Snapchat filter (Includes sponsor logo on PRWeek-designed Hall of Femme geofilter, sponsor may submit own geofilter design; subject to PRWeek approval)
- Logo placement on all event promotion (online, newsletters, dedicated emails, marketing materials, etc.)
- Logo placement at event on signage, step and repeat, screen, and stage
- Five (5) tickets to the event
- Full page congratulatory advertisement in the 2019 Honoree Book, distributed at the awards breakfast and also deployed to the PRWeek audience digitally post event

➔ **Rate: \$11,500 net**



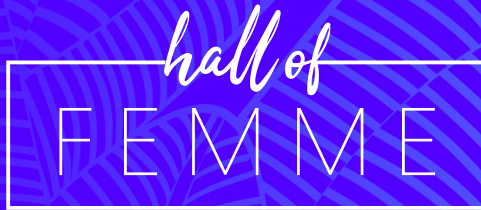


EXCLUSIVE MIMOSAS & MINGLE MIXER SPONSORSHIP

- 15-20 minute networking mixer right before the awards ceremony
- Sponsor to address attendees and femmes with a congratulatory toast
- Logo placement on all event promotion (online, newsletters, dedicated emails, marketing materials, etc.)
- Logo placement at event on signage, step and repeat, screen, and stage
- Logo placement at Mimosas & Mingle Mixer on signage, napkins, etc.
- Two (2) tickets to the event
- Full page congratulatory advertisement in the 2019 Honoree Book, distributed at the awards breakfast and also deployed to the PRWeek audience digitally post event

➔ **Rate: \$7,500 net**



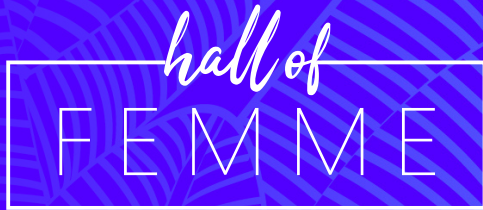


CARICATURE ARTIST SPONSORSHIP

- Caricaturist artist will draw on electronic tablet, in sponsor-branded area. Also includes 28" TV display for everyone to see the caricatures unfold.
- Sponsor logo and Hall of Femme event details will be included on 4x6" caricatures printed on-site
- Digital download webpage will include sponsor logo and link back to sponsor website; webpage made available to guests post-event
- Logo placement on all event promotion (online, newsletters, dedicated emails, marketing materials, etc.)
- Logo placement at event on signage, step and repeat, screen, and stage
- Five (5) tickets to the event
- Full page congratulatory advertisement in the 2019 Honoree Book, distributed at the awards breakfast and also deployed to the PRWeek audience digitally post event

➔ **Rate: \$11,500 net**



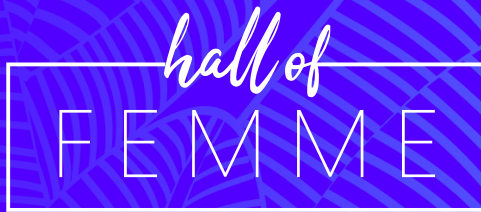


RECHARGE INTERSTITIAL (2 AVAILABLE)

- Sponsor a 10 min. interstitial on main stage after one of the scheduled breaks. Topics are subject to editorial oversight and approval and should not be self-promotional in nature.
- 1 complimentary conference pass
- Customized HTML email provided to promote conference to clients with unlimited \$100 discount code
- Logo placement on all event promotion (online, newsletters, dedicated emails, signage, event marketing materials, etc.)

➔ **Rate: \$8,500 net**



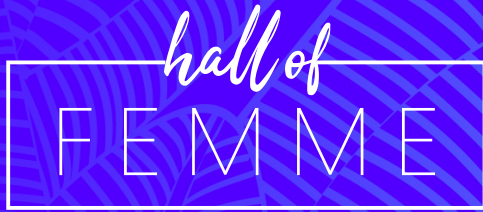


GOLD PARTNER

- Table of ten (10) at the event for your team and honoree
- Logo placement on all event promotion (online, newsletters, dedicated emails, marketing materials, etc.)
- Logo placement at event on signage, step and repeat, screen, and stage
- Chilled bottle of champagne with a congratulatory note to your honoree
- Full page congratulatory advertisement in the 2019 Honoree Book, distributed at the awards breakfast and also deployed to the PRWeek audience digitally post event

➔ **Rate:\$9,000 net**





SILVER PARTNER

- Five (5) tickets at the event for your team and honoree
- Logo placement on all event promotion (online, newsletters, dedicated emails, marketing materials, etc.)
- Logo placement at event on signage, step and repeat, screen, and stage
- Chilled bottle of champagne with a congratulatory note to your honoree
- Full page congratulatory advertisement in the 2019 Honoree Book, distributed at the awards breakfast and also deployed to the PRWeek audience digitally post event

➔ **Rate:\$6,500 net**

