



Mission: Empowerment ~12.10.2015 ~SAVE THE DATE

A little history about the Women's Leadership Conference

Since 2010 the County of Los Angeles has hosted the Women's Leadership Conference developed to inspire leadership in us all. History has taught us that the most amazing changes have come about by ordinary people courageous enough to claim the challenge of leadership. We believe that ordinary people can do extraordinary things. And we are convinced that one person with a passion can change the world!

Beginning in 2015, we are proud to partner with the entire County family to continue the legacy of featuring inspirational speakers, interactive break-out sessions, book signings, meet-and-greet sessions, and exhibit booths.

The success of our conferences so far reinforces what we have known all along - that many of us, at some point along the way, will be faced with a cause dear to your heart that will compel you to ignite change. Our goal is to inspire you to embrace leadership along your journey.

Innovate

Be a part of our innovative experience where we constantly strive to find new

Learn

Connect

Network with 600 participants, award-winning authors and dynamic

and creative ways to be relevant to attendees all in a beautiful and interactive setting.

Gain valuable knowledge from inspirational leaders in government, business, and community as they share their path to leadership.

speakers in break-out sessions and interactive workshops and build strong professional relationships that will benefit you and your organization.

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Brought to you by the Los Angeles County
Women's Leadership Conference Committee
Los Angeles, CA

Mission: Empowerment



We invite you to the 2015 Women's Leadership Conference,
December 10, 2015 at the Pasadena Convention Center.

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About Us

When the Public Works Women's Leadership Council was formed in 2004, it was created to establish a network to provide mentorship and support, particularly to address women's issues. Since then, the Council has reinvented itself to strive for an overall commitment to change and leadership. The Council is comprised of employees who actively participate in working groups and committees to develop projects that encourage and empower not only women but all employees in all job classifications by providing an environment that supports their professional growth and leadership development.

Throughout the year, the Council sponsors events to provide leadership opportunities to our members by organizing lunchtime speakers series, outreach events, mentoring programs, and team building opportunities. Members organizing these events gain valuable leadership skills, and members and employees gain skills by attending these events. It's a win-win combination.

To create a broader sphere of influence, in 2010 the Women's Leadership Council launched the Public Works Women's Leadership Legacy Conference. Over 600 attendees from other County departments, outside agencies, and the general public participate in the Leadership Legacy Conference to learn from leaders in government, business, and community. This one-day conference funded entirely through corporate sponsorship has become a much anticipated County event. Our dynamic speakers share their own experiences on topics such as overcoming adversity, how to achieve goals, and what it takes to be a leader. Attendees also have the opportunity to network and participate in interactive workshops and break-out sessions to develop and encourage personal and professional growth.

Recognizing the strength of our County family, in 2015 Public Works collaborated with the Los Angeles County Departments of Fire, Animal Care and Control, Consumer Affairs, Community and Senior Services, Public Health, Child and Family Services, Treasurer and Tax Collector, Child Support Services, Public Library, Auditor-Controller, Human Resources, Parks and Recreation, Military and Veterans Affairs, Assessor, and Public Social Services to launch the Los Angeles County Women's Leadership Legacy Conference. This union of resources promises to expand the Conference and its impact.

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Sponsorship Opportunities

The Los Angeles County Women's Leadership Conference offers its attendees an exciting opportunity to learn from leaders in government, business, and community. Guests from the various County departments, outside agencies, and the general public make up the over 600 attendees who participate in this annual event. This one-day conference, funded entirely through corporate sponsorship, brings together a diverse group of women and men to experience a dynamic event with highly recognized speakers. Attendees have the opportunity to network and participate in interactive workshops and break-out sessions to develop and encourage personal and professional growth.

It is with the help of our sponsors that we are able to provide such quality programming. We would like to invite you to partner with us to make this event a success. Your support will help us present highly acclaimed speakers, and provide attendees an exciting and affordable way to enrich their lives.

Through extensive marketing for the conference, sponsorship of this event gives your company broad visibility and recognition within the communities of the greater Los Angeles Area as well as the opportunity to market your services and products to every attendee. We look forward to collaborating with you to continue to encourage and empower not only women, but all current and future leaders, by providing an environment that supports their professional growth and leadership development.

If you have any questions regarding sponsorship please contact Mr. Kirhan Cheng at kirhan@innovatemkg.com (mailto:kirhan@innovatemkg.com).

Presenting

\$20,000

-
- Exhibit booth (includes 2 complimentary lunches for exhibit staff)
 - Your company logo on all printed marketing materials
 - Recognition announcement of your company at event
 - Your company's marketing materials (brochures, product sampling, giveaways) inserted inside all goody bags
 - Your company identified on all online marketing materials
 - Link to your Company's website on event website
 - Half-page ad in the event program
 - Prominent exhibit booth
 - Your company will be mentioned on media releases
 - Opportunity to introduce a conference speaker
 - Full-page ad in the event program
 - Prominent display of your company logo at event
 - Prominent luncheon table (includes 8 complimentary lunches)
 - High visibility on 2015 Conference webpage of the conference website
 - Speaking opportunity to promote your company to audience
 - Presenting Title (e.g. Presented by...)
 - Logo on Goody Bag

Diamond

\$10,000

-
- Exhibit booth (includes 2 complimentary lunches for exhibit staff)
 - Your company logo on all printed marketing materials
 - Recognition announcement of your company at event
 - Your company's marketing materials (brochures, product sampling, giveaways) inserted inside all goody bags
 - Your company identified on all online marketing materials
 - Link to your Company's website on event website
 - Half-page ad in the event program
 - Prominent exhibit booth
 - Your company will be mentioned on media releases
 - Opportunity to introduce a conference speaker
 - Full-page ad in the event program
 - Prominent display of your company logo at event
 - Prominent luncheon table (includes 8 complimentary lunches)
 - High visibility on 2015 Conference webpage of the conference website

Platinum

\$5,000

-
- Exhibit booth (includes 2 complimentary lunches for exhibit staff)
 - Your company logo on all printed marketing materials
 - Recognition announcement of your company at event
 - Your company's marketing materials (brochures, product sampling, giveaways) inserted inside all goody bags
 - Your company identified on all online marketing materials

- Link to your Company's website on event website
- Half-page ad in the event program
- Prominent exhibit booth
- Your company will be mentioned on media releases
- Opportunity to introduce a conference speaker

Gold \$4,000

- Exhibit booth (includes 2 complimentary lunches for exhibit staff)
- Your company logo on all printed marketing materials
- Recognition announcement of your company at event
- Your company's marketing materials (brochures, product sampling, giveaways) inserted inside all goody bags
- Your company identified on all online marketing materials
- Link to your Company's website on event website
- Half-page ad in the event program
- Prominent exhibit booth

Silver \$2,500

- Exhibit booth (includes 2 complimentary lunches for exhibit staff)
- Your company logo on all printed marketing materials
- Recognition announcement of your company at event
- Your company's marketing materials (brochures, product sampling, giveaways) inserted inside all goody bags
- Your company identified on all online marketing materials

Bronze \$1,500

- Exhibit booth (includes 2 complimentary lunches for exhibit staff)
- Your company logo on all printed marketing materials
- Recognition announcement of your company at event

Exhibitor \$600

- Exhibit booth (includes 2 complimentary lunches for exhibit staff)

Sponsorship Levels Summary

	EXHIBITOR BOOTH \$600	BRONZE \$1,500	SILVER \$2,500	GOLD \$4,000	PLATINUM \$5,000	DIAMOND \$10,000	PRESENTING \$20,000
Exhibit booth (includes 2 complimentary lunches for exhibit staff)	✓	✓	✓	✓	✓	✓	✓
Your company logo on all printed marketing materials		✓	✓	✓	✓	✓	✓
Recognition announcement of your company at event		✓	✓	✓	✓	✓	✓
Your company's marketing materials (brochures, product sampling, giveaways) inserted inside all goody bags			✓	✓	✓	✓	✓
Your company identified on all online marketing materials			✓	✓	✓	✓	✓
Link to your company's website on event website				✓	✓	✓	✓
Half-page ad in the event program (Deadline to provide ad is October 1, 2015)				✓	✓		
Prominent exhibit booth				✓	✓	✓	✓
Your company will be mentioned on media releases					✓	✓	✓
Opportunity to introduce a conference speaker					✓	✓	✓
Full-page ad in the event program (Deadline to provide ad is October 1, 2015)						✓	✓
Prominent display of your company logo at event						✓	✓
Prominent luncheon table (includes 8 complimentary lunches)						✓	✓
High visibility on 2015 Conference webpage of the conference website						✓	✓
Speaking opportunity to promote your company to audience							✓
Presenting Title (e.g. Presented by...)							✓
Logo on Goody Bag							✓

Click here ([doc/SponsorshipLevelsChart.pdf](#)) for full sponsorship details.

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Sponsor/Exhibitor FAQs

1. What is the Women's Leadership Conference?

The County of Los Angeles will host the sixth annual Women's Leadership Conference on December 10, 2015 at the beautiful Pasadena Convention Center. This year's theme is "Mission: Empowerment," which will feature a range of motivating and accomplished leaders in government, business, and community. The conference is expected to attract and inspire more than 600 professionals representing the County of Los Angeles, outside agencies, and the general public.

2. What is the date and time of the event?

The Women's Leadership Conference will be held on Thursday, December 10, 2015 and is tentatively scheduled from 7:30am - 4:30pm.

3. When can sponsors and exhibitors load in and load out?

Load In: Thursday, December 10, 2015, 6:00 - 7:00am

All set up must be completed by 7:00am

Please park your vehicle before loading in via the venue's main entrance.

Load Out: Thursday, December 10, 2015, 4:30 - 6:00pm

Cleanup must be completed by 6:00pm

Please note there is no storage facility available at the venue.

4. What types of collateral should my company bring?

We recommend you bring items such as company brochures, pamphlets, and press sheets for over 600 guests. All collateral must be contained within your allotted space and are subject to the approval of the conference committee. All items and signage must be free-standing as the venue does not allow stapling, taping, etc.

5. Where do I ship my products or equipment before the event?

The venue does not have the option to pre-ship prior to the event date. All items must be delivered and removed on the day of the event.

Guests of the Hilton Pasadena (pasadena.hilton.com) (<http://pasadena.hilton.com>) can arrange to ship packages to the hotel up to 3 days prior to check-in.

6. Can my company participate in the gift bag?

Yes, a great way to showcase your company to conference attendees is through the gift bag, which is provided to every attendee at the start of the event. If you would like to donate over 600 gift bag items please contact Kirhan Cheng at kirhan@innovatemkg.com (<mailto:kirhan@innovatemkg.com>) with a detailed description of your proposed gift bag item. Great gift bag items include branded water bottles, branded padfolios, and keepsakes. At this time, brochures and pamphlets will not be accepted.

7. Can my company place an advertisement in the conference program?

Yes, advertisement space is available in the conference program. If your company would like to be featured in the program, please contact Kirhan Cheng at kirhan@innovatemkg.com (<mailto:kirhan@innovatemkg.com>).

Pricing for program advertisements are as follows:

Color, Full-Page (5.25" x 7.75") -- \$800

Black/White, Full-Page (5.25" x 7.75") -- \$500

Color, Half-Page (5.25" x 3.875") -- \$400

Black/White, Half-Page (5.25" x 3.875") -- \$275

8. Where do I park during the event?

Onsite parking for the Pasadena Convention Center is located at 300 E Green Street and is available for \$10/entry. There are two entrances to the lot: Marengo Avenue to the west and Euclid Avenue to the east.

Please visit <http://pasadenacenter.visitpasadena.com/directions-parking/> (<http://pasadenacenter.visitpasadena.com/directions-parking/>) for directions.

If the onsite parking gets full, conference staff will direct guests to the Paseo Colorado parking lot across the street. Parking at the Paseo is available for \$9/entry.

9. What items are provided for each exhibitor?

One 6' table, two chairs, and a white linen/burgundy skirt will be provided for each exhibitor space.

10. What is the nearest hotel to the venue?

The Hilton Pasadena is located 2 blocks from the Pasadena Convention Center.

Hilton Pasadena

168 S. Los Robles Ave.

Pasadena, CA 91101

(626) 577-1000

pasadena.hilton.com (<http://pasadena.hilton.com>)

11. Is there a place to store my personal items?

We strongly suggest leaving all valuable items in your vehicle. The venue and the event producer are not responsible for any lost or stolen property.

12. Will there be a power outlet available at my booth?

Access to electricity can be ordered at an additional cost of \$40/power outlet. Please contact Kirhan Cheng at kirhan@innovatemkg.com (<mailto:kirhan@innovatemkg.com>) to order.

13. Is there Wi-Fi available at the venue?

Access to wireless internet can be ordered at an additional cost of \$25/Wi-Fi user. Please contact Kirhan Cheng at kirhan@innovatemkg.com (<mailto:kirhan@innovatemkg.com>) to order.

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Conference FAQs

1. Is the conference limited to LA County employees?

No, the conference is open to anyone who is interested in developing their leadership skills.

2. Is the conference exclusively for women?

No, the conference is open to both men and women seeking professional growth.

3. Can LA County employees attend the Women's Leadership Conference on County time?

We encourage all LA County employees to actively participate in professional growth opportunities. Please check with your respective Department to determine if you may attend on County time.

4. Will my LA County Department pay my registration fee?

Please consult with your respective LA County Department to determine if you can be compensated for the conference registration fee.

5. Can I pay my registration fee with a credit or debit card?

Yes, electronic payments can be made through the online registration process.

6. Where do I park during the event?

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7. Can I reserve my seat at the conference and pay at a later date?

No, registration cannot be processed without payment due to limited seating.

8. Will I receive a refund if I do not attend the conference?

No, conference tickets are not refundable since the conference committee does not receive reimbursement for cancellations or no-shows.

9. What is the dress code for the conference?

The conference dress code is business/business casual.

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