



2024 ANA/SEEHER 2-DAY GENDER EQUALITY CONFERENCE MAY 2–3 | NEW YORK CITY, N.Y.

FOSTERING GENDER EQUALITY FOR THE NEXT GENERATION: Empowering Change in Marketing, Media, and Entertainment For Long-Term Business Growth

Over 300 Marketing Leaders | Registration Required | [View Agenda](#)

Join us for the first ANA/SeeHer 2-Day Gender Equality Conference. The world's leading innovative brands and media companies will come together to share their gender equality growth strategies, and discuss how their commitment to inclusivity is transforming the media landscape and fostering a more equitable future for generations to come. Attendees will engage with leaders who understand how brands focused on gender equality are unlocking new ideas, solutions, and opportunities for advancement and differentiation in the marketplace.

With women influencing over 85% of purchasing power, global brands and smart marketers understand that gender equality is not only a moral imperative but a business strategy for expansion and new revenue streams. Brands that prioritize equality and inclusivity benefit from increased market relevance, consumer loyalty, brand reputation, talent acquisition, innovation, market expansion, and positive societal impact, driving sustainable growth and long-term success.

SEEHER MISSION AND COMMUNITY: SeeHer is committed to increasing the representation and accurate portrayal of all women and girls to achieve gender equality and **drive business growth** in the global marketing and media ecosystem, now and for generations to come. The coalition is made up of the world's top marketers, agencies, media companies, platforms, research companies, industry leaders, and influencers, representing over 7,300 brands.

VISIT [SEEHER.COM](https://www.seeher.com) TO LEARN MORE

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CONFERENCE SPONSORSHIP OPPORTUNITIES

COCKTAILS/NETWORKING RECEPTION: \$40,000

This sought-after reception offers attendees an opportunity to reconnect and network after the first day of the conference. During the reception, SeeHer will honor notable women who embody the SeeHer mission and are committed to advancing gender equality. Exclusive sponsorship of the reception includes an opportunity to include an executive in the programming. An open bar, and passed hors d'oeuvres will be included. Sponsor may choose to bring in additional branding such as signage, cocktail napkins, etc. (at sponsor's expense). Promotional signs including sponsor logo to be displayed at the reception.

BREAKFAST: \$35,000

The opportunity to speak and present valuable thought leadership for up to 20 minutes during breakfast. The session abstract and speaker names will be added to the printed conference website and Events App. Sponsors are welcome to provide additional signage or distribute additional materials/collateral during the breakfast.

NETWORKING COFFEE BREAKS (2 TOTAL): \$25,000

The general session is packed with valuable marketing knowledge, which is why we plan for a 15- to 20-minute hard stop in the agenda for a P.M. (Day 1) and an A.M. (Day 2) refreshment and networking break. The breaks allow a sponsor to show a video or sizzle reel of up to 60 seconds within the main auditorium room indicating the start of the break. This opportunity offers the ability to distribute materials, collateral, or promotional items at the coffee stations during the break.

Q&A: \$15,000

Here is a great way to stay top of mind during the 2-day conference while sharing thought leadership. This unique sponsorship allows attendees to submit questions from the conference's I/O platform for the Q&A portion at the end of each presentation. Sponsorship of the Q&A includes logo on the Q&A slide displayed on the screen with the ability to add a 140-character "insight" or "did you know" on each slide under the logo attribution and within the conference Event App. The slide will appear in the main auditorium room when the Q&A takes place at the end of each session.

WI-FI AND LANYARDS: \$10,000

The Wi-Fi package includes sponsorship of the Wi-Fi services within the auditorium and conference areas to keep our attendees connected, posting, etc. Sponsor furnishes custom Wi-Fi cards with sponsor logo and login information, which will be placed on tables in the conference areas. Company logo will be double-sided on all lanyards.

ALL SPONSORS RECEIVE:

- Pre- and post-event recognition in SeeHer's promotional email marketing and social media
- Logo featured on event registration page on ANA website
- Logo featured on onsite signage
- Acknowledgement throughout the event
- Recognition on the Event App
- Activation featured in video event recap
- Two complimentary tickets

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