



# thrive

HONORING TRADITION & INSPIRING INNOVATION

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**Mutual of Omaha**

TITLE SPONSOR

WIFS CONFERENCE • OCTOBER 20-22, 2025 • OMAHA, NE

## Sponsor and Exhibitor Prospectus

# Partner with WIFS

**Women in Insurance and Financial Services (WIFS)** is an 89-year-old non-profit organization on a mission to **attract, develop** and **advance** women in financial service careers. As the largest organization of its kind with the highest concentration of women attendees (approx. 290), we are excitedly anticipating our 2025 national conference in Omaha, NE and invite you to help us make it THE BEST yet! As a WIFS 2025 conference sponsor or exhibitor, you will be placing your company, brand, and message in front of hundreds of attendees before, during, and after the event, proving you serve as an advocate of WIFS' mission and women's interest in the insurance and financial management space.

	<b>Platinum</b> <b>\$35,000</b>	<b>Gold</b> <b>\$30,000</b>	<b>Silver</b> <b>\$25,000</b>	<b>Bronze</b> <b>\$15,000</b>	<b>Copper</b> <b>\$10,000</b>	<b>SaaS/ Tech Ed</b> <b>\$2,500-\$5,000</b>
Logo on all conference materials (mobile app, digital program, conference signage)	✓	✓	✓	✓	✓	✓
Opportunity to promote involvement pre- and/or post-event via use of attendee contact list	✓	✓	✓	✓	✓	
Complimentary exhibit booth	✓	✓	✓	50% discount	50% discount	
Tech Pavilion Session (4 max available)	✓					✓
WIFS social media feed & story post	4	3	2	1	1	
Complimentary registrations	10	8	6	3	2	1
Discounted registrations	8	5	3	1		

## Additional Sponsorship Branding Opportunities - \$999-\$7,499

Hotel Key Cards

Photo Booth (2 available)

Conference Centerpieces

Coffee Break

Leadership at Your Dine Around

Break Refresh Basket (3 available)

Email Banner Ad

Tote Bag Insert

Reception Entertainment

**Exhibitor opportunities are also available - see below.**

# Sponsorship Opportunities

The following sponsorship opportunities are available and include the benefits listed in the chart above and below.

## Platinum Tier- \$35,000 Each

### **Conference Title Sponsor— *SOLD!***

#### **Premier Title Sponsor of the 2025 WIFS National Conference**

- *Opportunity to provide welcome remarks of up to five (5) minutes prior to a main stage speaker of WIFS choice*
- *Main stage podium branded with company logo*
- *Your logo printed on a conference swag item for registration tote bags*
- *Logo prominently displayed on main stage, all conference materials and website*
- *Your logo displayed on all conference materials (mobile app, digital program, conference signage)*
- *Opportunity to promote involvement pre- and post-event via use of attendee contact list*
- *Complimentary exhibit booth (\$4,000 value)*
- *Four (4) WIFS social media feed & story post*
- *Ten (10) complimentary full-conference registrations*
- *Eight (8) discounted full-conference registrations*

### **Awards Luncheon Sponsor: Circle of Excellence, Woman of the Year, Chapter of the Year**

#### **Your organization and brand highlighted throughout this VIP event**

- **Opportunity to have a representative of your organization take part in the awards ceremony by handing out awards with WIFS leadership**
- **Logo prominently displayed during Awards Luncheon, logo on awards boxes, and on all conference materials and website**
- **Opportunity to promote involvement pre- and post-event via use of attendee contact list**
- **Complimentary exhibit booth (\$4,000 value)**
- **Four (4) WIFS social media feed & story post**
- **Ten (10) complimentary full-conference registrations**
- **Eight (8) discounted full-conference registrations**

### **Tech Pavilion Title Sponsor**

#### **Premier Title Sponsor of the 2025 WIFS National Conference**

- **Tech Pavilion branded with company name and logo**
- **Company marketing material on display in the pavilion**
- **Opportunity to promote involvement pre- and post-event via use of attendee contact list**
- **Complimentary exhibit booth (\$4,000 value)**
- **Four (4) WIFS social media feed & story post**
- **Ten (10) complimentary full-conference registrations**

## **Reception Sponsor (Tuesday, October 21)**

**Become the sole sponsor of the highly anticipated conference reception! This is a 4-hour flow-based reception with heavy appetizers, food stations and entertainment.**

- Signature cocktail named for the sponsor
- Branded napkins
- Onsite signage
- Your logo displayed on all conference materials (mobile app, digital program, conference signage)
- Opportunity to promote involvement pre- and post-event via use of attendee contact list
- Complimentary exhibit booth (\$4,000 value)
- Four (4) WIFS social media feed & story post
- Ten (10) complimentary full-conference registrations
- Eight (8) discounted full-conference registrations

## **Gold Tier- \$30,000 Each**

### **Partner and Conference Welcome Reception Bar Sponsor (Monday, October 20)**

**Become the bar sponsor for the Partner and Conference Welcome Reception. This is a 120-minute Reception to mix and mingle with sponsors and exhibitors. The welcome reception is held in the Exhibit Hall.**

- Branded napkins
- Onsite signage
- Your logo displayed on all conference materials (mobile app, digital program, conference signage)
- Opportunity to promote involvement pre- and post-event via use of attendee contact list
- Complimentary exhibit booth (\$4,000 value)
- Three (3) WIFS social media feed & story post
- Eight (8) complimentary full-conference registrations
- Five (5) discounted full-conference registrations

### **Partner and Conference Welcome Reception Food Sponsor (Monday, October 20)**

**Become the food sponsor for the Partner and Conference Welcome Reception. This is a 120-minute reception to mix and mingle with sponsors and exhibitors. The welcome reception is held in the Exhibit Hall.**

- Branded napkins
- Onsite signage
- Your logo displayed on all conference materials (mobile app, digital program, conference signage).
- Opportunity to promote involvement pre- and post-event via use of attendee contact list.
- Complimentary exhibit booth (\$4,000 value)
- Three (3) WIFS social media feed & story post
- Eight (8) complimentary full-conference registrations
- Five (5) discounted full-conference registrations

# Silver Tier- \$25,000 Each

## Fast N' Furious Sponsor

Host everyone's favorite WIFS National Conference event! Show your brand's support of women in the industry by sponsoring and emceeing the Fast N' Furious event.

### *Event description:*

- Attendees line up and are each given the opportunity to present their "big idea" to the panel of judges
- 3 judges selected by the sponsor and WIFS
- Judges award first, second, and third place winners

### *Sponsor benefits:*

- Opportunity for organization representatives to emcee the event
- Your organization and brand highlighted through this highly anticipated event, including branded winner prizes
- Your logo displayed on all conference materials (mobile app, digital program, conference signage)
- Opportunity to promote involvement pre- and post-event via use of attendee contact list
- Complimentary exhibit booth (\$4,000 value)
- Two (2) WIFS social media feed & story post
- Six (6) complimentary full-conference registrations
- Three (3) discounted full-conference registrations

## Registration Desk Sponsor

Brand the tag; share your logo with WIFS on attendee name badges, lanyards, conference tote bags, and conference swag, providing constant exposure during the conference.

- Branding of registration desk, tote bags, lanyards, name badges, conference swag, and registration materials
- Opportunity to bring your own promotional materials/swag for attendees to take at the registration desk
- Your logo displayed on all conference materials (mobile app, digital program, conference signage)
- Opportunity to promote involvement pre- and post-event via use of attendee contact list
- Complimentary exhibit booth (\$4,000 value)
- Two (2) WIFS social media feed & story post
- Six (6) complimentary full-conference registrations
- Three (3) discounted full-conference registrations

# Bronze Tier- \$15,000 Each

## Conference Photographer Sponsor

Be the sole sponsor of the photographer at the WIFS 2025 National Conference. This photographer will photograph sessions, main stage presentations, Fast N' Furious, receptions and more!

- Your logo/brand on post-conference email to all attendees sharing the conference photos
- Your logo displayed on all conference materials (mobile app, digital program, conference signage)
- Opportunity to promote involvement pre- and post-event via use of attendee contact list
- One (1) WIFS social media feed & story post

- 50% exhibit booth discount
- Three (3) complimentary full-conference registrations
- One (1) discounted full-conference registration

### ***Deluxe Headshot Sponsor— SOLD!***

***Who doesn't need a new headshot? Attendees will have you to thank when they take advantage of a complimentary session with a professional photographer, which includes a make-up artist (for touch-ups) and professional lighting.***

- *Your brand on tables where attendees prep for their headshots*
- *Your logo displayed on all conference materials (mobile app, digital program, conference signage)*
- *Opportunity to promote involvement pre- and post-event via use of attendee contact list*
- *One (1) WIFS social media feed & story post*
- *50% exhibit booth discount*
- *Three (3) complimentary full-conference registrations*
- *One (1) discounted full-conference registration*

### **Conference Swag Sponsor**

**Put your organization's brand in the hands of every attendee by co-branding with WIFS on a conference swag item.**

- Branding on custom 2025 conference swag item (item options will be shared to select from)
- Your logo displayed on all conference materials (mobile app, digital program, conference signage)
- Opportunity to promote involvement pre- and post-event via use of attendee contact list
- One (1) WIFS social media feed & story post
- 50% exhibit booth discount
- Three (3) complimentary full-conference registrations
- One (1) discounted full-conference registration

## **Copper Tier— \$10,000 Each**

### ***Conference App Sponsor— SOLD!***

***The app is a great way to keep your branding in the spotlight as attendees will utilize the app throughout the duration of the conference to access the program, vote, share photos and comments, visit exhibitors,***

***view speaker information, and stay connected!***

- App branded with your company's logo
- Two (2) designated push notifications to all conference attendees
- Your logo displayed on all conference materials (mobile app, digital program, conference signage)
- Opportunity to promote involvement pre- and post-event via use of attendee contact list
- 50% exhibit booth discount
- One (1) WIFS social media feed & story post
- Two(2) complimentary full-conference registrations

# **SaaS/Tech Ed**

## ***from \$2,500-\$5,000***

**Start Up (1-3 years in business) - \$2,500**

**Established - \$5,000**

**Showcase in the WIFS Tech Pavilion prominently positioned on the Exhibit Floor! Space is limited.**

- One (1) complimentary full-conference registration

# **Additional Sponsorship Opportunities**

## ***from \$999-\$7,499***

### **Hotel Key Cards - \$7,499**

**Put your brand in everyone's hand with your company logo on their hotel room key card.**

- Branding on all key cards for attendees staying in the conference group block
- Your logo displayed on all conference materials (mobile app, digital program, conference signage)
- Post-event attendee contact list
- Two (2) discounted full-conference registrations

### ***Reception Entertainment - \$7,499— **SOLD!*****

***The Tuesday Night Reception is our signature social event. As the entertainment sponsor, your brand will be featured prominently during the night of our most popular event.***

- ***Sponsor thank you and opportunity to address attendees (two-minutes) before entertainment begins***
- ***Your logo displayed on all conference materials (mobile app, digital program, conference signage)***
- ***Post-event attendee contact list***
- ***Two (2) discounted full-conference registrations***

### **Tote Bag Insert - \$4,999 each**

- Your logo displayed on all conference materials (mobile app, digital program, conference signage)
- Two (2) discounted full-conference registrations



### **Photo Booth (1 sold — 1 available) - \$4,999 each**

Photo booth pictures are super fun keepsakes for attendees! A photo booth will be present at the Partner and Conference Welcome Reception (Monday, October 20) and evening networking reception (Tuesday, October 21— sold!).

- Your brand on photo prints taken home by attendees
- Your logo displayed on all conference materials (mobile app, digital program, conference signage)
- Two (2) discounted full-conference registrations

### **Conference Centerpiece - \$4,999**

Put your organization's brand on all centerpieces in the main stage room.

- Sponsor recognition of all centerpieces in the main stage ballroom
- Your logo displayed on all conference materials (mobile app, digital program, conference signage)
- Two (2) discounted full-conference registrations

### **Coffee Break (6 available) - \$4,999 each**

Provide a much-needed caffeine and snack break for attendees!

- Branded coffee mugs or tumblers and tabletop signage recognizing the break sponsor
- Your logo displayed on all conference materials (mobile app, digital program, conference signage)
- Two (2) discounted full-conference registrations

### **Break Refresh Baskets (3 available; one per day) - \$2,499 each**

Can't make it back to your hotel room to freshen up before a session or networking break? Sponsor the bathroom baskets, which will provide all WIFS conference attendees with women's care necessities.

- Your logo on baskets in conference restrooms
- Your logo displayed on all conference materials (mobile app, digital program, conference signage)

### **WIFS Leadership Member at Your Dine Around - \$999 each**

Looking to host a dine around for WIFS attendees in Omaha? This is your chance to have one of WIFS board members in attendance to provide a listening ear and their expertise about the industry.

- Your logo displayed on all conference materials (mobile app, digital program, conference signage)

### **Email Banner Ad - \$999 each**

Promote your company to decision makers through promotion email.

- Your logo displayed on all conference materials (mobile app, digital program, conference signage)

## **Friends of WIFS- \$1,000 Each**

### **Friends of WIFS**

Your contribution allows for WIFS to continue its mission to attract, develop, and advance women in the insurance and financial services industry.

- All friends of WIFS will be displayed on conference signage and on the WIFS website



# Exhibitor Opportunities

**Member Booth Rate (OR with a sponsorship of \$25,000 or more): \$3,500**

**Non-Member Exhibit Booth Rate: \$4,000**

**Nonprofit Member Booth Rate: \$3,150 (10% off member rate) \***

**Nonprofit Non-Member Booth Rate: \$3,600 (10% off non-member rate) \***

*\* Discount code required - Please reach out to WIFS for additional information*

## Exhibitor Benefits:

- Complimentary full conference registration for one (1) company booth representative (\$1,139 value) \*
- Dedicated time with attendees at Partner and Conference Welcome Reception on Monday, October 20.
- One (1) 6-foot exhibit table with power, two chairs and wastebasket.
- Listing on the conference website and in the conference app.
- One (1) custom push notification sent to all attendees in the conference app.
- Opportunity to promote involvement pre- and post-event via use of conference attendee contact list.

**\$2,000 Ad On:** Present in the WIFS Tech Pavilion prominently positioned on the Exhibit Floor! Conduct a 15-minute session. Space is limited to four companies max.

*\*Additional booth-only badges are available on the exhibit registration form for purchase for exhibiting companies only; There will be no access to sessions or the reception Tuesday evening.*

# Sponsorship and Exhibitor Deadlines

**Friday, August 1** - Early bird discount expires

**Friday, September 26** - Hotel room reservation cut-off; rooms are available first come, first served

**Friday, September 26** - Registration cut-off for complimentary & sponsor discount codes

**Friday, October 3** - Cut-off date to ensure your company logo will be included in all conference materials and on the conference website (all logos and conference materials must be emailed to [amirah@wifsnational.org](mailto:amirah@wifsnational.org) by this date)

**Monday, October 6** - Pre-conference attendee list distributed to eligible sponsors and exhibitors (post-conference list sent two weeks after the conference)

**Monday, October 13** - Conference registration deadline; all attendees are required to be registered with WIFS