ACT-W / ADVANCING THE CAREERS OF TECHNICAL WOMEN

2023 CONFERENCE
SPONSORSHIP PROSPECTUS

BRIDGING TECH
WITH DIVERSITY

June 20-22, 2023 · Virtual

Powered by CHICK**TECH**

Our conferences provide technologists of all ages with connections and skills to advance their careers—and make STEM better for all.
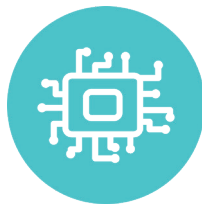
ACT-W (Advancing the Careers of Technical Women) programs are presented by ChickTech, the nation's leading nonprofit in growing and retaining people of maginalized genders in technology. Since ACT-W launched in 2013, we have empowered thousands technologists to advocate for an equitable tech industry while providing career-ready skills and meaningful connections.

What makes ACT-W unique is our focus on community and supporting attendees throughout the cycle of their tech careers. With an emphasis on inclusion, we welcome people of all genders, backgrounds, and abilities.

Conference sessions align with one or more of the following topics:

Community & Networking

Technical Skills

Leadership & Career Skills

Diversity, Equity & Inclusion Skills

Our Conferences Since 2013:

19 conferences held in Austin, Boston, Chicago, Los Angeles, New York City, Phoenix, Portland, San Francisco, and Seattle.

Hosted **three virtual conferences** to support women and non-binary people during & after COVID-19.

Impacted **over 6,850 attendees**—current and future technologists of all genders and backgrounds.

ChickTech believes women and non-binary people deserve support and access to opportunities to help fill much-needed, high-paying technical jobs. Through our High School and ACT-W programs, we target the most common 'pain points' that prevent people who are marginalized in STEM from staying in—or entering—tech.

That's why we're excited this year to combine our ACT-W Conference with the ChickTech: High School end-of-year celebration! By inviting our students to access this conference, we hope to bridge our two communities to foster life-long learning and connections.

The Tech Gender Gap

57% of bachelor's degrees are earned by women [1]

18% of computer science degrees are earned by women [2]

Women in US Workforce [3]
47%

Women in Tech Workforce [4]
25%

38% in mid-1980s

59% of the time, male tech job candidates were offered higher salaries than female counterparts [5]

1: National Center for Education Statistics, 2018
2: NSF, Science & Engineering Indicators, 2018
3: Bureau of Labor Statistics, 2019
4: US Department of Labor, 2014
5: Hired.com Impact Report, 2020

What makes our conference unique?

1 We provide professional development and brand visibility for companies invested in retaining and advancing diverse employees

2 Conference proceeds go towards ChickTech's STEM education programs and ongoing work to create a culture of inclusion for all.

3 Sessions target a wide variety of topics that technologists encounter in their careers, from salary negotiation to DEI advocacy at work.

4 One-on-one career coaching and connections to hiring companies help attendees get specific, actionable feedback to advance their careers.

We can't wait to partner with you! Our sponsors and partners help us create a more equitable and diverse technology industry for today's workforce and tomorrow's tech leaders! We've worked with a wide variety of companies and organizations within the corporate and nonprofit sectors.

Why partner with ACT-W?

- Demonstrate a public commitment to diversity, equity, and inclusion in tech
- Promote your product or services to hundreds of attendees
- Make connections with talented ChickTech youth and diverse job seekers
- Retain and support your employees through professional development

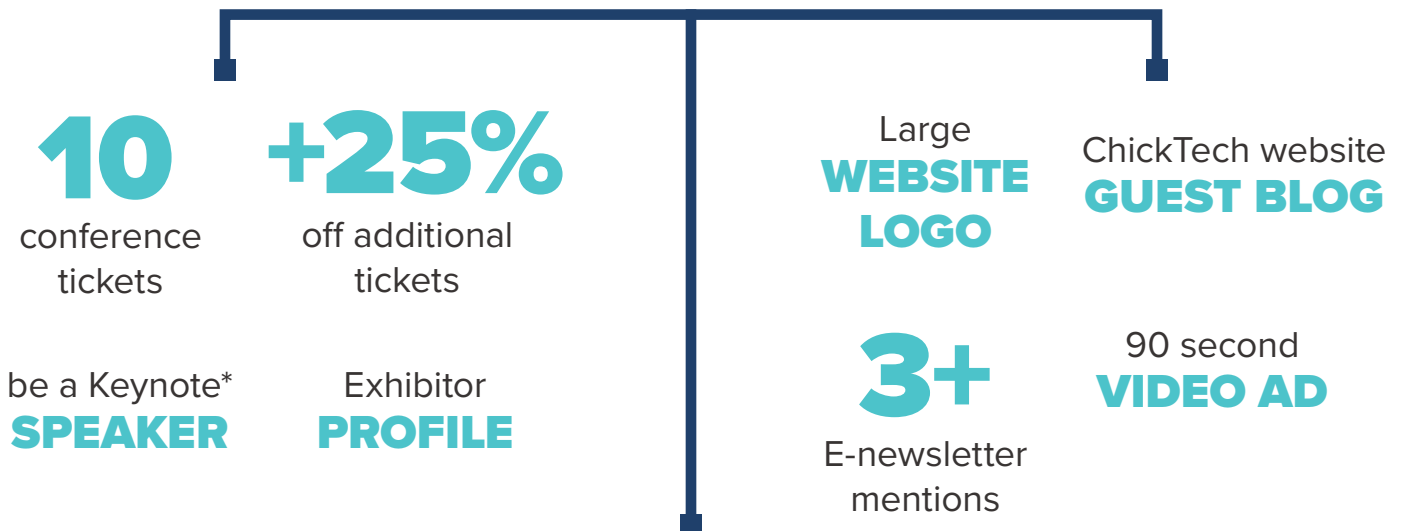### Some of Our Current & Past Partners:

PREMIERE SPONSORSHIP

Make a huge impact as a Premiere Sponsor! Help us bring our conference to even more technologists while meeting your company's employee engagement, branding, and hiring goals. Premiere sponsors also receive **a ChickTech Corporate Connections sponsorship package,** valued at $15,000.

$25,000
2 Available

Conference Benefits

10 conference tickets

+25% off additional tickets

be a Keynote* **SPEAKER**

Exhibitor **PROFILE**

Marketing Benefits

Large **WEBSITE LOGO**

ChickTech website **GUEST BLOG**

3+ E-newsletter mentions

90 second **VIDEO AD**

Hiring & Attendee Connection Benefits

PREMIERE JOB BOARD PACKAGE
5 listings ($1,499 value)

ATTENDEE DATA
Opt-in data: resumes, aggregate data & contact info (post-event)

CAREER FAIR BOOTH
at next Annual ChickTech Career Fair

Claim your Premiere Sponsorship today!
Email us at actw@chicktech.org

* Must confirm sponsorship by April 15, 2023 to secure a keynote speaker spot

	Platinum 3 Available	Gold 5 Available	Silver Unlimited Availability
ACT-W Tickets	5 tickets or scholarships	3 tickets or scholarships	2 tickets or scholarships
Video Ad	60-second ad $1,000 value	30-second ad $500 value	N/A
Job Board Postings	Premiere Package (5 listings) $1,499 value; Includes Virtual Booth at Annual ChickTech Career Fair	2 Pro Packages (4 listings) $958 value	Pro Package (2 listings) $479 value
Attendee Data	Attendee resumes; Aggregate data (post-event); Opt-in attendee contact info	Aggregate data (post-event); Opt-in attendee contact info	Aggregate data (post-event); Opt-in attendee contact info
Digital Marketing	Large Website Logo; Newsletter & Social Media	Medium Website Logo; Newsletter & Social Media	Small Website Logo; Newsletter
Conference Platform	Homepage Spotlight; Exhibitor Profile*	Exhibitor Profile*	Exhibitor Profile*
	$13,000	**$9,000**	**$6,000**

Exhibitor Profile
$3,000 • Unlimited Availability
Promote your company's products or services and open positions. Includes an Exhibitor Profile* and digital marketing.

Video Ad
$500 • 10 Available
Promote your company to attendees through a 30-second video ad before a conference session.

Provide a Scholarship
$100 • Unlimited Availability
Provide a ticket scholarship to help keep the conference accessible for all. Includes digital marketing.

Custom Package
Varies • Unlimited Availability
Let us know how we can tailor a package to meet your company's goals and needs, from marketing to recruitment and beyond.

* Exhibitor Profiles include automatic lead generation; optional livestream display; sections for documents, videos, links, and promotional offers; and space to display a primary contact for attendees to connect with.

BECOME A SPONSOR TODAY!

Email us at actw@chicktech.org to become a conference sponsor!

www.act-w.org [f] [t] [o] [in]

Create community

Advance your employees' careers

Support women, non-binary people and allies

View sponsor benefits online! Scan the QR code to visit our website.

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