

OUR EVENT  
SPONSORSHIPS  
PUT YOU  
**FACE-TO-FACE**  
WITH YOUR  
CUSTOMERS  
AND  
PROSPECTS



# Event Sponsorship Benefits

A huge opportunity for one-on-one contact with new business prospects and customers

- Quality contact and prime exposure - face time with true decision makers, top level execs, company owners and managers, and influential business leaders.
- Be seen as a leader in your industry. Your company will stand out from competitors by “owning” the event with sponsor exclusivity.
- Receive months of exposure prior to the event. Sponsors are featured prominently in multiple platforms including print ads, promotional flyers, email blasts, web banners, and more.
- Generate even more qualified leads - develop your post-event relationship strategy with exclusive access to the attendee list.



# 2014 Events Calendar

Find more information at [pbj.com/event](http://pbj.com/event)

## 2014 Book of Lists Power Party

Thursday, January 30  
5:00 pm – 8:00 pm  
R2L Restaurant

## 2014 Outstanding Directors

Wednesday, February 19  
6:00 pm – 9:30 pm  
The Union League

## 2014 Biz Women's Mentoring Monday (National Event) with Women's Expo

Monday, April 7  
7:30 am – 9:30 am  
Moore College of Art & Design

## 2014 Brokers Bash

Wednesday, April 23  
5:30 pm – 7:30 pm  
Hard Rock Cafe

## 2014 Top IT Pros

Thursday, May 8  
5:00 pm – 8:00 pm  
The Union League

## 2014 40 Under 40

Tuesday, May 20  
5:00 pm – 8:30 pm  
Crystal Tea Room, Wannamaker Building

## 2014 Healthiest Employers

Thursday, June  
7:30 am – 10:00 am  
Dorrance H. Hamilton,  
Thomas Jefferson University

## 2014 South Jersey's Entrepreneur Awards

Thursday, June 26  
11:00 am – 2:30 pm  
The Merion, Cinnaminson, NJ

## 2014 Bankers Bash

Wednesday, June 18  
5:30 pm – 7:30 pm  
Hard Rock Cafe

## 2014 CFO of the Year

Thursday, July 10  
11:15 am – 2:00 pm  
Crystal Tea Room, Wannamaker Building

## 2014 Heavy Hitters of Real Estate

Thursday, July 17  
7:30 am – 10:30 am  
Crystal Tea Room, Wannamaker Building

## 2014 Corporate Giving Awards

Thursday, July 24  
7:30 am – 9:00 am  
The Union League

## 2014 Minority Business Leaders Awards

Thursday, August 7  
7:30 am – 9:30 am  
Crystal Tea Room, Wannamaker Building

## 2014 Women's Conference (Expo & Roundtable)

Tuesday, September 18  
7:15 am – 11:30 am  
TBD

## 2014 Best Places to Work

Wednesday, September 30  
7:30 am – 9:45 am  
Sonesta Philadelphia Hotel

## 2014 Chase International Breakfast

Tuesday, October 14  
7:15 am – 9:30 am  
The Union League

## 2014 Innovation Awards, Celebrating Health Care & Life Science Leaders

Thursday, October 23  
7:30 am – 9:45 am  
Crystal Tea Room, Wannamaker Building

## 2014 Women of Distinction Awards

Thursday, November 18  
5:00 pm – 8:30 pm  
Vie, Cescaphe Event Group (North Broad Street)

## 2014 Corporate Counsel Awards

Thursday, December 11  
7:30 am - 9:45 am  
The Union League

## 2014 Most Admired CEO

TBD

## 2014 LGBT Awards

TBD



### HELPFUL HINT

Registration for each event opens at least 6 weeks prior and closes 1 week before the event.  
[pbj.com/event](http://pbj.com/event) »

[nominate](#) [someone](#)

Submit a nomination for one of our 2014 programs at [pbj.com/nomination](http://pbj.com/nomination)



# Sponsorship Benefits

## Presenting Sponsorship

- Industry exclusivity for the entire awards program (with the exception of table sponsorships).
- Logo on all promotional collateral. Promotional collateral is defined as:
  - printed and digital advertisements
  - registration website
  - awards presentation
  - electronic signage
  - powerpoint presentation
- Logo recognition in the “Thank You” ad in the print supplement.
- Logo on event name badges.
- Full page, full-color advertisement in award section of the PBJ published the week of the event.
- Award presentation by sponsor (including introduction by publisher & brief speaking time). All categories presented by each sponsor are chosen by PBJ. Title sponsors present all remaining categories divided amongst the title sponsors).
- Opportunity to submit a gift bag item (pending gift bag sponsor).
- Word from the sponsor.
- Electronic Attendee List (excluding email addresses).
- Reserved table of 10.
- Five subscriptions\* to the Philadelphia Business Journal including 2014 and 2015 Book of Lists.
- First right of refusal for sponsorship renewal within 90 days after the event.
- Company ad included in scrolling AV loop.
- 25 copies of award section or electronic PDF of the section.

## Co-Sponsorship

- Industry exclusivity protection for up to three competitors as named by sponsor within 30 days (with the exception of table sponsorships).
- Logo on all promotional collateral. Promotional collateral is defined as:
  - printed and digital advertisements
  - registration website
  - awards presentation
  - electronic signage
  - powerpoint presentation
- Opportunity to present a pre-determined number of awards/categories including introduction by Publisher and brief speaking time (Award selection is first come, first served).
- Logo in the “Thank you” advertisement in supplement.
- Logo on event name badges.
- Full page color advertisement in the awards supplement.
- Opportunity to submit a gift bag item (pending gift bag sponsor).
- Reserved table of 10.
- Three subscriptions\* to the Philadelphia Business Journal including 2013 and 2014 Book of Lists.
- Company ad included in scrolling AV loop.
- Electronic Attendee List (excluding email addresses).
- 15 copies of award section or electronic PDF of the section.

\*New subscriptions only



# Sponsorship Benefits

## **VIP Table Sponsorship**

- Table for 10 at the event
- Recognition in the event presentation
- Logo in the “Thank You” advertisement after the event
- 1/2 page B&W advertisement in the awards supplement
- Four subscriptions\* to the Philadelphia Business Journal including the 2014 and 2015 Book of Lists
- Company advertisement included in scrolling AV loop
- 10 copies of awards section or electronic PDF of the section

## **Gift Bag Sponsorship**

- Logo on sustainable gift bag to be handed out at event
- Opportunity to include a logo branded item in gift bag
- Logo in “Thank You” advertisement in the supplement
- Two event tickets
- Ten subscriptions\* to the Philadelphia Business Journal including the 2014 and 2015 Book of Lists

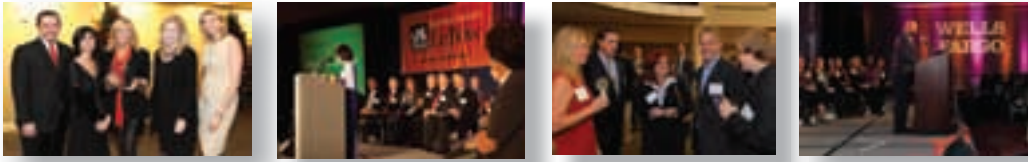
## **Gift Bag Item Sponsorship**

- Ability to include a logo branded item in gift bag
- Logo in “Thank You” advertisement after the event
- One ticket to the event
- Two subscriptions\* to the Business Journal including the 2013 and 2014 Book of Lists

\*New subscriptions only



# Book of Lists Power Party



Get your new year off to a powerful start with the networking party in the region. This gathering's invite list is comprised of honorees of Philadelphia Business Journal's exclusive award programs and CEO files.

Book of Lists Power Party is your direct access to top clients and prospects. Let your evening unwind as the Business Journal hosts another high powered cocktail program and makes personal introductions to the region's business elite on your behalf.

By affiliating with this program, you are further solidifying your brand with the prestige of our signature events. Honorees consistently report back to the Business Journal that winning an award is cherished and coveted. You also benefit by leveraging the Philadelphia Business Journal's iconic status in this region for over 30 years.

## **Remember:**

Attendees are winners, list makers & designees from every one of our 2013 award programs & events:

40 under 40  
Philadelphia 100  
CFO of the Year  
Women of Distinction  
Women to Watch Roundtable Leaders  
Women's Business Conference Panelists  
Innovation Awards  
Healthiest Employers  
Best Places to Work  
Corporate Philanthropy  
South Jersey's Entrepreneurs  
Minority Business Leaders  
Corporate Counsel

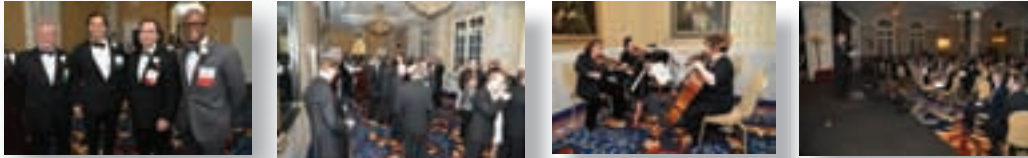
## **Sponsorship**

- Logo on all promotional collateral (Invitation, digital & print ads, registration website, awards presentation & electronic signage/Powerpoint presentation)
- Logo on event name badges
- Opportunity to submit a gift bag item (pending gift bag sponsor)
- Electronic Attendee List (excluding email addresses)
- 10 subscriptions to the Philadelphia Business Journal including 2013 and 2014 Book of Lists
- Company ad included in scrolling AV loop

Event Date: January 30, 5:00pm - 8:00pm, R2L Restaurant



# Outstanding Directors



In today's competitive business environment, a high-performing board of directors has never been more important. The Outstanding Directors Awards honor directors who have demonstrated the vital leadership and business savvy necessary to guide their businesses toward success. An independent panel of judges will select the honorees for the prestigious awards based on their commitment and impact as board members.

Issue Date: Feb. 14  
Reserve By: Feb. 5

Pre-Event  
Jan. 9, 5:00pm - 8:00pm  
EY Corporate Office

Awards Night  
Feb. 19, 6:00pm - 10:0pm  
The Union League

*\*Open to sponsors and  
finalists only*

Title Sponsors



Partner



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# Biz Women: Mentoring Monday at Moore

Our mentors are experts in a variety of fields. This speed mentoring morning will consist of meetings between mentors and attendees, each lasting five minutes. Rotate among mentors for Q&A and review your business materials. Don't miss this unique leadership training opportunity.

Event Date: Monday, April 7, 7:30am-9:30am

Location: Moore College of Art & Design

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Keynote Broadcast Interview

**Lori Greiner**

The Warm Blooded Shark™

Lori Greiner will share her advice and insight via a broadcast interview. Lori started with one idea and turned it into a multi-million dollar international brand. She is now regarded as one of the most prolific inventors of retail products, having created over 400 products, and holds 120 U.S. and international patents. She is a star shark on the hit entrepreneurial business show, Shark Tank on ABC, where she invests in companies and helps turn dreams into a reality. She also has her own show on QVC TV for the last 16 years called Clever & Unique Creations by Lori Greiner.

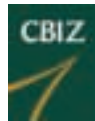
# bizwomen

PHILADELPHIA BUSINESS JOURNAL

## National Sponsors



Edward Jones®



PNC BANK

## Local Sponsors



LAGOS





# Top IT Pros



Philadelphia Business Journal and Comcast Business seek top technology executives in Greater Philadelphia for the second annual Top IT Pros Awards.

Technology has become an integral part of all companies. Going far beyond email and phones, it's nearly impossible to find a firm that doesn't rely heavily on information technology to do business.

Those leaders' roles have evolved from miners of communication systems and computers to indispensable strategic advisors and operations experts. They now must blaze trails on desktop and mobile frontiers to market the company, sell its goods, and manage customer relations. They must have their head in the cloud, be social, and constantly innovate to capture competitive advantage. And they must defend against cyber security issues to protect both the company and its customers.

## Categories

Top IT Pro of a Public Company — Honoring a current top IT executive (CIO, CTO, or equivalent position, etc.) of a public company.

Top IT Pro of a Private Company — Honoring a current top IT executive (CIO, CTO, or equivalent position, etc.) of a private company.

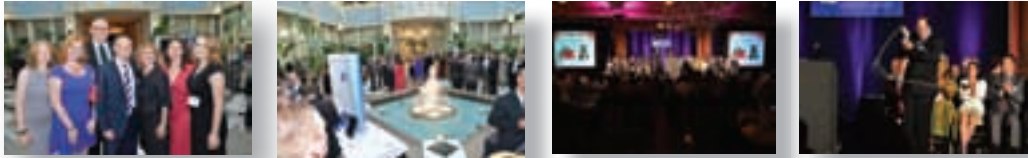
Top IT Pro of a Nonprofit/Government Agency — Honoring a current top IT executive (CIO, CTO, or equivalent position, etc.) of a nonprofit organization or government agency.

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# 40 Under 40



For 23 years, we have been celebrating Philadelphia's finest with our most anticipated 40 Under 40 Awards Program. This annual event honors forty individuals under the age of forty who are making an impact in the local business community.

Winners are profiled in the 40 Under 40 awards section. Secure prime space in this much anticipated issue and gain targeted exposure with over 90,000 decision makers in Greater Philadelphia.

Issue Date: May 16  
Reserve By: May 7

Event Date: May 20, 5:00pm - 8:30pm  
Location: Crystal Tea Room, Wannamaker Building

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# Healthiest Employers



What do you find at the intersection between health and the workplace?  
A healthy bottom line.

More and more organizations invest in their employee's mental, physical, and emotional health to increase productivity and overall job satisfaction. The Healthiest Employers Awards program will honor companies who show exceptional dedication to creating a work environment that encourages healthy living among its employees.

Want to achieve a healthy bottom line? The Philadelphia Business Journal will show you how the healthiest employers make it happen.

Issue Date: May 30  
Reserve By: May 21

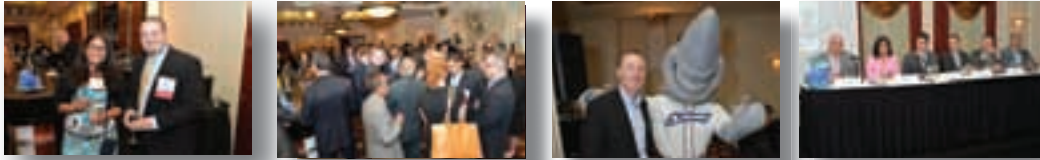
Event Date: June 5, 7:30am - 10:00am  
Location: Dorrance H. Hamilton,  
Thomas Jefferson University

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# South Jersey's Entrepreneurs



This awards luncheon recognizes the achievements of the brightest entrepreneurs in the eight county region of New Jersey.

In June, winners will be honored at the 19th Annual New Jersey's Entrepreneur Awards Luncheon and profiled in a special awards supplement. The event attracts over 250 business executives who celebrate and build long-lasting business relationships through the unique networking opportunities.

Issue Date: June 20

Reserve By: June 11

Event Date: June 26

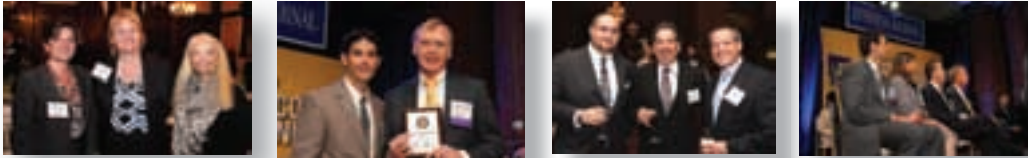
Location: The Merion, Cinnaminson, NJ

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# CFO of the Year



Our 7th annual CFO of the Year Awards recognizes the financial professionals in the Greater Philadelphia region for their outstanding performance as corporate financial stewards. A special publication will include profiles of the CFOs selected by an independent panel of judges

Winners will be recognized at an Awards Luncheon designed to provide sponsors, nominees, and winners rich opportunities to develop strong relationships.

Issue Date: July 4  
Reserve By: June 25

Event Date: July 10, 11:15am - 2:00pm  
Location: Crystal Tea Room, Wannamaker Building

## **SPONSORSHIP AVAILABLE:**

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# Heavy Hitters of Real Estate

Awards program recognizing the commercial and residential real estate industry leaders and deals.

Issue Date: August 1  
Reserve By: July 23

Event Date: July 17, 7:30am - 10:30am  
Location: Crystal Tea Room, Wannamaker Building

## **SPONSORSHIP AVAILABLE:**

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# Corporate Giving Awards

Gathering of 150-200 people who are invested in corporate social responsibility for the Greater Philadelphia region. Attendees are winners of the Corporate Giving Challenge. Nominations were judged on creativity, tangible results, how technology was incorporated.

The invitation list is comprised of the top two executives in charge of philanthropy from the winning companies plus sponsors and local executives invested in corporate social responsibility for the Greater Philadelphia region.

Issue Date: July 25  
Reserve By: July 16

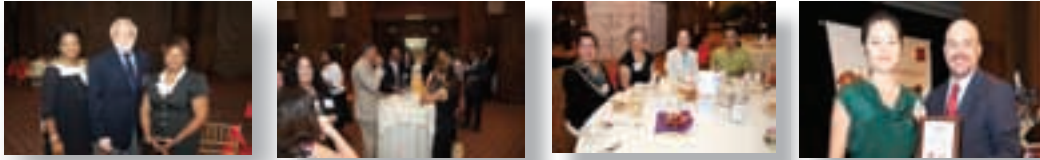
Event Date: July 24, 7:30am - 9:00am  
Location: The Union League

## **SPONSORSHIP AVAILABLE:**

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# Minority Business Leaders



Join us as we honor the region's most influential minority executives and business owners with our 4th annual Minority Business Leader Awards reception and awards supplement. This event will honor business leaders chosen by a Business Journal panel in consultation with community leaders.

Also included is an award category that recognizes publicly traded companies for scoring the highest percentage in diversity for board member representation--new!

Maximize your brand by becoming a sponsor or show your support with an ad in the supplement — perfect for a congratulatory message.

Issue Date: Aug. 1  
Reserve By: July 23

Event Date: Aug. 7, 7:30am. - 9:30am  
Location: Crystal Tea Room, Wannamaker Building

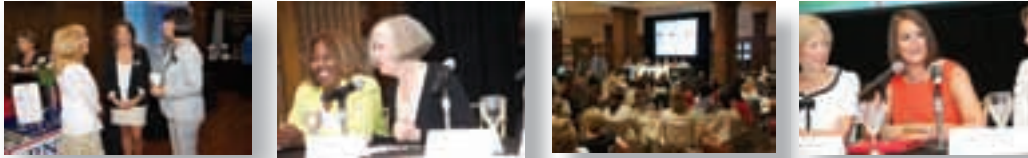
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# Women's Conference (Expo & Roundtable)



Philadelphia Business Journal and bizwomen.com continues its tradition of serving the coveted female executive market with its 4th annual Women's Business Conference.

This half-day event is composed of three important components:

- An expo showcasing B2B and B2C business enterprises
- A reveal of the annual Top 100 Women Owned Businesses List
- Creative programming: crowd pleasing roundtable discussions. This innovative format showcases five to six women executives, each of whom is a giant in her industry. Leaders rotate from room to room while attendees, who remain stationary, are treated to a small group discussion with each leader.

As a sponsor, you benefit from association with each of these aspects of the day plus exposure in a white paper that is produced from each discussion leader's presentation. The white paper is published in the weekly print edition as well as appearing digitally on pbj.com. If your target market is the affluent and influential female executive, then this sponsorship is tailor made for you.

Show Guide: August 22, 2014

Women's Roundtable White Paper: September 19, 2014

Reserve By: August 13, 2014

Event Date: Tuesday, September 9, 7:15am - 10:30am

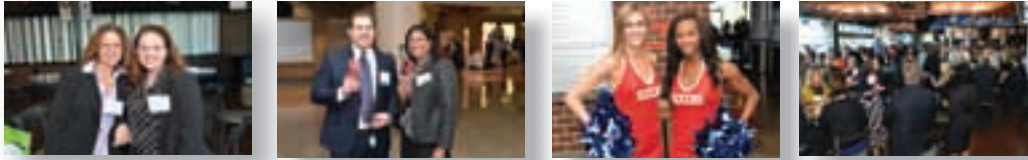
Location: The Union League

## SPONSORSHIP AVAILABLE:

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# Best Places to Work



Have you ever wondered why some companies attract and retain top quality employees? The Philadelphia Business Journal answers that question at its 8th annual Best Places to Work event on October 3rd.

Every business leader wants to know how to create a workplace that has a desirable, innovative, and fun culture that brings business results. The Business Journal will show them how the best companies in the region make it happen. Maximize your brand by becoming a sponsor or show your support with an ad in the supplement — perfect for a congratulatory message.

Issue Date: October 3  
Reserve By: September 24

Event Date: October 7, 7:30am - 9:45am  
Location: Sonesta Philadelphia Hotel

## SPONSORSHIP AVAILABLE:

- ✓ PRESENTING
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# Chase International

Issue Date: October  
Reserve By: September

Event Date: October 14  
Location: The Union League

## **SPONSORSHIP AVAILABLE:**

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# Innovation Awards



Philadelphia is a hotbed of innovation across Healthcare and Life Science industries. Greater Philadelphia's medical centers are some of the best in the nation plus our region has seen early-stage as well as more mature companies in the sector harness the power of medical miracles.

Philadelphia Business Journal brings together the best of both worlds in this new merged event, Healthcare Innovations & Life Science Awards.

We'll shine a spotlight on the extraordinary efforts of institutions and individuals who are pushing us forward. As history has proven, we are an area of "firsts" and now is the time to recognize outstanding achievement in Healthcare and Life Science communities.

Issue Date: October 17

Reserve By: October 8

Event Date: October 23, 7:30am - 9:45am

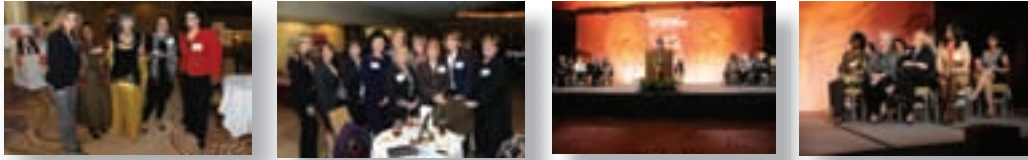
Location: Crystal Tea Room, Wannamaker Building

## SPONSORSHIP AVAILABLE:

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- ✓ VENDOR



# Women of Distinction



The Women of Distinction is the event of the year, recognizing outstanding women who are achieving great success in their professional lives while managing to give back to their communities. 25-30 recipients are honored, including a Rising Star and an occasional Lifetime Achievement Award.

Now in its 15th year, this event gathers nearly 500 people for an awards dinner. Honorees are chosen by an independent judging panel who survey hundreds of applications to select the most accomplished women. This prestigious event allows all of our guests to network and forge deeper connections. The evening's grand finale hits a high note with a gala dinner.

Issue Date: November 21  
Reserve By: November 12

Event Date: November 18, 5:00pm. - 8:30pm  
Location: Vie, Cescaphe Event Group (North Broad Street)

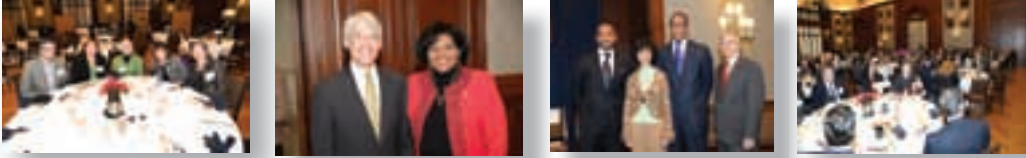
## **SPONSORSHIP AVAILABLE:**

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2014  
**WOMEN**  
*OF Distinction*  
PHILADELPHIA BUSINESS JOURNAL



# Corporate Counsel



Philadelphia Business Journal's 2nd annual Corporate Counsel Awards, recognizing the contributions of in-house corporate attorneys who play key roles in the success of their companies.

## Categories

Public Company  
Private Category  
IP Lawyer  
Community Champion  
Diversity Champion  
Best Labor & Employment Counsel  
Rising Star

Issue Date: December 5  
Reserve By: November 26

Event Date: December 11, 7:30am-9:45am  
Location: The Union League

## SPONSORSHIP AVAILABLE:

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# Most Admired CEO



This fall Philadelphia Business Journal and partners honor those individuals amongst us who make this region the best place to work, live and play. This recognition program will highlight five top individuals in ten categories for their leadership. Once the top 50 honorees are announced we'll take the decision to the market. Via crowdsourcing, voters register their preference through an online poll. At the end of the competition only one CEO will be identified as THE Most Admired CEO for our region.

Issue Date: December  
Reserve By: December

Event Date: December  
Location: TBD

## **SPONSORSHIP AVAILABLE:**

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**Most ADMIRABLE CEO**  
2014 Awards  
PHILADELPHIA BUSINESS JOURNAL



# LGBT Awards

Issue Date: TBD  
Reserve By: TBD

Event Date: TBD  
Location: TBD

## **SPONSORSHIP AVAILABLE:**

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# Book of Lists Chapter Sponsorship

Ask Business Journal readers to name the one publication they refer to time after time and they'll answer the annual Book of Business Lists. Full of sales leads and indispensable information, the Book of Business Lists is found in every office in the region.

As a Book of Business Lists Chapter Sponsor, you have the opportunity to target a segment of the business community, not only with your logo on the chapter cover page and a full page ad in the Book, but also as a co-host of the Chapter Breakfast. This event brings together up to 150 top executives from the firms contained in each chapter for a networking breakfast.

Sponsorship: \$21,000 net

- Logo on Index page of Book of Lists Chapter page
- Full page, 4-color ad in Book of Lists
- Profile of Company CEO in Book of Business Lists
- 20 copies of Book of Lists
- Signage at event (banner placement and/or digital signage)
- Podium recognition
- 15 tickets to the event
- Display table for event
- Opportunity for welcome remarks

Issue Date: Dec. 27,

Reserve By: Oct. 30

Event Date: Year-round

Location: TBD

Max. Sponsors: 2-3 non-competing



# Questions?

We are happy to answer any questions you have about the information in this packet. If you do not have an assigned Account Executive, please use the contact information below. Happy Sponsoring!

## **Sponsorship Inquiries**

Ron Maver  
Director of Advertising  
21-238-5123  
rmaver@bizjournals.com

## **Event Inquiries**

Jennifer Wolf  
Events Manager  
215-238-5106  
jenniferwolf@bizjournals.com

## **Resources**

- » [Events calendar: pbj.com/event](http://pbj.com/event) »
- » [Nominations: pbj.com/nomination](http://pbj.com/nomination) »
- » [Sponsorship & advertising information: pbj.com](http://pbj.com) »

