



Super Mom Entrepreneur

Conference & Expo

Media Partner Kit October 30, 2010 NYC

Powered By:

Happy and Healthy Mom

&

Corporate Mom DropOuts

<http://www.supermomprenneur.com>



Mission & History

The **Super Mom Entrepreneur Conference & Expo** was created to empower moms to start, build, and expand their own businesses through providing them with education, resources, networking, support, as well as exhibition and acknowledgement opportunities.

The event is the brainchild of Heather Lopez of [Happy and Healthy Mom.Com](#) & [Become Better Brands](#) and Lucinda Cross of [Corporate Mom DropOuts](#). Both women made a connection through their businesses and found that they each were looking to plan similar events for mom entrepreneurs. Strong believers in the “Strength in Numbers” concept as well as possessing a collaborative mindset, Heather & Lucinda designed this conference together, with input from other mom entrepreneurs, to be the most effective and informative conference for mom entrepreneurs and mom entrepreneurs to be.



Overview

The **Super Mom Entrepreneur Conference & Expo** will be held on October 30, 2010 in NYC at The New Yorker Hotel. It is both a conference and an expo, featuring 16 interactive workshops geared towards varying levels of mom entrepreneurs; four impactful keynote speakers; networking coffees, breakfast, lunch, and hors d'oeuvres; an awards ceremony for a mom entrepreneur grant and acknowledgement of outstanding mom entrepreneurs; mom-owned businesses offering products and services for moms (mom2mom); B2B vendors offering products and services for business owners; and sponsors showing their support for moms owning their own businesses. The conference overall is expecting to reach 300 individuals directly through event participation. We will also be hosting a pre-conference networking mixer the evening before.



Attendees

The Super Mom Entrepreneur Conference & Expo focuses on moms living in the Tri State area of NY, CT, and NJ who either own a business, or would like to start one. This event is expected to attract 200 attendees ranging from experienced mom entrepreneurs, start-up mom entrepreneurs, mom entrepreneurs to be, future moms, expectant moms, moms of infants, moms of toddlers, moms of kids, moms of teenagers, grandmomprenuers, and even some dadpreneurs. An additional 100 attendees will be comprised of exhibitors, media, sponsors, volunteers, children, speakers, and presenters.

Consider these facts:

- Every year moms spend \$2.1 trillion.
- 90% of mothers use the same products at home and the office
- 5 million moms own their own business, over 10 million if you include Canada, which isn't too far from NY.
- 88% of mothers refer to themselves as household CFO
- For the first time in history, four generations of mothers comprise the Mom Market



Event Goals

- ⇒ Reach 200 mom entrepreneurs and mom entrepreneurs to be
- ⇒ Garner both national and local media attention and sponsors
- ⇒ Secure 20 Mom2Mom and B2B exhibitors
- ⇒ Provide 20 moms the opportunity to attend via volunteer positions
- ⇒ Reach an additional 1000 potential future attendees via word of mouth, assuming attendees each tell five other people
- ⇒ Gain at minimum a 90% approval rating by all attendees, sponsors, and exhibitors
- ⇒ Ensure that event costs stay within budget

According to Entrepreneur Magazine, entrepreneurial businesses grow faster during times of economic distress and some of the most well-known and established businesses started during eras like The Great Depression. The magazine predicts that this is the year of the entrepreneur and we'd like to predict that this is the year of the MOMPREENEUR!

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Theme

Balancing Business With Babies Requires Super Powers

How do we as moms grow our businesses, while our children grow?

How do we make sure that we support our children emotionally while trying to support them financially?

How do we compete with business owners who do not have the same challenges we face as moms?

How do we connect with others socially, so that we can become more successful financially?

How do we wear all of the hats that go along with being a mom and a business owner ?



The event is being held at The New Yorker Hotel located at 481 8th Avenue & 34th Street, New York, NY 10001. It is one of the most popular hotels in NYC, with newly renovated guestrooms and suites ready to accommodate those wishing to stay overnight. There are 3rd and 4th floor meeting spaces, complete with dropdown screens, free wi-fi access and in-house AV. It is located close to 3 major airports: JFK, LaGuardia, and Newark and is right across the street from Penn Station.

NYC is at the heart of the Nation's, if not the World's, Business Community. Think Wall Street.

Location





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Media Partnership Opportunities



Media Partner

Features

- Partner logo/ banner with active link on sponsor page and sidebar of every page of event website
- Media admission passes to event
- Media badges issued to display during the event
- Access to designated media room to conduct interviews
- Upon request, organizers will schedule interviews with speakers, key attendees, sponsors, and organizers that you can include in coverage of event.
- Mention @ the beginning of event & beginning of lunch
- Ability to distribute materials at open tables throughout venue
- Ability to distribute materials in conference bags distributed to attendees

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Media Partner (cont)

- Organization name and logo included on some outbound communication and printed materials: television, newspaper, radio, advertisement, interviews, e-zines & blogs, invitations, attendee e-mailers, and press releases
- Permission to use event logo/ banner on sponsor's website
- Post event: 3 month mention on Super Mom Entrepreneur correspondence.
- At least 1 sponsored event tweet with link to partner's Twitter account
- At least 1 Facebook status update on the Super Mom Entrepreneur Fan page with link to partner's website and/or fan page
- 1/8 page ad in conference program
- Limited number of partners being accepted.
- These features are provided at no cash cost for partners fulfilling the requirements.

(Further customization is available for an additional cost)



Media Partner (cont)

Requirements

- Agreement to publish all releases or links to releases on website.
- Agreement to provide at least one advertisement of the conference either in print, digitally, on radio, or TV, based on primary organization type. (i.e. If you run a radio station, then the ad must run on the radio, etc.)
- Agreement to mention event on Twitter and Facebook accounts, if applicable.
- Agreement to cover event and conduct at least one interview to be published after event.
- Provide own 1/8 page ad for conference program
- Provide 125 x 125 banner for sponsor page
- Provide links to Twitter, Facebook, website
- Must reach a minimum of 5,000 people and preference will be giving to those with a greater reach either in general or within the conference targeted community.



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