



71st 
FCEM
World Congress

**CONNECTING THE DOTS:
WOMEN LEADING GLOBALLY**

Women Chiefs of Enterprises International (Australia) (WCEI) is excited to invite your organisation to participate in our upcoming flagship 2024 World Congress, to be held in Sydney, Australia.



DI TOMPSON

World Vice President, Asia Femmes Chefs d'Entreprises Mondiales

As a not-for-profit women's association, we are dedicated to empowering and supporting women entrepreneurs and business leaders, and this event will be the highlight of our 2024 annual calendar.

The Congress will attract approximately 500 women from across the world, with an additional 100 local members expected to attend. Our attendees are successful businesswomen who own their own business or are senior business women, with an average age between 40-65 years old.

The Congress will offer a unique opportunity to network, learn, and connect with other like-minded individuals from around the world.

We are seeking sponsorship to help make this Congress affordable for attendees locally and globally, and we hope that your organisation will consider being part of this important event.

Your support will help ensure the success of the Congress and the ongoing growth of WCEI. As a sponsor, your organisation will be entitled to a range of benefits. We have several levels of sponsorship available, with increments ranging between \$2,500 and \$60,000, with numerous options in between.



ANDREA PLAWUTSKY

National President Women Chiefs of Enterprises International (Australia)

We believe that your organisation's involvement in this Congress will not only provide you with valuable exposure to our local and global attendees but will also help you to support and empower women in business on a global scale.

Thank you for your consideration, and we hope to welcome you as a Partner of the World Congress.



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FCEM

Assistance for the promotion and strengthening of women's entrepreneurial initiatives around the world.



**YVONNE
FOINANT**

The founder of the Association of Women entrepreneurs FCE "Les Femmes Chefs d'Entreprises" 1945 - 1979

FCEM is the pioneer association bringing together women entrepreneurs from all over the world. Founded in France almost 80 years ago, by Mme. Yvonne Foinant, the association quickly spread to other European countries and then to the four corners of the world.

FCEM is the spokesperson for women entrepreneurs. The association defends the interests of women entrepreneurs with governments and public and private international bodies.

FCEM (Women in Global Business) extends beyond borders and emerges in the four corners of the world. Present in more than 70 industrialized countries, it is the only non-governmental association with consultative status at the United Nations and the Council of Europe, but also representation with the European Union, UNCTAD, UNIDO, UNDP, OECD and the International Labor Organization (ILO).

FCEM is a non-profit, non-governmental, apolitical and secular organization whose activities at the national and international level are intended to promote women-led businesses, strengthen and support national associations of women entrepreneurs by:

- Helping to improve the visibility of women entrepreneurs in the media
- Lobbying public and private organizations, decision-makers and governments to defend and promote the socio-economic potential of women
- Carrying the values of solidarity, friendship, cultural understanding and exchange of experiences, to share know-how and ideas
- Facilitating business development, partnership and trade
- Stimulating professional growth by encouraging women to create and develop businesses.

A NETWORK OF
500,000
FEMALE ENTREPRENEURS

70 countries
ACROSS 5 CONTINENTS

1945 - 2023
78 years
IN EXISTENCE

WCEI AUSTRALIA

“Alone we are invisible, together we are invincible.”

Women Chiefs of Enterprises International (Australia) (WCEI) is excited to invite your organisation to participate in our upcoming flagship 2024 World Congress, to be held in Sydney, Australia.

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Thank you for your consideration, and we hope to welcome you as a Partner of the World Congress.

OUR VALUES

Ambitious Leaders

WCEI values women with ambition.

Global Perspective

WCEI values and leverages our local, national and international connections.

Connectedness

WCEI values connections between members and their communities across all sectors, including our alliances.

Influence

WCEI values the power of influence and the positive difference we can make universally.

Authenticity

WCEI values women of substance.

REPRESENTATION ACROSS THE COUNTRY

WCEI has vibrant chapters across the eastern seaboard of Australia, as well as a newly formed chapter blossoming in Singapore, facilitated by overseas Australians.

Our members come from a wide range of industries and business sectors, including professional services, digital technology, creative industries, manufacturing, travel and tourism and education.

Our annual calendar of events and activities offers members a privileged space for exchanges, discussion and development of friendships and business partnerships.



WORLD CONGRESS

For the 71st edition of its flagship event, FCEM heads down under to Australia; a country that embraces tenacity, curiosity, community, and innovation.

Sydney will welcome approximately 500 women leaders and business leaders from all over the world in October 2024, with an additional 100 local members expected to attend.

The attendees will be successful businesswomen who own their own business or are senior businesswomen. The Congress will offer a unique opportunity to network, learn, and connect with other like-minded individuals from around the world.

The official opening will take place at the Welcome Reception on the evening of Wednesday, 23 October. The program affords opportunities for multicultural exchanges, which will take place through:

- Meetings in select committees or by geographical area
- Plenary conference and presentations with qualified speakers
- Workshops and interactive sessions aligned to the theme “Connecting the Dots”
- International B2B networking sessions and diplomatic meetings between delegations and partners
- Three large festive evening gatherings at which partners and VIPs can be present

FCEM members will also have the opportunity to take part in hosted city visits during their stay.



Paris 2023
1,000+ delegates

Marrakech 2022
800 delegates

Istanbul 2021
400 delegates



HISTORY

70th FCEM World Congress
Paris, France - November 2023

69th FCEM World Congress
Marrakech, Morocco - November 2022

68th FCEM World Congress
Istanbul, Turquie - November 2021

67th FCEM World Congress
Lima, Peru - November 2019

66th FCEM World Congress
Moscow, Russia - October 2018

65th FCEM World Congress
Rome, Italy - November 2017

64th FCEM World Congress
Cancun, Mexico - November 2016

63rd FCEM World Congress
Manama, Bahrain - March 2015

62nd FCEM World Congress
Taipei, Taiwan - September 2014

61st FCEM World Congress
Marrakech, Morocco - September 2013

60th FCEM World Congress
Berlin, Germany - September 2012



2024

SYDNEY, AUSTRALIA

Connecting the dots





“LOVED the app - able to add questions and auto send follow up emails to people we met”

“Great to meet a number of delegates who haven’t attended a Conference previously”

“The Conference provided a good quality of attendees, great location and very well organised”



Connecting the Dots: Women Leading Globally

INVITATION TO PARTICIPATE

We are delighted to invite your organisation to participate as a valued Sponsor at our 2024 World Congress. 2024 will see us hosting a significant global event live in Sydney, Australia.

Participating as a Sponsor at the Congress provides an opportunity for your organisation to engage with a large field of influential leaders and business builders from across the globe.

Research has proven that exhibiting at industry events increases sales leads from attendees

- 70% value face2face interaction as an important step in the purchasing process
- 82% have the authority to purchase your product
- 77% are potential new Customers
- 82% are interested in the products show
- 34% have never been to a trade show before giving you a new audience

Key Reasons to be involved

- Present your company with an opportunity to meet your target audience
- Enhance your marketing strategy and build brand awareness
- Showcase your latest products and services
- Establish new relationships with potential customers and clients
- Benefit from meeting senior management and decision makers in one place

Included in each sponsorship package is the opportunity to meet with delegates through attendance at the event including networking functions.

We appreciate your consideration of support for this event, and we look forward to the opportunity to have you join us.



packages

PINK DIAMOND
exclusive package

\$60,000

OPAL

\$40,000

PEARL

\$20,000

GOLD

\$7,500

WATTLE

\$2,500

GALA DINNER

\$25,000

SPONSORSHIP PACKAGES

We offer a wide variety of packs allowing you to showcase your company, your brand, your know-how and your values. Each package includes a wide range of marketing and branding opportunities. We also welcome further discussion in order to best tailor a package to meet your needs.

PACKAGE	INVESTMENT	PAGE	OPPORTUNITIES
Pink Diamond Package	\$60.000	16	1
Opal Package	\$40.000	17	2-4
Pearl Package	\$20.000	18	2-4
Gold Package	\$7.500	19	multiple
Wattle Package (branding only)	\$2.500	20	multiple
Gala Dinner (Day 3)	\$25.000	21	1
Welcome Cocktail Reception (Day 1 Indigenous cuisine)	\$15.000	22	1
Cultural Evening (Day 2)	\$15.000	23	1
Business 2 Business Networking (Day 3)	\$10.000	24	1
Keynote Speaker	\$8.000	25	2
Concurrent Session	\$8.000	26	1
Coffee Station (branded cart)	\$3.500	27	2
Recharge Lounge (all international plugs; and devices; lounges in breakout space)	\$7,500	28	1
Congress App	\$12.500	29	1
Lanyards	\$5.000	30	1
Language (Audio) Translation (direct connection with delegates)	\$8.000	31	2
Satchel Sponsor	\$6.000	32	1
Flag Ceremony (video of the ceremony for their use later; leads into Gala dinner)	\$4.000	33	1
Day Catering Breaks (Morning Tea, Lunch, Afternoon Tea)	\$5.500	34	2
Market Place Table (women from FCEM who wish to sell or promote)	\$1.000	35	multiple

All Sponsorship Packages include the following BRANDING AND MARKETING INCLUSIONS:

OUR SOCIAL MEDIA REACH



3,587

Twitter followers



12,260

Facebook followers



15,394

LinkedIn followers



Acknowledgement as a sponsor by the World Congress MC



Company profile page within Congress app, including logo, bio and hyperlink to your company URL



Your company logo and URL on Congress website



Your company logo on relevant Congress collateral



Your company logo on the onsite Congress signage



Recognition of your company on sponsor PowerPoint slides



Want to know more?
Contact the Events Team

1300 111 636

EXCLUSIVE SPONSOR

PINK DIAMOND

A prestigious opportunity to gain maximum exposure.

Claim the spotlight through the Platinum Sponsor Package. An exclusive marketing and branding opportunity that will ensure your company will be at the forefront of delegate's minds from the moment they register, throughout Congress and in the post event material. Enjoy additional benefits including a three minute sponsor address in the opening plenary session and enabling your company to extend your marketing reach to a wider global audience.

EXCLUSIVE OPPORTUNITY

\$60,000

Registration

This sponsorship package enables multiple representatives from your organisation to be present at the Congress to establish new contacts, extend their networks and attend most sessions, facilitating introductions and collaborations with business women who lead globally.

- Four Full Congress registrations
- Ten Welcome Cocktail Reception Tickets (suitable for corporate guests)
- Eight Gala Dinner Tickets
- Four Cultural Evening Tickets (offsite venue)

PACKAGE HIGHLIGHTS

- Your company logo on delegate registration emails
- Your company logo on all Congress Electronic Direct Mail (EDMs)
- Your company logo on Social Media Posts across all Channels promoting your company as Pink Diamond Exclusive Sponsor
- Two (2) event feed banners within the Congress App
- Your company highlights video (30sec length) played at start of sessions throughout the Congress
- Two (2) tables named for your Company at the Gala evening
- The option to showcase your products and services at The Marketplace
- Your company logo displayed in the Recharge Lounge
- Option to include promotional material inside the Congress Satchel
- Three (3) minute sponsor address at the Opening Plenary — Speaking only. Visual aids not available for use
- Participation in interview panel with other major sponsors during Congress
- The option to provide facilitators for four (4) tables in the B2B Networking event

SPONSOR

OPAL

A great way to be involved in all aspects of the conference.

Embedding your company in all aspects of the Congress, the Opal Sponsor package provides considerable exposure throughout the event. With the opportunity to exhibit, promote your organisation through multiple branding platforms, this package will ensure you have maximum interaction with delegates.

Registration

This sponsorship package enables several representatives from your organisation to be present at the Congress to establish new contacts, extend their networks and attend most sessions, facilitating introductions and collaborations with business women who lead globally.

- Two Full Congress registrations
- Ten Welcome Cocktail Reception Tickets (suitable for corporate guests)
- Four Gala Dinner Tickets
- Two Cultural Evening Tickets (offsite venue)

MULTIPLE OPPORTUNITIES

\$40,000

PACKAGE HIGHLIGHTS

- Your company logo on delegate registration emails
- Your company logo on all Congress Electronic Direct Mail (EDMs)
- Your company logo on Social Media Posts across all Channels promoting your company as a main Sponsor
- Two (2) event feed banners within the Congress App
- Your company highlights video (30sec length) played at start of sessions throughout the Congress
- One (1) table named for your Company at the Gala evening
- The option to showcase your products and services at The Marketplace
- Your company logo displayed in the Recharge Lounge
- Option to include some promotional material inside the Congress Satchel
- Participation in interview panel with other major sponsors during Congress

SPONSOR

PEARL

The perfect package for hosting key connections.

The Pearl Sponsor package is suitable if you wish to demonstrate your commitment to global connections, hosting corporate guests at the official Congress opening.

MULTIPLE OPPORTUNITIES

\$20,000

Registration

This sponsorship package enables several representatives from your organisation to be present at the Congress to establish new contacts, extend their networks and attend most sessions, facilitating introductions and collaborations with business women who lead globally.

- Two (2) Full Congress registrations
- Six (6) Welcome Cocktail Reception Tickets (suitable for corporate guests)
- Two (2) Gala Dinner Tickets
- Two (2) Cultural Evening Tickets (offsite venue)

PACKAGE HIGHLIGHTS

- Your company logo on delegate registration emails
- Your company logo on all Congress Electronic Direct Mail (EDMs)
- Your company logo on Social Media Posts across all Channels promoting your company as a main Sponsor
- Two (2) event feed banners within the Congress App
- Your company highlights video (30sec length) played at start of sessions throughout the Congress
- One (1) table named for your Company at the Gala evening
- The option to showcase your products and services at The Marketplace
- Your company logo displayed in the Recharge Lounge
- Option to include some promotional material inside the Congress Satchel
- Participation in interview panel with other major sponsors during Congress

SPONSOR GOLD

Ensure you have multiple branding and marketing.

If you are looking for an opportunity beyond exhibiting to take your involvement to the next level, the Gold Sponsorship package is a perfect way to increase your brand awareness during the event.

Registration

This sponsorship package enables a representative from your organisation to be present at the Congress to establish new contacts, extend their networks and attend most sessions, facilitating introductions and collaborations with business women who lead globally.

- One (1) Full Congress registration
- Two (2) Welcome Cocktail Reception Tickets (suitable for corporate guests)
- One (1) Gala Dinner Ticket
- One (1) Cultural Evening Ticket (offsite venue)

MULTIPLE OPPORTUNITIES

\$7,500

PACKAGE HIGHLIGHTS

- Your company logo on delegate registration emails
- Your company logo on all Congress Electronic Direct Mail (EDMs)
- Your company logo on Social Media Posts across all Channels promoting your company as a Sponsor
- Your company highlights video (30sec length) played at start of sessions in the morning and afternoon
- Option to include some promotional material inside the Congress Satchel
- Participation in interview panel with other major sponsors during Congress



SPONSOR

WATTLE

MULTIPLE OPPORTUNITIES

\$2,500

An entry level package that provides elevated brand exposure.

If you are looking for an opportunity to increase your brand exposure throughout Congress, look no further than the Wattle sponsorship! With multiple branding and marketing inclusions, this package is ideal for those wanting to lift their company profile at the event.

Registration

This sponsorship package enables a representative from your organisation to be present at the Congress to establish new contacts, extend their networks and attend most sessions, facilitating introductions and collaborations with business women who lead globally.

- One (1) Full Congress registration

PACKAGE HIGHLIGHTS

- Your company logo on delegate registration emails
- Your company logo on all Congress Electronic Direct Mail (EDMs)
- Your company logo on Social Media Posts across all Channels promoting your company as a Sponsor
- Your company highlights video (30sec length) played at start of the morning sessions of the Congress
- Option to include some promotional material inside the Congress Satchel



SPONSOR

GALA DINNER

Align your company with the Congress's flagship networking event.

Held on Day 3, the Congress Dinner is the most prestigious networking event on the program. This sponsorship package includes the opportunity to promote your organisation through multiple branding platforms, this package will ensure you have maximum exposure and interaction with delegates, and associated with the most highly anticipated Congress dinner.

EXCLUSIVE OPPORTUNITY

\$25,000

Registration

This sponsorship package enables multiple representatives from your organisation to be present at the Congress to establish new contacts, extend their networks and attend most sessions, facilitating introductions and collaborations with business women who lead globally.

- Two (2) Full Congress registrations
- Two (2) Welcome Cocktail Reception Tickets (suitable for corporate guests)
- Eight (8) Gala Dinner Tickets
- Two (2) Cultural Evening Tickets (offsite venue)

PACKAGE HIGHLIGHTS

- Your company logo on delegate registration emails
- Your company logo on all Congress Electronic Direct Mail (EDMs)
- Your company logo on Social Media Posts across all Channels promoting your company as a main Sponsor
- Your company highlights video (30sec length) played at start of the Gala Dinner
- Promotional Material on tables at Gala Dinner
- Option for additional signage around the Gala Dinner (limited to 4 items)
- Option to include some promotional material inside the Congress Satchel
- Three (3) minute sponsor address at the Gala Dinner — Speaking only. Visual aids not available for use
- Option to be on stage during presentation of FCEM award at Gala Dinner

SPONSOR

WELCOME COCKTAIL RECEPTION

EXCLUSIVE OPPORTUNITY

\$15,000

Stand apart by creating a great first impression at the first event

Capitalise on the vibe from of the first day to capture delegates attention as they unwind. Included in this package is a range of marketing opportunities for your brand to be front and centre as you welcome delegates to the first networking opportunity of the event. For some delegates this will be their first time experiencing Indigenous cuisine.

Registration

This sponsorship package enables multiple representatives from your organisation to be present at the Congress to establish new contacts, extend their networks and attend most sessions, facilitating introductions and collaborations with business women who lead globally.

- One (1) Full Congress registration
- Ten (10) Welcome Cocktail Reception Tickets (suitable for corporate guests)

PACKAGE HIGHLIGHTS

- Your company highlights video (30sec length) played at start of the Welcome Cocktail Reception event
- Promotional Material on high cocktail tables at Welcome Cocktail Reception event
- Option for additional signage around the event (limited to 4 items)
- Option to include some promotional material inside the Congress Satchel
- Three (3) minute sponsor address at the Welcome Cocktail Reception — Speaking only. Visual aids not available for use

Plus Branding and Marketing inclusions



SPONSOR

CULTURAL EVENING

EXCLUSIVE OPPORTUNITY

\$15,000

Align your company with delegates' Australian cultural experience.

Capitalise on the energy of the first day of Plenary sessions to capture clients attention as they engage and create long lasting connections. Included in this package is a range of marketing opportunities for your brand to be front and centre as you host a cultural event. For some delegates this will be their first time visiting Australia and experiencing our culture.

Registration

This sponsorship package enables multiple representatives from your organisation to be present at the Congress to establish new contacts, extend their networks and attend most sessions, facilitating introductions and collaborations with business women who lead globally.

- One (1) Full Congress registration
- Two (2) Welcome Cocktail Reception Tickets (suitable for corporate guests)
- Eight (8) Cultural Evening Tickets (offsite venue)



PACKAGE HIGHLIGHTS

- Your company highlights video (30sec length) played at start of the Cultural evening
- Promotional Material displayed at event
- Option for additional signage around the event (limited to 4 items)
- Option to include some promotional material inside the Congress Satchel
- Three (3) minute sponsor address at the Cultural Evening Event — Speaking only. Visual aids not available for use

Plus Branding and Marketing inclusions

SPONSOR

B2B NETWORKING

EXCLUSIVE OPPORTUNITY

\$10,000

Align your brand with the session where global and local industry-specific conversations happen.

As the Business 2 Business Networking Session Sponsor, your company has the opportunity to be associated with a session where the magic happens. Delegates from different countries will come together depending upon industries within which they work to share global and local trends and the other most pertinent topics within the industry. These sessions ensure delegates will gain greater knowledge and insights whilst giving your company the opportunity to become a Partner.

PACKAGE HIGHLIGHTS

- Your company highlights video (30sec length) played at start of the designated session
- Option for additional signage around the event (limited to 4 items)
- Three (3) minute sponsor address at the B2B Networking event — Speaking only. Visual aids not available for use
- The option to provide eight (8) Facilitators across four (4) industry sector tables of your choosing in the B2B Networking event

Registration

This sponsorship package enables multiple representatives from your organisation to be present at key moments of the Congress to establish new contacts, extend their networks and attend relevant sessions, facilitating introductions and collaborations with business women who lead globally.

- Two (2) Welcome Cocktail Reception Tickets
- Eight (8) team members in attendance at the B2B Networking Session, including the four (4) Facilitators

Plus Branding and Marketing inclusions



SPONSOR
KEYNOTE SPEAKER

TWO OPPORTUNITIES

\$8,000

Align your company with the Keynote Speaker!

Align your company with the keynote speaker on the program as they share their expertise, knowledge and experience on a topic of significant value to delegates. Sponsorship of the keynote speaker will entitle your organisation to considerable promotional opportunities and recognition during the designated plenary session.

Registration

This sponsorship package enables multiple representatives from your organisation to be present at the Congress to establish new contacts, extend their networks and attend most sessions, facilitating introductions and collaborations with business women who lead globally.

- Two (2) Welcome Cocktail Reception Tickets
- Four (4) in attendance during the Keynote speaker's presentation

PACKAGE HIGHLIGHTS

- Your company highlights video (30sec length) played at start of the designated session
- Three (3) minute sponsor address and introduction of the Keynote Speaker on the designated day — Speaking only. Visual aids not available for use

Plus Branding and Marketing inclusions



SPONSOR

CONCURRENT SESSION

EXCLUSIVE OPPORTUNITY

\$8,000



Align your brand with industry expertise through sponsorship of a topical session.

As the Concurrent Session Sponsor, your company has the opportunity to be associated with four interactive breakout workshops that will give life to detailed discussions on the most pertinent topics globally for women leaders. These sessions ensure delegates will gain greater knowledge and insights whilst giving your company the opportunity to partner in the conversations with innovative and important concepts.

Registration

This sponsorship package enables multiple representatives from your organisation to be present at the Congress to establish new contacts, extend their networks and attend relevant sessions, facilitating introductions and collaborations with business women who lead globally.

- Two (2) Welcome Cocktail Reception Tickets
- Eight (8) in attendance at the Concurrent Session

PACKAGE HIGHLIGHTS

- Your company highlights video (30sec length) played at start of the designated session
- Option for additional signage around the event (limited to 2 items per workshop / breakout group)
- The option for eight (8) members of your team to participate in the interactive conversations

Plus Branding and Marketing inclusions

SPONSOR

COFFEE STATION

EXCLUSIVE OPPORTUNITY

\$3,500

As delegates enjoy barista made coffee you will enjoy the foot traffic to your branded space and the opportunity to connect with them individually.

Entice delegates to your exhibit with the aroma of freshly made barista coffee. Complimentary coffees will provide the opportunity for you to engage with existing and potential clients throughout the event, leaving delegates with a positive brand awareness experience. This is anticipated to be one of our most popular sponsorship packages.

Registration

This sponsorship package enables multiple representatives from your organisation to be present at the Congress to establish new contacts, extend their networks and attend most sessions, facilitating introductions and collaborations with business women who lead globally.

- Two (2) Welcome Cocktail Reception Tickets
- Four (4) in attendance during the Keynote speaker's presentation

PACKAGE HIGHLIGHTS

- A barista for your station at all designated break times
- One (1) company branded hanging banner over the Coffee Station— Choose to value add to your package through branded aprons for venue staff (provided by sponsor) — branded coffee cups or napkins (at an additional cost)

Plus Branding and Marketing inclusions

SPONSOR

RECHARGE LOUNGE

EXCLUSIVE OPPORTUNITY

\$7,500

Attract delegates to your space with a branded lounge area providing optimum opportunities for interaction.

A free take on an exhibition booth, the lounge area will be located in a premium position and is the perfect spot for informal networking whilst providing your company the opportunity to showcase your brand. The added gem is that the Recharge Lounge is a secure and efficient way for attendees to charge their portable devices. Personal devices have become an integral tool in our daily business activities and even more so when delegates are away from home.

Registration

This sponsorship package enables several representatives from your organisation to be present at the congress to establish new contacts, extend their network and attend a relevant event, facilitating introductions and collaborations with business women who lead globally.

- Two (2) Welcome Cocktail Reception tickets
- Two (2) Team members in attendance in the Lounge to host the delegates

PACKAGE HIGHLIGHTS

- Your company logo on screen in the Recharge Lounge
- Option for additional signage around the Lounge
- The option for two (2) members of your team to be in attendance in the Lounge to host delegates and assist with their personal device recharging needs + tech support (whilst respecting the need for privacy for conversations between delegates)
- Become known for the 'place to go for tech support'

Plus Branding and Marketing inclusions

SPONSOR CONGRESS APP

EXCLUSIVE OPPORTUNITY

\$12,500

Increase your brand exposure on this digital platform which will be the main source of information for delegates.

A one-stop information source for all Congress related materials, the Congress App allows delegates, speakers, market place exhibitors and sponsors to interact, and keep up to date on all Conference content. As the Congress App sponsor, you will increase your exposure and marketing opportunities on a digital platform. This sponsorship will see your logo branded on all App promotional materials and will give your company increased opportunities to reach delegates through their personal devices.

Registration

This sponsorship package enables several representatives from your organisation to be present at the Congress to establish new contacts, extend their networks and attend a relevant event, facilitating introductions and collaborations with business women who lead globally.

- Two (2) Welcome Cocktail Reception Tickets

PACKAGE HIGHLIGHTS

- Two (2) event feed banners within the Congress App
- One (1) Push Notification in the Congress App per day
- Option to include promotional material inside the Congress Satchel

Plus Branding and Marketing inclusions



SPONSOR

LANYARD

EXCLUSIVE OPPORTUNITY

\$5,000

This high visibility opportunity features your company logo on each lanyard maximising your brand impact.

Lanyards are worn by every attendee at the Congress as their identification to enter the event. Everywhere delegates go, so does your brand, maximising your visibility at the event.

PACKAGE HIGHLIGHTS

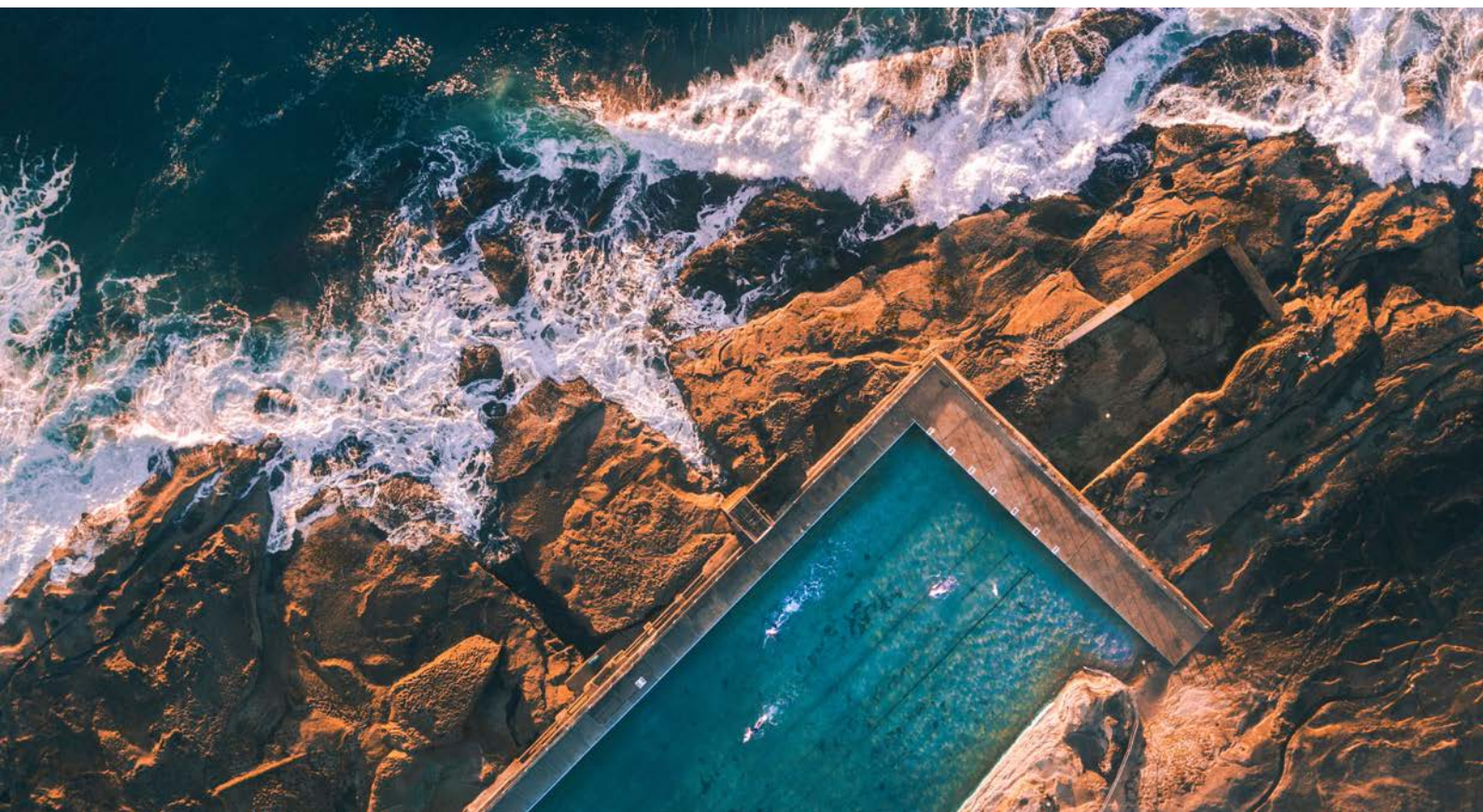
- Your company logo prominently displayed on each lanyard

Registration

This sponsorship package enables several representatives from your organisation to be present at the Congress to establish new contacts, extend their networks and attend a relevant event, facilitating introductions and collaborations with business women who lead globally.

- Two Welcome Cocktail Reception Tickets

Plus Branding and Marketing inclusions



SPONSOR

LANGUAGE (AUDIO) TRANSLATOR

EXCLUSIVE OPPORTUNITY

\$8,000

This highly impactful opportunity adds to delegates' understanding, deepening their appreciation for your brand.

Empowering speakers to present and delegates to listen in their mother tongue means we can create truly inclusive and engaging global event experience. For this reason, we are incredibly excited to offer real-time interpretation in English, French and Spanish to accommodate delegates' major language preferences.

Registration

This sponsorship package enables several representatives from your organisation to be present at the Congress to establish new contacts, extend their networks and attend a relevant event, facilitating introductions and collaborations with business women who lead globally.

- Two (2) Welcome Cocktail Reception Ticket

PACKAGE HIGHLIGHTS

- Two (2) event feed banners within the Congress App
- Your company materials displayed at the Audio station where translators are collected and returned daily
- Particular acknowledgement by MC at the end of each translated session, interpreted live in each language
- Option to include promotional material inside the Congress Satchel

Plus Branding and Marketing inclusions

SPONSOR
SATCHEL

EXCLUSIVE OPPORTUNITY

\$6,000

This high visibility opportunity features your company logo on each Satchel maximising your brand impact.

Sponsorship of the official Congress satchel bag offers excellent exposure as it provides one organisation with leading sponsorship benefits during the congress and beyond. The satchel will contain sponsor promotional materials and possible delegate gifts. The satchel bag will be distributed upon registration to every delegate, sponsor/exhibitor and speaker.

Registration

This sponsorship package enables several representatives from your organisation to be present at the Congress to establish new contacts, extend their networks and attend a relevant event, facilitating introductions and collaborations with business women who lead globally.

- Two (2) Welcome Cocktail Reception Ticket

PACKAGE HIGHLIGHTS

- Your company logo prominently displayed on the front of the satchel bag alongside the WCEI corporate logo (organising committee's discretion as to logo being printed in full colour or mono)
- Two (2) inserts (promotional flyer or corporate gift) to be placed into the congress satchel bag. Promotional flyer must be no larger than A4 size. Any corporate branded gifts must be approved by the congress organisers
- Satchel bag will be sourced by the congress organisers. An artwork proof of the branding on the satchel bag will be sent to you prior to print production for your approval. Logo to be supplied by the sponsor in EPS format

Plus Branding and Marketing inclusions

SPONSOR

FLAG CEREMONY

EXCLUSIVE OPPORTUNITY

\$4,000

This high visibility opportunity highlights your company during the most emotive Congress component.

Sponsorship of the highly patriotic Flag Ceremony, which immediately precedes the Gala Dinner, helps directly connect your company with a truly global audience in a relevant setting. Ideal for a company wishing to reinforce their international credentials.

Registration

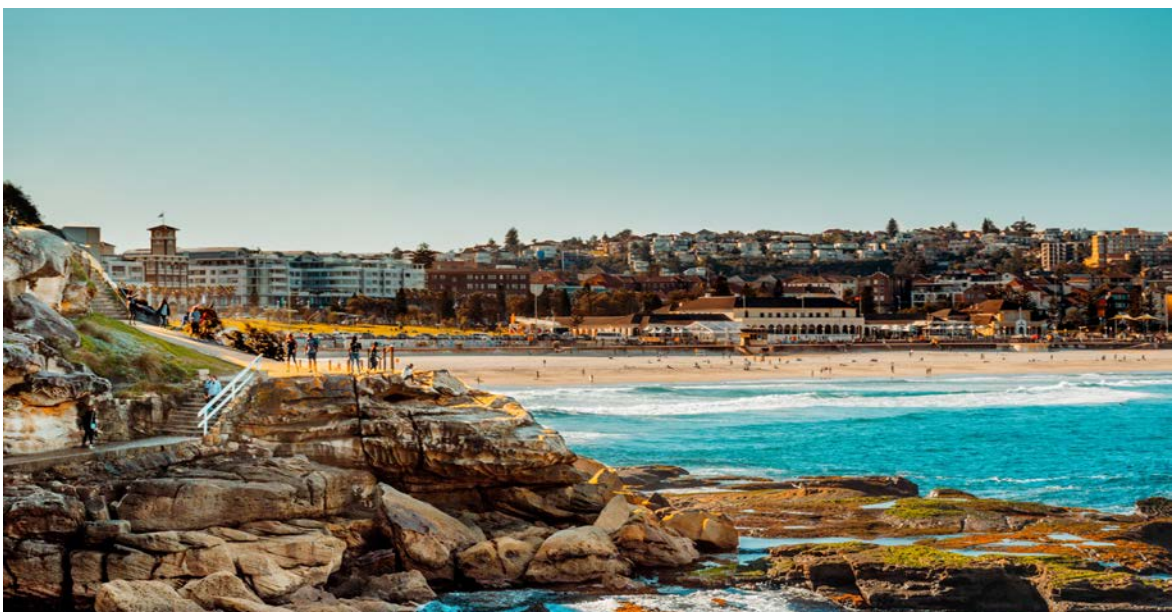
This sponsorship package enables several representatives from your organisation to be present at the Congress to establish new contacts, extend their networks and attend a relevant event, facilitating introductions and collaborations with business women who lead globally.

- Two (2) Welcome Cocktail Reception Ticket

PACKAGE HIGHLIGHTS

- Your company logo displayed at start of the line of international flags
- Your company logo displayed at the end of the line of international flags
- Post Congress footage from the Flag Ceremony, including your capturing your logo, to be made available to continue to associate your company in a global context

Plus Branding and Marketing inclusions



SPONSOR

DAY CATERING BREAKS

EXCLUSIVE OPPORTUNITY

\$5,500



Host a space for delegates to sit and relax during session breaks.

Nothing brings people together like sharing a meal. This is an excellent opportunity for your brand to reach delegates through branding around the meals and catering breaks space.

Registration

This sponsorship package enables several representatives from your organisation to be present at the Congress to establish new contacts, extend their networks and attend relevant sessions, facilitating introductions and collaborations with business women who lead globally.

- Two (2) Welcome Cocktail Reception Tickets

PACKAGE HIGHLIGHTS

- Your company logo on promotional Material on serving tables at morning tea on your designated Day
- Your company logo on promotional Material on serving tables at lunch on your designated Day
- Your company logo on promotional Material on serving tables at afternoon tea on your designated Day
- Promotional collateral to be provided by sponsor
- Option for additional floor standing signage around the event (limited to 4 items)

Plus Branding and Marketing inclusions

EXHIBITOR
MARKET PLACE

EXCLUSIVE OPPORTUNITY

\$1,000

Showcase your products and services in the Market Place.

Join us at World Congress 2024 by booking a stall at the Market Place. This is the opportunity for Australian WCEI members to showcase their products and services to international delegates. Increase your brand exposure and broaden your marketing opportunities in person. Maybe even discover new export opportunities. Trade at the Market Place is also encouraged.

Registration

This sponsorship package enables several representatives from your organisation to be present at the Congress to establish new contacts, extend their networks and attend most sessions, facilitating introductions and collaborations with business women who lead globally.

- Two (2) Welcome Cocktail Reception Tickets

DRAFT SCHEDULE:

Wednesday 23 October
Bump In: 2.00pm - 5.00pm

Wednesday 23 October
Welcome Cocktail Reception

Thursday 24 October
Market Place:
Open 9.00am - 5.00pm

Friday 25 October
Market Place:
Open 9.00am - 4.00pm

Friday 25 October
Bump Out: 4.00pm - 6.00pm

STANDARD STALL

- Standard Stall
- Area assigned 3m x 3m
- Contents of stall to be supplied by sponsor. For example:
 - Two (2) x Pullup Banners
 - Display aesthetics and merchandise to liven your stall
 - Portable EFTPOS solution for retail trade
- Carpeted Floor space supplied
- One (1) trestle table approx 1m x 2m supplied
- Lighting and Power are not supplied

Plus Branding and Marketing inclusions

SPONSOR

MAJOR VENUE

EXCLUSIVE OPPORTUNITY

\$75,000

As host of the Congress, be featured throughout delegates' experiences

Being the major venue host puts you at the forefront of the action throughout the Congress, and will leave a lasting impression for local and international delegates.

Registration

This sponsorship package enables several representatives from your organisation to be present at the Congress to establish new contacts, extend their network and attend a relevant event, facilitating introductions and collaboration with business women who lead globally.

- Two (2) Full Congress registration

PACKAGE HIGHLIGHTS

- Acknowledgement as a sponsor by the Congress MC
- Company profile page within Congress app, including logo, bio and hyperlink to your company URL
- Sponsor to provide wording and to be approved by WCEI
- Your company logo and URL on Congress website
- Your company logo on relevant Congress collateral
- Your company logo on the onsite Congress signage
- Recognition of your company on Sponsor PowerPoint slides

Plus Branding and Marketing inclusions

SPONSOR

DESERVING ENTREPRENEUR

MULTIPLE OPPORTUNITIES

\$1,500

Support a young entrepreneur on her journey by sponsoring her attendance.

Support a young business woman early in her career and leave a lasting impact. Scholarship hopefuls will be invited to submit an application to attend. Scholarship sponsors will be entitled to participate in the selection process.

Registration

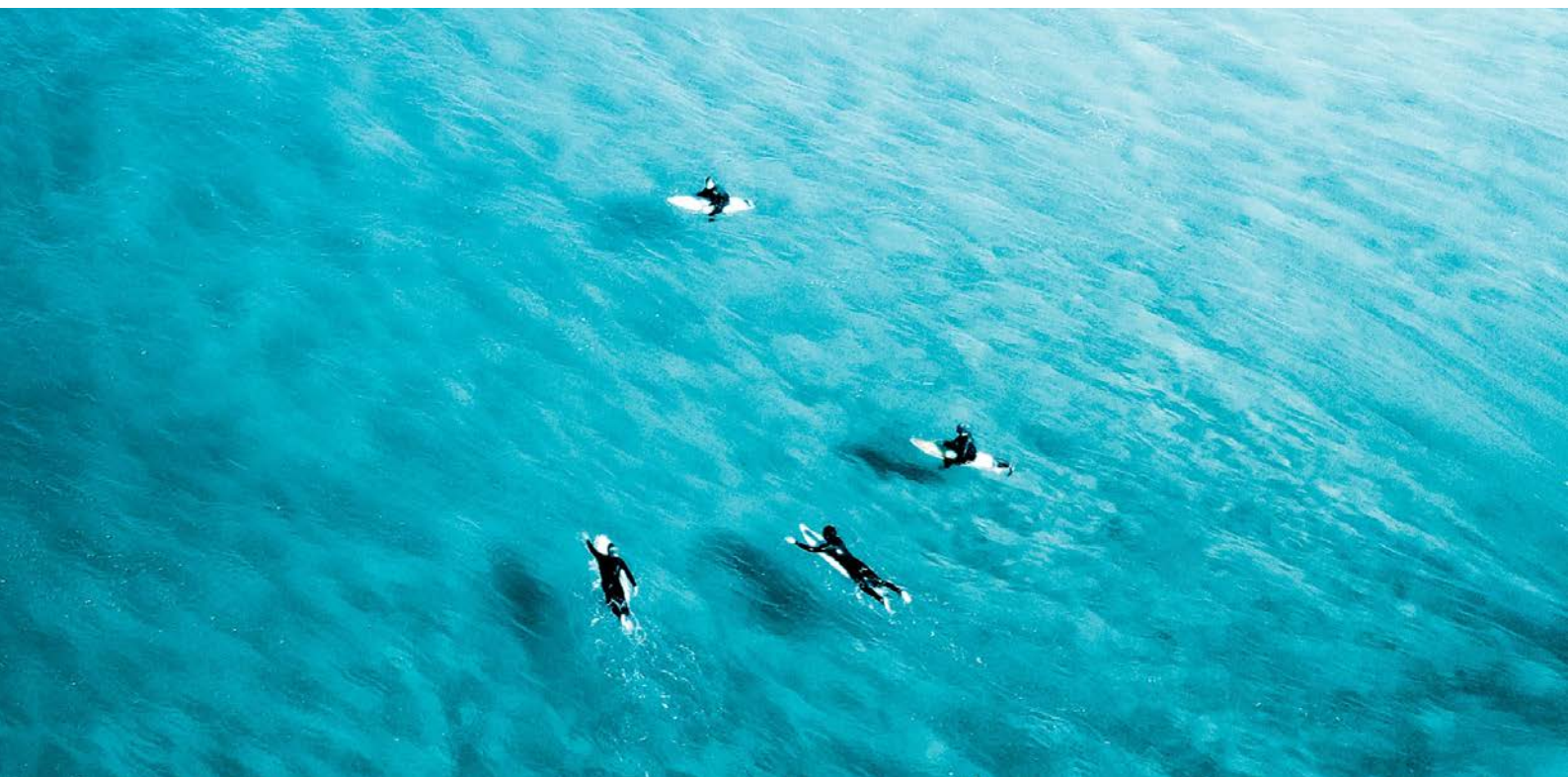
This sponsorship package enables a young entrepreneur to be present at the Congress to establish new contacts, extend their networks and attend a relevant event, facilitating introductions and collaborations with business women who lead globally.

- One (1) Full Congress Registration for a young woman

PACKAGE HIGHLIGHTS

- Your company logo on delegate registration emails
- Your company logo on select Social Media Posts across promoting your company as a Scholarship sponsor
- Option to include some promotional material inside the Congress Satchel

Plus Branding and Marketing inclusions



How to book

Become a Sponsor

FCEM 71ST WORLD CONGRESS

23-25 OCTOBER 2024 | SYDNEY

CONNECTING THE DOTS: WOMEN LEADING GLOBALLY

Download, complete and submit the sponsorship agreement form to **nationalpresident@wcei.com.au**





Contact Us

For additional information contact
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www.2024FCEMSydney.com