



**WB CONNECT CONFERENCE**  
**SPONSOR PACKET**  
CONNECT. ELEVATE. INNOVATE.

**NOVEMBER 17<sup>TH</sup> – 19<sup>TH</sup>**  
**WOODLANDS INN & RESORT**



**Dear Friends:**

**Over the past two years, the Greater Wilkes-Barre Chamber has redefined how we provide Entrepreneurial and Economic Development services in Northeast PA. Utilizing a well-structured local, national and global network, we “connect” clients to the resources they need...and the fruits of our labor are now evident.**

**Now, as the calendar has turned to 2019, we are focused on telling our story – not just of the unique programs and solutions we offer at Connect, but of the amazing people, places and businesses in Northeast PA. It’s all been leading up to the launch of our first ever Wilkes-Barre Connect Conference. This three-day event will be held at the Woodlands Inn & Resort on November 17<sup>th</sup> – 19<sup>th</sup>.**

**We want this event to showcase the innovative and creative side of Northeastern PA. We want the world to know who we are and what we do. To ensure the best event possible, we need your support. Please review the following packet and become a part of history of sponsoring the first ever Wilkes-Barre Connect Conference.**

**See you in November!**

**Joseph A. Boylan  
Executive Director  
Wilkes-Barre Connect**



**CONNECT. ELEVATE. INNOVATE.**



# WILKES-BARRE CONNECT CONFERENCE



Are you sick and tired of Northeast PA being referred to as a coal region? Well we are. And yes, the coal industry is woven into the community fabric – gifting us with our famous work ethic and dedication. However, it's time we move on. It's time we tell our story. It's time we tell the world about the amazing and creative people, places, and businesses right here in Northeastern PA. Join us for three days in November for the Wilkes-Barre Connect Conference. We kick off on Sunday, November 17<sup>th</sup> with a cocktail reception, followed by two days of motivating, inspiring, and insightful presentations in three tracks - CONNECT, ELEVATE & INNOVATE. Register today and join the movement!

#NEPAmovement

## CONNECT

If you want to grow personally and professionally, it's all leveraging your contacts. In the CONNECT track, learn the tips and tricks from our region's best. The sessions included in this track include:

- Keys to Networking
- Importance of Student Engagement
- Civic Engagement
- Young Leaders Shaping our Community
- Future of Social Media
- Finding the Right Job
- Establishing a Thriving Internship Program

## ELEVATE

Are you ready to take that next step? Let us guide you down the right path, with a talented cast in the ELEVATE track. The sessions included in this track include:

- Find Your Passion
- Developing a Successful Business Culture
- Elevating Quality of Life Through Non-Profits
- Branding – Are You In?
- Family Businesses – The Next Generation
- Personal Empowerment
- Importance of Architecture in the Comm. Dev.

## INNOVATE

Innovation– driving our local economy. However, cultivating the culture is not easy. Let us provide you some insight in our INNOVATE track. The sessions included in this track include:

- Bootstrapping: Launching a Business
- Understanding Federal Opportunity Zones
- Evolution of Advanced Manufacturing
- Attraction Marketing Strategies
- How to Raise Capital
- Navigating the Startup Community in NEPA
- Developing a Culture of Creativity

## SHOULD I GO?

Short answer is yes. But who is the Wilkes-Barre Connect Conference for? Our primary targets are students, young professionals, entrepreneurs, economic development professionals, and business & community leaders. In other words, anyone who wants to hear some amazing stories, get motivated, become educated and most importantly, learn about the amazing people, places and businesses NEPA has to offer!

#NEPAmovement

## REGISTRATION

**STUDENT - \$199\***

**GENERAL - \$249\***

Registration includes:

- Access to all keynotes, workshops and panels •
- Access to Networking events and Local Marketplace •
- Breakfast, lunch, snacks, and beverages during conference •
- Access to Cocktail Reception on November 17<sup>th</sup> •
- Dinner and access to Connect PITCH event •
- Lunch and access to Connect SPOTLIGHT event •
- Ticket to the Greater Wilkes-Barre Chamber Annual Dinner •
- Professional Head Shot (provided on-site) •
- Access to WB Connect Conference attendee list •
- Swag bag of local (Northeast PA) products •

\* After May 31<sup>st</sup>, registration for students is \$249 and general is \$299





# CONFERENCE AGENDA



Our Wilkes-Barre Connect Conference is jammed with some amazing content, speakers, and opportunities. The agenda below offers you a sneak peek into what we have set for November...with more and more interesting items coming out as we get closer to opening day.

## SUNDAY, NOVEMBER 17TH

7:00 AM	
8:00 AM	
9:00 AM	
10:00 AM	
10:30 AM	
11:30 AM	
12:00 PM	
1:00 PM	
2:00 PM	
2:30 PM	
3:30 AM	REGISTRATION OPENS
5:00 PM	COCKTAIL RECEPTION Woodlands Inn & Resort

## MONDAY, NOVEMBER 18TH

7:00 AM	REGISTRATION OPENS		
8:00 AM	BREAKFAST Welcome to the WBC Conference! The Chamber Team		
9:00 AM	The Keys to Networking	Find Your Passion	Bootstrapping: Launch Your Own Business
10:00 AM	NETWORKING BREAK		
10:30 AM	Importance of Student Engagement	Developing a Successful Business Culture	Understanding Opportunity Zones
11:30 AM	NETWORKING BREAK		
12:00 PM	LUNCH Guest Speaker TBD		
1:00 PM	Civic Engagement	Elevating QOL Through Non-Profits	The Evolution of Advanced Manufacturing
2:00 PM	NETWORKING BREAK		
2:30 PM	Young Leaders Shaping Our Community	Branding—Are You In?	Attraction Marketing Strategies
3:30 AM	LOCAL MARKETPLACE		
5:00 PM	DINNER Wilkes-Barre Connect PITCH Event Live!		

## TUESDAY, NOVEMBER 19TH

7:00 AM	REGISTRATION OPENS		
8:00 AM	BREAKFAST Why Northeast PA? The Connect Avengers		
9:00 AM	Future of Social Media	Family Business —The Next Generation	How to Raise Capital
10:00 AM	NETWORKING BREAK		
10:30 AM	Finding the Right Job in NEPA	Personal Empowerment	Navigating the NEPA Startup Community
11:30 AM	NETWORKING BREAK		
12:00 PM	LUNCH Wilkes-Barre Connect SPOTLIGHT Event TBD		
1:00 PM	Establishing an Internship Program	Architecture in Community Development	Culture of Creativity
2:00 PM	NETWORKING BREAK		
2:30 PM	CONFERENCE WRAP UP The Connect Team		
3:30 AM	BREAK		
5:00 PM	GREATER W-B CHAMBER ANNUAL DINNER Live!		

#NEPAmovement

[CLICK HERE TO REGISTER](#)

#NEPAmovement

# PRESENTING SPONSOR

**\$10,000**

- **“YOUR COMPANY” presents the 2019 Conference in all publicity**
- **PR Announcement with brief company profile(Print & Social)**
- **Top billing & featured on all social media, and print materials**
- **Welcoming Remarks at Opening Cocktail Reception**
- **Table at Marketplace and Banner Display (main conference room)**
- **Four (4) tickets to Conference**
- **Four (4) tickets to WB Chamber Dinner**
- **Video Spot for Conference**
- **Full Interview on Wilkes-Barre Connect Podcast Season Two**





# BREAKFAST SPONSOR

**\$2,500**

- Logo Featured on all web, social media, and print materials
- Banner Displayed during Breakfast in Main Conference Room
- Welcoming Remarks/Speaker Intro at Breakfast
- Table at Marketplace & ability to provide promotional materials
- Two (2) VIP tickets to Conference
- Two (2) tickets to WB Chamber Dinner



# LUNCH SPONSOR

**\$2,500**

- Logo Featured on all web, social media, and print materials
- Banner Displayed during Lunch in Main Conference Room
- Welcoming Remarks/Speaker Intro at Lunch
- Table at Marketplace & ability to provide promotional materials
- Two (2) VIP tickets to Conference
- Two (2) tickets to WB Chamber Dinner



# TRACK SPONSOR

**\$2,500**

- Logo Featured on all web, social media, and print materials
- Track branding on conference agenda/program (print & online)
- Banner Displayed in Breakout Rooms
- Table at Marketplace and ability to provide promotional materials
- Two (2) VIP tickets to Conference
- Two (2) tickets to WB Chamber Dinner



# RECHARGE SPONSOR

**\$2,500**

- Logo Featured on all web, social media, and print materials
- Recharge Station branding (print & online)
- Logo Featured on mobile Charging station
- Table in Recharge Station with Banner Display (only one)
- Two (2) VIP tickets to Conference
- Two (2) tickets to WB Chamber Dinner





## SOCIAL MEDIA SPONSOR

**\$1,000**

- Logo Featured on all web, social media, and print materials
- Banner Displayed on Social Media Wall
- Full Interview on Wilkes-Barre Connect PODCAST Season Two
- One (1) ticket to Conference
- One (1) ticket to WB Chamber Dinner



## MARKETPLACE SPONSOR

**\$1,000**

- Logo Featured on all web, social media, and print materials
- Marketplace branding (print & online) + Banner display
- Table at Marketplace and ability to provide promotional materials
- One (1) ticket to Conference
- One (1) ticket to WB Chamber Dinner



## REGISTRATION SPONSOR **\$1,000**

---

- Logo Featured on all web, social media, and print materials
- Banner Displayed at Registration Table
- Logo branded on Conference Lanyard
- Logo branded on Conference Silicone Bracelet
- One (1) ticket to Conference
- One (1) ticket to WB Chamber Dinner



## SWAG BAG SPONSOR **\$1,000**

---

- Logo Featured on all web, social media, and print materials
- Banner Displayed on Swag Table
- Ability to provide promotional materials
- Branded Swag Bags and Giveaways
- One (1) ticket to Conference
- One (1) ticket to WB Chamber Dinner



# **WB CONNECT CONFERENCE**

**NOVEMBER 17<sup>TH</sup> – 19<sup>TH</sup>  
WOODLANDS INN & RESORT**

**CONTACT US TODAY FOR MORE INFORMATION ON THE CONFERENCE, OR TO BECOME A SPONSOR.**

**LINDSAY GRIFFIN  
LINDSAY@WILKES-BARRE.ORG  
570.408.1724**