Women and ECommerce

Connecting, Inspiring & Thriving Beyond 2005

> 1st World Congress September 19-21, 2005 São Miguel, Azores

"Helping Women Do Business on the WEB."



www.WECAI.org

Background

Women and Commerce will be the number One Congress of Choice for Women in 2005

Women and $\boxed{\circe}$ will take place on the beautiful island of São Miguel in the Azores from September 19th through the 21st.

Some of the events planned include:

Business and Technical Programs

- A New Era in E-marketing
- Selling to the European Market
- Creating and Advancing Your Web Presence
- Presenting with Pizzazz
- Creating and Maintaining a First-Class Database

Social/Cultural Programs and Events

- Handling Stress in this Fast-paced World
- Business Etiquette Around the Globe
- Yoga Classes
- Cooking Instructions with a Local Renowned Chef
- Creating Your Own Work of Art
- Tours And more...



Target

- Women around the world who are interested in establishing and advancing their businesses on the WEB
- A multi-cultural, multi-ethnic audience of women
- Current and future decision makers
- This target represents trendsetters and aspiring high achievers
- 350 + women expected for our first World Congress



Venues

Royal Garden Hotel

Host Hotel for Delegates and Location of Congress

World Congress Center – São Miguel Hosting Delegate Opening Night Reception & Gala Dinner

Hotel do Colegio
Speaker and Dignitary H

Speaker and Dignitary Hotel

Sete Cidades

Visit to volcanic crater with its blue and green lagoons and pineapple greenhouses

• Furnas Valley and Volcanic Crater

See the magnificent views over the Island and Lagoa do Fogo, a lake located at the bottom of an extinct volcano with white sand beaches

Ponta Delgada

Tour of town

• Lagoa Fogo Nature Reserve & Fábrica de Cerâmica

See the breathtaking view of the reserve and visit the ceramic factory

Ribeira Grande

Visit the main monuments such as the "Nossa Senhora da Estrela" Church and the Ethnographic Museum

• Terra Nostra Botanical Park

Experience a natural thermal swimming pool and a variety of botanical species

Gorreana

Visit to the historic tea plantations





Tentative Schedule

Saturday & Sunday September 17-18 Pre-Congress Tours

Sunday September 18 VIP Reception

Monday September 19

Registration Opening Plenary Session Tradeshow Opens Workshops & Seminars Open Night Delegate Reception Dinner

Tuesday, September 20

Yoga Workshops & Seminars Lunch with Keynote Speaker Workshops & Seminars Tradeshow Closes Gala Dinner

Wednesday, September 21 Tour and Lunch Closing Plenary Session

Thursday & Friday September 22-23 Post-Congress Tours



Marketing & Media

Media

1,137 International Media outlets worldwide including print, radio and television, and more

Internet

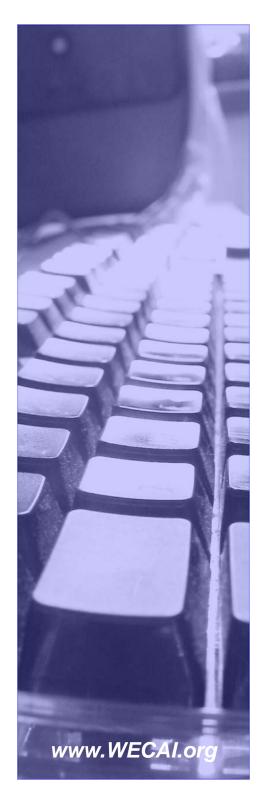
Women's Media.com Women's WEB Ring WECommerce News (distributed to nearly 30,000 people worldwide) SuccessEzine, HerECommerce News, Women for Hire, Women's Business Research... and more Various Blogs and Forums

Associations

ADVP - Portugal Alliance of Business Women International American Business Women's Association International Virtual Women's Chamber of Commerce The Funding Site Globe Women Greater Good South Africa Minority and Women Business Enterprises Mommy Mentors Organization of Women in International Trade Savvy Ladies Tech Students.net Women in Technology International VDU – The Netherlands W.I.N - Women in Networking - Switzerland Women's Issues Network of Belize Women's Leadership Exchange Women of Wisdom World Business Women's Association

Governmental

Proclamations by various representing Countries naming September 20, 2005 as International Women's ECommerce Day



Marketing Plan

INTERNET

- www.WECAI.org
- Links or event information on websites previously listed and more
- Ongoing Search Engine Optimization Strategies
- Listing in various online calendars such as The Women's Calendar.org

PRINT

- Newspaper and magazine coverage targeting women via articles relating to Women and ECommerce such as Ms. Magazine, The Women's Place News, Female Entrepreneur and more
- 5,000 + Invitations mailed to target audience
- Flyers distributed via Board of Advisors to target audience in Countries they represent

GOVERNMENT

- Contacting of various government entities in each country represented requesting proclamations for International Women's ECommerce Day





Why Women & ECommerce?

Achieve brand recognition internationally, nationally, regionally and locally

Show your commitment and continued support of ECommerce

Showcase your products and services

Increase your customer base

Establish new business relationships, build ongoing relationships

Support women to advance economically and globally

Market your company's products and services

Community relations: Your company will demonstrate a commitment to the diverse cultures this event attracts

The opportunity to demonstrate client/customer appreciation



Sponsorship Opportunities

The Congress organizers are offering companies the opportunity to become a sponsor of the Congress enabling them to promote their specific endeavors.

- Internet café
- Tradeshow
- Pre and Post Event Tours
- Plenary sessions
- Individual Workshops and Seminars
- Congress Bag
- Prizes
- VIP Reception
- Delegate Reception
- Key-note Speakers/presenters
- Entertainment
- Meals
- Media and Marketing Materials
- Transportation
- Badges
- Press Secretariat
- Website
- Message Center
- Venues
- Registration/Hospitality Desk
- Social/Cultural Events





Levels of Sponsorship

Diamond Presenting Sponsor

Platinum Sponsor

Gold Sponsor

Silver Sponsor

Bronze Sponsor

Friends

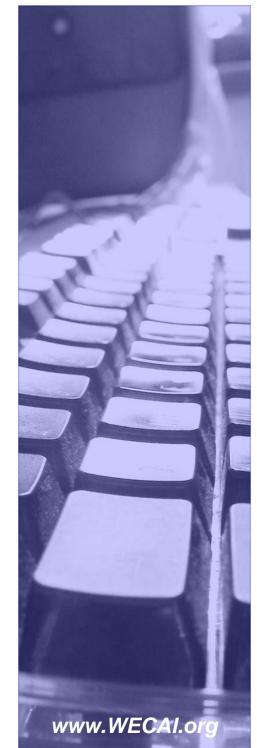
Print Sponsor

In-Kind

Individual Events

\$10,000.00 (USD) \$7,500.00 (USD) \$5,000.00 (USD) \$2,500.00 (USD) \$1,000.00 (USD) \$500.00 (USD) Based on needs Based on needs





Sponsorship Features & Benefits

Depending on your level of participation, some of the Features & Benefits of Sponsorship include:

Official Sponsor of Women and ECommerce Congress

Logo and or company name on our congress banner, invitations, posters, flyers

Company logo on WECAI.org[™] website and hyperlink to your company's website.

VIP invitations to Women and ECommerce Congress

Admission to all seminars, workshops and meetings during Congress Advertisement in event program journal Recognition in WECommerce News Recognition in all media promotions Signage prominently displayed during Congress Exibitor Booth at the Congress Product Sampling On-site promotion and product sales Recognition throughout event Preferred seating during all gatherings An opportunity to address delegates Post event publicity

The opportunity to distribute promotional giveaways in souvenir gift bags



Contact Information



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