

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

Women and ECommerce 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



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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 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



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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



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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](#)



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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](#)



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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



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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



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Levels of Sponsorship

Diamond Presenting Sponsor	\$10,000.00 (USD)
Platinum Sponsor	\$7,500.00 (USD)
Gold Sponsor	\$5,000.00 (USD)
Silver Sponsor	\$2,500.00 (USD)
Bronze Sponsor	\$1,000.00 (USD)
Friends	\$500.00 (USD)
Print Sponsor	Based on needs
In-Kind	Based on needs
Individual Events	Based on needs



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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

Exhibitor 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



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