

BlogHer Handmade'11 The Creative Connection '11

Conference Sponsorship Opportunities & Pricing

Who We Are: BlogHer and The Creative Connection



BlogHer.Com

BlogHer Conferences



BlogHer is the leading community for women in social media. We produce blogging conferences, an award-winning web community and news service and one of the largest, highest-quality publishing network of blogs by women, reaching 26MM visitors a month



THE CREATIVE CONNECTION



The Creative Connection's primary goal is to create opportunities for women entrepreneurs in the handmade markets and to connect them with the experts that will give them the tools to take their handmade businesses to the next level

BlogHer Handmade and The Creative Connection '11

- **Where:** Royal Crowne Plaza Hotel, St. Paul, MN
- **When:** September 15-17, 2011
- **Attendance:** Up to 200 teachers, panelists, bloggers and other influencers, plus:
 - BlogHer Handmade: 350 attendees
 - The Creative Connection: 400 workshop and panel attendees
 - The Creative Connection Marketplace: 1,000 consumers
- **Format:** Three-day conference including workshops, keynotes, discussion panels. Plentiful networking opportunities and the opportunity to connect directly with attendees in the Marketplace or Technology Suite



More About BlogHer Conferences

BlogHer has been producing the most popular conferences focused on women in social media since 2005.

BlogHer's annual conference is the linchpin, having grown to host over 3,000 attendees this August in San Diego, but the community has also clamored for more focused and targeted events that speak to niche segments of the blogosphere. BlogHer now has BlogHer|bet for women in technology and BlogHer Food for the food blogging segment.

BlogHer's community has shown a deep interest in learning more about turning their handmade passions into real businesses, while The Creative Connection's community of artisans has sown a deep need to learn more about the online world as a distribution and promotion channel

BlogHer Handmade '11 will bring both of these communities together to support and learn from one another!



More About The Creative Connection

The Creative Connection has galvanized and created a community network of passionate creative women in handmade, social media, entrepreneurship and food.

The inaugural 2010 Creative Connection took place over 3 days in Minneapolis, MN. A 3-Day handmade, social media, entrepreneur, and food extravaganza, The Creative Connection brought together industry leaders and passionate creative women and women entrepreneurs to learn, create and connect.

Co-founded by Nancy Soriano, former editor in chief of Country Living Magazine and Jo Packham, creator and editor in chief of Where Women Create and Where Women Cook, Nancy and Jo recognized the need and desire in the marketplace to bring together creative women and women entrepreneurs at various stages to learn, connect, share, and engage in an inspirational yet attainable format and environment.



BlogHer and The Creative Connection Bring Top Speakers



Aida Mollenkamp, The Food Network



Mary Jane Butters, Mary Jane's Farm



Nadia G, Bitchin' Kitchen



Ree Drummond, The Pioneer Woman



Jaden Hair, Steamy Kitchen



Michael Ruhlman, Ruhlman.com



Kathy Cano Murillo, Crafty Chica

Amy Butler

Cathie Filian

Opportunities and Pricing



BlogHer Handmade and Creative Connection '11 Sponsorship Opportunities

Sponsorship Level & Fee*	Custom Opportunities	Standard Benefits	Special Promotion
Diamond \$80,000	<p>ONE of the following two custom options:</p> <ul style="list-style-type: none"> • Exclusive Breakfast or Lunch Sponsor* <p>OR</p> <ul style="list-style-type: none"> • A special event for 40 bloggers* (20 recruited, 20 via open sign-ups) <p>PLUS</p> <p>ONE of the following two space options:</p> <ul style="list-style-type: none"> • A double-slot in the Technology Sponsor Pavilion • A double-slot in the Marketplace 	<ul style="list-style-type: none"> • Online branding in sponsor section of BlogHer.com • Promotion across three web sites: Where Women Create, Where Women Cook, The Creative Connection • Onsite branding on event signage • Event newsletter promotions: 3 pre-event; 2 post-event • 1 Tote inclusion** • 8 full conference passes 	<ul style="list-style-type: none"> • Inclusion in Event joint press release • Special offer page on BlogHer.com for online promotion of conference activities (\$20K value) • Full page ad in any two issues of Where Women Cook and/or Where Women Create Magazine • Profile feature of sponsor in a recap of The Creative Connection in Where Women Create Magazine • ½ Page promotion in pre-event guide

*Customization of opportunities is at separate cost. Corkage fees may apply.

**Additional cost for production and shipping.

BlogHer Handmade and Creative Connection '11 Sponsorship Opportunities

Sponsorship Level & Fee*	Custom Opportunities	Standard Benefits	Special Promotion
Platinum \$50,000	<p>ONE of the following two custom options:</p> <ul style="list-style-type: none"> • Co-sponsor of meal or break as available* <p>OR</p> <ul style="list-style-type: none"> • A special event for 20 bloggers (10 recruited, 10 via open sign-ups) <p>PLUS</p> <p>ONE of the following two space options:</p> <ul style="list-style-type: none"> • A slot in the Technology Sponsor Pavilion • A slot in the Marketplace 	<ul style="list-style-type: none"> • Online branding in sponsor section of BlogHer.com • Promotion across three web sites: Where Women Create, Where Women Cook, The Creative Connection • Onsite branding on event signage • Event newsletter promotions: 2 pre-event; 2 post-event • 1 Tote inclusion** • 6 full conference passes 	<ul style="list-style-type: none"> • Inclusion in Event joint press release • Special offer page on BlogHer.com for online promotion of conference activities (\$20K value) • Full page ad in any one issue of Where Women Cook and/or Where Women Create Magazine • Profile feature of sponsor in a recap of The Creative Connection in Where Women Create Magazine • ¼ Page promotion in pre-event guide

*Customization of opportunities is at separate cost. Corkage fees may apply.

**Additional cost for production and shipping.

BlogHer Handmade and Creative Connection '11 Sponsorship Opportunities

Sponsorship Level & Fee*	Exhibit Opportunities	Standard Benefits
Gold \$30,000	ONE of the following two space options: <ul style="list-style-type: none"> • A slot in the Technology Sponsor Pavilion • A slot in the Marketplace 	<ul style="list-style-type: none"> • Online branding in sponsor section of BlogHer.com • Promotion across three web sites: Where Women Create, Where Women Cook, The Creative Connection • Onsite branding on event signage • Event newsletter promotions: 1 pre-event; 1 post-event • 1 Tote inclusion** • 4 full conference passes
Silver \$15,000	ONE of the following two space options: <ul style="list-style-type: none"> • A slot in the Technology Sponsor Pavilion • A slot in the Marketplace 	<ul style="list-style-type: none"> • Online branding in sponsor section of BlogHer.com • Promotion across three Where Women Create web sites • Onsite branding on event signage • 1 Tote inclusion** • 3 full conference passes

**Additional cost for production and shipping.

BlogHer Handmade and Creative Connection '11 Sponsorship Opportunities

Sponsorship Level & Fee*	Available Benefits
<p>Supporting \$10,000-\$20,000</p> <p>The opportunities offered at this level are a la carte and come with no additional benefits</p>	<ul style="list-style-type: none"> • Lanyard sponsor - \$10K** • ½ Page promotion in pre-event guide - \$10K • Tote bag sponsor: logo on event tote - \$15k** • Online special offer page for promotion of conference activities - \$20K
<p>Community \$5,000</p>	<ul style="list-style-type: none"> • Small Business or Non-Profit space in the Marketplace* • Tote inclusion - \$5K** • 2 Newsletter inclusions: 1 pre-event; 1 post-event - \$5K • ¼ page promotion in pre-event guide - \$5K

*Criteria apply to qualify for Small Business or Non-Profit pricing

**Additional cost for production and shipping.

Potential Added Costs

The following list includes, but is not limited to items that are separate from sponsorship fees:

- Food & beverage sampling, corkage, service and gratuity fees
- Shipping of item(s) and cost of item(s) for tote inclusion
- Onsite storage
- Material handling fees



Glossary of Sponsorship Terms

Category Exclusivity:

Available at an additional cost for Gold level sponsors and above. Pricing depends upon both category type and size.

Corkage and food service fees:

Refers to separate venue charges for sampling of food/beverage onsite. This cost is unrelated to sponsorship fees and will vary in price depending upon the item and sample size. Fees are also subject to tax and gratuity. Estimates/fees are determined by the conference venue.

Exhibitor table:

Refers to table on expo floor. All exhibitor space includes table, chairs, power, and a wastebasket only. Sponsor is responsible for all materials, design and customization of onsite activation including but not limited to furnishings, drayage, shipping, A/V, WiFi & electrical packages, and associated costs.

Special Event:

An event/lunch on or off site with sponsor driven content. BlogHer recruits 50% of the contracted attendance based upon pre-determined criteria. The remaining 50% must remain open to all registered BlogHer Food '11 attendees via sign-ups or sweepstakes through Special Promotional page on BlogHer.com. All customization costs (food/beverage, room décor, activities, etc.) are separate from sponsor fee.

Contact Us

For more information on opportunities and pricing for,
please contact us:

BlogHer Handmade '11
Miriam Anton
Senior Director of Events Sales
miriam@blogher.com
650-551-1364 ext 229
415-613-5454 (mobile)

The Creative Connection '11
Jo Packham
Founder, The Creative Connection
jo@wherewomencreate.com
801-388-5526 (mobile)