



2019

Marketing Opportunities
Brochure

Connecting you with key decision makers from across the state

ILLINOIS
CHAMBER
CENTENNIAL
1919 - 2019



[The Illinois Chamber] is a fantastic resource that has broadened our understanding of the global market and allowed us to make government and business connections at a very high level. As a small company with limited resources, we see the Chamber as a vital partner.

— Donato Ceres
Advanced Diamond Technologies

Why Sponsor?

The Illinois Chamber of Commerce is a recognized provider of programs on issues important to business professionals/employers in Illinois. These programs provide opportunities for networking and informing attendees about the important trends and concerns for their businesses. Businesses can expect to strengthen their business image, increase brand visibility, generate leads, provide audience insight on products, and help meet their goals.

Effective Key Opportunities

We want our programs to benefit both our attendees and sponsors as much as possible. Our marketing campaigns begin early and advertise through e-mail, website, and a strong social media program as well as distribution through print publications.

How We Market:

- Targeted e-mail campaigns sent to 3,000 to 15,000 high-level business professionals per program. We acquire a notable average open rate of 15-17% per event.
- Our event webpages attract thousands of unique online visitors for each program.

- We have a robust social media program, utilizing Twitter, Facebook, LinkedIn, Instagram, and YouTube to reach a wide audience.

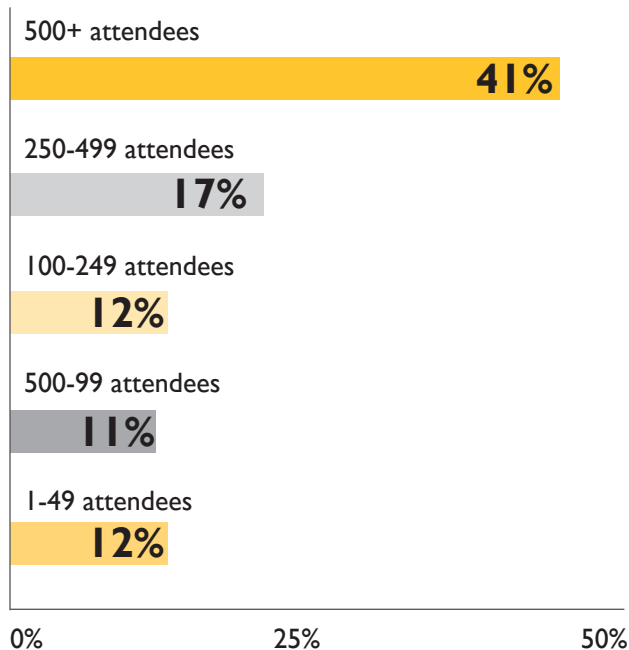
What Sponsorship Can Provide Your Business

- Put your business in front of our members and clients.
- Be visible to your target market.
- Increase brand awareness.
- Increase your reach and exposure to new clients, customers, and businesses.
- Reconnect with your customers and engage with an audience of business professionals.
- Generate leads.
- Deliver great ROI.

Attendees by Title

President/Owner	13%
C-Suite	6%
Vice President.....	16%
Director	32%
Manager.....	24%

Attendees by Employer Size



Notable Speakers at Our Events

Various Illinois Governors and Legislators

Alex Hergott

Executive Office of the President, White House – President Trump’s Infrastructure Advisor

John Drake

Executive Director, Supply Chain Policy, US Chamber of Commerce

John Cruickshank

Consul General of Canada

Kirk Lonbom

Chief Information Officer, Illinois Department of Innovation and Technology

Kenneth Bixby

Special Agent, Cyber Task Force, Federal Bureau of Investigation

Mary Ann Ahern

NBC Universal, Political Reporter

Alicia Tate-Nadeau (BG – Ret.)

Executive Director, City of Chicago Office of Emergency Management & Communications

Michael Aitken

Senior Vice President, Membership, Society for Human Resource Management (SHRM)

Major Sponsors

Allstate

Boeing Company

Ford Motor Company

Advocate Health Care

Marathon Petroleum

United Parcel Service (UPS)

Union Pacific Railroad

T-Mobile

State Farm

Motorola

Caterpillar

Enbridge

Northwestern Memorial Hospital

Second Annual Women in Business Conference

March 15, 2019 | Pinstripes | Oakbrook, IL

Illinois women are Second to No One. We have amazing talent, determination, intelligence, and resolve.

Yet, our presence in the boardroom, c-suite, and management levels, ranks at percentages better suited for centuries past. While we as women have always struggled against biases and power plays, we are speaking up. And we are empowering each other. The Illinois Chamber of Commerce, Illinois' leading business organization, offers no less. We stand with our fellow females and present this conference to empower our already Strong Women for a Stronger Illinois.

Our women's conference will harness the experiences, leadership, and aspirations of women in business, politics, and the nonprofit world to explore what it takes to put more cracks in the glass ceiling.

We will explore pathways to leadership, what it's like at the top, and ways men and women can work together to inspire the next generation of female leaders in Illinois.



“Having been a speaker and attendee at the first IL Chamber’s Womens Conference, I must say this is an event not to be missed. I was not only motivated but also inspired by the speakers. It is amazing to hear what so many of the women of Illinois have accomplished. The IL Chamber is providing a very valuable tool by empowering women together. The networking with the attendees also makes this a worthwhile conference to attend. Starting a career path or running a successful business, I urge women young and old to attend and learn. We, the women of Illinois, are second to no one.”

— Janice Christiansen, President and CEO, JC Schultz Enterprises



STRONG WOMEN. STRONGER ILLINOIS.
Illinois Chamber Women in Business
Conference / March 15, 2019

	PRESENTING \$7,000	CO-SPONSOR \$5,000	SIGNATURE \$2,000	LEADER \$1,000	LUNCH \$3,000	BREAKFAST \$2,000	EXHIBITOR \$500	CUSTOM LEVEL Make it yours
Event registrations/seats included	12	8	5	4	6	5	1	
List of attendees, including name, title and company (provided the day after the event)	*	*	*	*	*	*	*	
IL Chamber to post confirmation of sponsor's involvement to social media accounts	*	*	*	*	*	*	*	
Company logo or listing (contingent on level) on event sponsor sign, program and webpage	*	*	*	*	*	*	*	
Link to company landing page placed on the IL Chamber event page	*	*	*					
Dedicated PowerPoint slide (provided by sponsor) added to rolling presentation shown during breaks/intermission	*	*	*					
Company listing on all event promotional materials, including e-mail blasts and press releases	*	*						
Web banner (provided by sponsor) with link to company landing page incorporated into promotional e-mail sent to prospective/past event attendees	*	*						
Sponsor can contribute to IL Chamber LinkedIn and IL Chamber website. Content subject to IL Chamber approval	*	*						
60-second commercial spot (provided by sponsor) played during the event	*							
Full-page print ad in the event program. Presenting Sponsor's ad will be placed as back cover	*							
Half-page ad in the event program		*						
Quarter-page ad in event program			*					
Opportunity to distribute promotional materials to attendees	*							
Opportunity to give welcome/introduction remarks	*							
Exhibitor table	*	*					*	
Recognition for covering lunch costs					*			
Recognition for covering breakfast costs						*		
Recognition for covering break costs		*						

Sponsorship and/or Exhibitor Selection

Type of Sponsorship Selected

SPONSOR CONTACT INFORMATION

Contact Name/Title _____

Company _____

Email _____ Phone _____

NAMES OF REGISTRANTS (\$100 per person extra if adding more than sponsorship includes)

Name/Title _____

Name/Title _____

Name/Title _____

Name/Title _____

Name/Title _____

Name/Title _____

Name/Title _____

Name/Title _____

PAYMENT METHODS

Check

Illinois Chamber of Commerce
PO Box 19258, Springfield, IL 62794-9258

Credit Card VISA Mastercard AMEX Discover

Name as on card _____

Number _____

Expiration Date _____ Security Code _____

To purchase a table or sponsorship contact

Laurie Silvey, Associate VP of Business Services | 217-5512 ext. 223 or lsilvey@ilchamber.org



www.ilchamber.org

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215 E. Adams Street

Springfield, IL 62701

217-522-5512

Chicago Office

300 S. Wacker Drive, Suite 1600

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