

The Women In Product Conference is recognized as the place to reach women working in product management today.

Our attendees are a diverse group of experienced women product managers. They attend to deepen product knowledge, explore opportunities, and network with peers.

2,848

ATTENDEES AT THE 2021 VIRTUAL WIP CONFERENCE



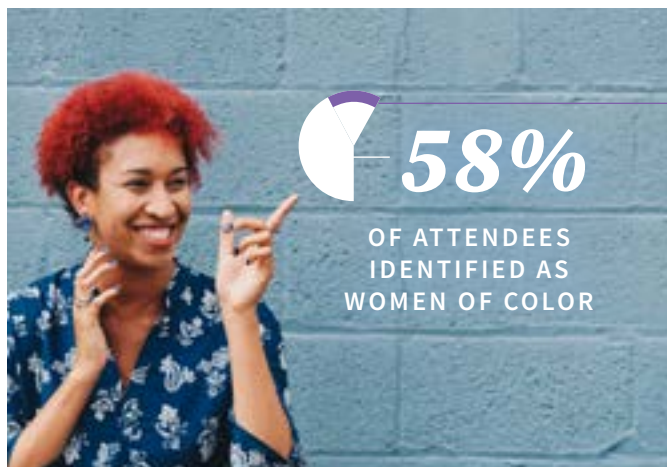
802
CITIES



48
STATES



46
COUNTRIES



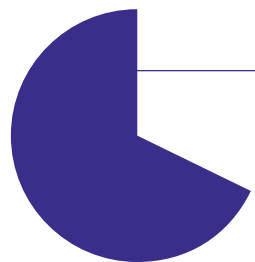
58%

OF ATTENDEES IDENTIFIED AS WOMEN OF COLOR

16%

of attendees identifies as ethnicities that are underrepresented in tech:

**Black/African
Hispanic/Latinx
Native American
Pacific Islander**



68%

OF 2021 CONFERENCE ATTENDEES HELD MID-CAREER TITLES
Product Manager, Sr. Product Manager, Product Lead, Dir. of Product, Head of Product, VP of Product, etc.

Attendees represented a variety of product industries

- Banking
- Computing
- Data
- EdTech
- Enterprise
- Healthcare
- Media
- Real Estate
- Retail
- ... and more

from
1,127
companies

The Women In Product Conference is recognized for quality engagement by both attendees and companies in attendance.

Our conference is the most targeted opportunity to reach and connect with an engaged, diverse group of mid-career women in product.

High levels of attendee engagement at #21WIP

OVER 3 DAYS, AN AVERAGE OF

 **14.5 hours**

SPENT ON THE PLATFORM —
5.5 HOURS MORE THAN STAGE CONTENT

3,818 *networking meetings*

 **92%** of registrants attended

 **3,250** app downloads

 **17,129** messages sent on Hopin

 **3,445** connections made

41 SPONSORS FOR
THE 2021 VIRTUAL
WIP CONFERENCE



1,641
sponsor booth
visitors

7,683
sponsor booth
interactions

31
SESSIONS

88
speakers

NPS SCORE 57

Our 2021 Attendees Rate Women In Product Conference as Excellent

Diversity

Our 2021 speaker lineup reflected an array of perspectives and backgrounds

66%

OF SPEAKERS WERE
WOMEN OF COLOR



1,000+ RESUMES IN
2021 DATABASE

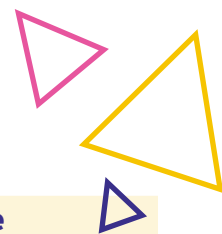
“Sourcing through the resume database was great.”

— CONFERENCE SPONSOR

>52%
resumes submitted by women product managers in mid-career or higher roles.

Corporate Sponsorships

Highlight your company as a leader in gender equity, build your recruiting brand, grow your product team, and engage your women product leaders



	Title \$150,000	Platinum \$50,000	Gold \$35,000	Silver \$25,000	Bronze \$10,000
<p><i>Discounts available for current Women In Product Partners</i></p> <p><i>Includes annual partnership</i></p>					
Recruiting Benefits: Virtual recruiting booth at event					
Booth map of virtual sponsor pavilion <i>Booths appear as tiles tiered by sponsorship level</i>	Largest tile with custom image or video background and logo	Medium tile with custom background image and logo	Medium tile with standard conference background and logo	Small tile with standard conference background and logo	Small tile with name listing only
Sponsor booth content in full event agenda <i>Character limits and deadlines apply</i>	6 content listings	4 content listings	2 content listings	1 content listing	—
Live virtual platform orientation <i>Hosted by WIP staff</i>	- 2 scheduled opportunities - 1 private walkthrough - Unlimited invites	- 2 scheduled opportunities - 1 private walkthrough - Up to 20 invites	- 2 scheduled opportunities - Up to 14 invites	- 1 scheduled opportunity - Up to 7 invites	- 1 scheduled opportunity - Up to 2 invites
Booth features <i>Live interactive stage with video options, company headline, custom description, and custom weblink</i>	<input checked="" type="checkbox"/> Option for daily updates	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Pre-recorded video or slideshow only
Dedicated in-booth chat <i>Includes 1:1 video calls and polling</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Platform Announcement <i>Pushing attendees to your booth</i>	2 custom notifications	- 1 custom notification - 1 group notification	2 group notifications	1 group notification	—
Recruiting Benefits: Resume Book					
<i>Open for submissions 8 weeks prior until close of event</i>					
Initial Resume Book access: Pre-event	4 weeks prior	3 weeks prior	2 weeks prior	1 week prior	500 resumes 3 days prior
Resume Book updates	Weekly	Weekly	Weekly	—	—
Final Resume Book update: Post-event	1 day after event	3 days after event	1 week after event	10 days after event	—

RECRUITING BENEFITS CONTINUED ON NEXT PAGE →

All content produced by sponsor subject to WIP approval

	Title	Platinum	Gold	Silver	Bronze
Recruiting Benefits: Additional Benefits					
<i>All benefits to occur prior to conference</i>					
Free featured job posting in WIP Career Center	up to 16 listings	up to 10 listings	up to 6 listings	up to 4 listings	1 listing
Featured job postings in conference newsletter	Up to 4 listings	Up to 3 listings	Up to 2 listings	1 listing	—
Brand Recognition & Awareness: Pre/Post Event					
Logo on event website tiered by level	Under Title Sponsor	Under Platinum Sponsor	Under Gold Sponsor	Under Silver Sponsor	Under Bronze Sponsor
E-mail recognition	2 group features	2 group features	1 group feature	1 group feature	—
Social media recognition	- 2 individual posts - 2 group posts	- 1 individual post - 1 group post	2 group posts	—	—
One day social media takeover by sponsor	✓	✓	—	—	—
Event registration page recognition	Logo	Name listed	—	—	—
Logo in e-book distributed to all attendees	Under Title Sponsor	Under Platinum Sponsor	Under Gold Sponsor	Under Silver Sponsor	Name listed
Brand Recognition & Awareness: At the Event					
Individual call out by emcee during keynote	✓	—	—	—	—
Keynote session brand recognition	Custom slide, Logo under Title Sponsor	Custom slide, Logo under Platinum Sponsor	Logo under Gold Sponsor	Logo under Silver Sponsor	Name listed under Bronze Sponsor
Stage credit reels (before and after content)	Custom slide and logo on all breakout stages	Logo on all Breakout Sessions	—	—	—
Post event summary report <i>Can include booth attendance, attendee demographics & interaction, etc</i>	Enhanced Report	Enhanced Report	Enhanced Report	Standard Report	Standard Report

SHOWCASING YOUR WOMEN & SPEAKING OPPORTUNITIES CONTINUED ON NEXT PAGE →

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	Title	Platinum	Gold	Silver	Bronze
Showcasing Your Women & Speaking Opportunities					
Session participation	50-minute custom session	Opportunity to speak as part of a panel	Opportunity to speak as part of a panel	—	—
Session listed in full event agenda	✓	✓	✓	—	—
Presenters featured as conference speakers	✓	✓	✓	—	—
Speaker Feature in daily recap <i>Your speaker highlighted in one Daily Recap Video</i>	✓	✓			
Opportunity to host a Focus Interactive Session	✓	✓			
Career Development For Your Women In Product					
General event registrations	45	30	20	10	2
Option to purchase bulk registrations <i>Option to purchase bulk registrations</i>	✓	✓	✓	✓	—
Pre-event registration reporting <i>To include sponsor and bulk purchased registrations</i>	✓	✓	✓	✓	—

“The job opportunities in this conference are catered to my interests and the discussions have helped me grow in my career path.”

— CONFERENCE ATTENDEE

“(It) was great to connect with the community and candidates in a virtual setting.”

— CONFERENCE SPONSOR

“This was by far the best networking at any virtual event I've attended... I appreciated that I could both network with other PMs and talk to recruiters about their pipeline.”

— CONFERENCE ATTENDEE

Product Showcase

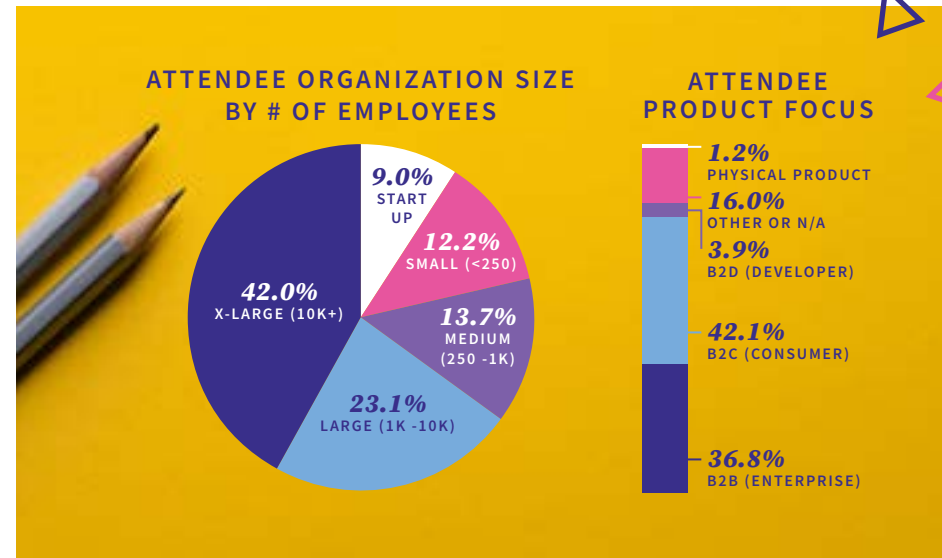
High-performing Product Managers seek the latest tools

- Introduce our 3,000 attendees to product management tools
- Generate hot leads for your product from customers
- Find new customers and build retention in existing ones

Priced at \$10,000

“ This conference is as much about mutual support as it is about content. Wow... what a (new) experience.”

— CONFERENCE ATTENDEE



Showcase your Product & Generate Leads: Exclusives

Product demo session	15 minute on stage session
Featured product spot in WIP email newsletter	✓
List of attendee opt-in leads	✓

Showcase your Product & Generate Leads: Virtual Booth

Booth map of virtual sponsor pavilion <i>Booths appear as tiles by sponsorship level, tiles tiered by sponsorship level</i>	Small tile with name listed and standard conference background
Booth features <i>Live interactive stage with video options, company headline, custom description, and custom weblink</i>	✓
Dedicated in-booth chat <i>Includes 1:1 video calls and polling</i>	✓
Live virtual platform orientation <i>Hosted by WIP staff</i>	1 scheduled opportunity up to 2 invites

Brand Recognition & Awareness

Logo on event website under Product Sponsors	✓
Social media recognition	1 group post
Email recognition	1 group feature
Logo in e-book distributed to all attendees	✓
Post event summary report <i>Can include booth attendance, attendee demographics & interaction, etc</i>	✓
General event registrations	2

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Impact Branding

Enhance the attendee experience and deliver unique branding and visibility opportunities

All Impact Branding Sponsorships include the following benefits:

- Logo recognition as Impact Branding Sponsor on conference website
- Logo recognition in conference credit reel during opening and closing of event
- Name, logo, and link to website in conference app
- Opportunity to be included in virtual swag bag in the event app

	Benefits	Description
Impact Branding Opportunities: Pre-Event		
<p>Conference "How To" Explainer Video</p> <p>1 available Price: \$5,000</p>	<ul style="list-style-type: none"> - Your company used in Sponsor Pavilion section of the video - Includes 5-second voiceover clip at the end of the video - Link of your choice included in YouTube video description - Sponsor logo listed in email to attendees and all video promotions 	<p>The How-to Explainer Video is shared widely to attendees and beyond to explain what #22WIP looks like in a virtual world. The video will be used on various platforms to provide guidance and increase awareness of how to navigate the event. You'll gain permanent visibility to all attendees and prospective attendees through a 5-second clip dedicated to your organization.</p>
<p>Resume Book Preparation Webinars</p> <p>1 available Price: \$5,000</p>	<p>Opportunity for your company to lead a Resume Book Prep Webinar for WIP Community</p> <ul style="list-style-type: none"> - Receive opt-in list of webinar attendee names and emails - Name recognition in all promotions of webinar (email and social) 	<p>The Resume Book is a premier opportunity for women to take the next step in their career. Our community is constantly seeking ways to showcase their experience, as evidenced by 1,000 submissions to the resume database in 2021. As the Resume Book Preparation Sponsor, you will offer valued guidance in developing this webinar while also showcasing your company, culture, and hiring practices.</p>
<p>Conference Playlist</p> <p>1 available Price: \$3,500</p>	<ul style="list-style-type: none"> - Verbal shoutout during the daily DJ segments - Your logo featured during daily DJ segments - Opportunity to create a custom playlist on a music streaming platform of your choice - Recognition by name in all in promotions of conference playlist 	<p>The Conference Playlist sponsor will have the unique opportunity to curate the soundtrack of the event and get on-stage branding during one of the most-watched portions of the event! Attendees get access to this playlist to get hyped up for all the inspiration to come and continue to listen afterward to reminisce about all the good times they had at #22WIP. You have the opportunity to shape this special experience!</p>
<p>Speaker Support</p> <p>1 available Price: \$7,500</p>	<ul style="list-style-type: none"> - Recognition by name in promotions of virtual Speaker Training Workshop - Opportunity for a company representative to speak for 3 minutes during the workshop - Opportunity for 3 company employees to attend the training workshop - Receive list of opt-in workshop attendees names and emails - Option to provide additional branded gift item to speakers (cost covered by sponsor) - Logo recognition on the Recording Guide and Rehearsal Checklist sent to all speakers 	<p>#22WIP will be filled with women speakers who are leading the product industry. To prep them for the stage, our Speaker Workshop with Lauren Weinstein and other trainings are exclusive opportunities that our Speaker Support Sponsor will also get access to. Get up close and personal to our on-stage talent!</p>

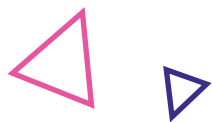
IMPACT BRANDING OPPORTUNITIES AT EVENT CONTINUED ON NEXT PAGE →

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	Benefits	Description
Impact Branding Opportunities at Event		
Accessibility & Closed Captioning 1 available Price: \$5,000	<ul style="list-style-type: none"> - Verbal recognition on the main stage at the conclusion of each day - Logo recognition as the Accessibility Sponsor on event registration page and in-app - Logo recognition in e-newsletter promoting captioning availability to attendees - Logo recognition in session transcriptions available post-event - Logo recognition in conference credit reel during opening and closing of event 	As the Accessibility & Closed Captioning sponsor, you will help make the event accessible to individuals who need it, making #22WIP welcoming to everyone. Your commitment to inclusion for all learners receives recognition in our most high impact areas including daily verbal recognition on the main stage.
Daily Recap Video 2 available Price: \$2,000	<ul style="list-style-type: none"> - Logo and verbal recognition included in daily recap video - Link of your choice included in YouTube video description - Logo recognition in email to attendees and name listed in all video promotions 	As a Daily Recap Video Sponsor, you will receive repeated exposure and permanent visibility through #22WIP's daily recap videos. Your company will be front and center with the inclusion of a 5-second clip and recognition in promotion to all WIP audiences. Align yourself with empowering and skill-building content that will grace the #22WIP stage. Do you have a woman from your company on stage? We'll make sure they're included in the recap!
Selfie Booth 1 available Price: \$3,500	<ul style="list-style-type: none"> - Logo recognition on virtual selfie booth start screen (977 unique visits, 680 photos taken, 550+ social shares at #21WIP) - Company name listed in all mentions of the booth - Company featured on 1 custom selfie frame for attendees to add to their photos - Opportunity to design 1 custom selfie sticker for attendees to add to their photos 	Your support of women in the product field will be on full display as the Selfie Booth Sponsor. These photos are the attendees' most shared imagery of the conference across social platforms. Your company will receive the exclusive opportunity to represent your brand with a custom frame and one custom stickers for attendees to add. Cheese!
eBook 1 available Price: \$1,500	<ul style="list-style-type: none"> - Logo recognition in distribution of eBook to attendees and to WIP community - Logo recognition on eBook cover and on eBook request page - Opportunity to include one page of content 	Post-conference, attendees are fired up, inspired by what they've heard, and ready to tackle new challenges. Our eBook keeps the momentum going by recapping and offering tools and support that attendees reference far beyond the event. As the Conference eBook Sponsor, you will be part of a resource attendees return to and share with their teams!
Impact Branding Opportunities for Stage Breaks		
Mini-Breaks 6 available Price: \$1,500	<ul style="list-style-type: none"> - Company name recognition in Mini-Break, listed in full event agenda - Your company will be thanked at the start of the wellness break and company logo to appear on screen throughout - Opportunity to provide 8 minutes of wellness content to all WIP attendees - Logo recognition on break intro slide 	Attendees need a moment to reset during a day packed with learning and interaction. As the Mini-Break Sponsor, your brand's content, product, or branding will be featured to all attendees. Whether you want to create your own content or support a woman in the community, your brand will be front and center while attendees enjoy a break from all the day's talks.

IMPACT BRANDING OPPORTUNITIES FOR SESSIONS CONTINUED ON NEXT PAGE →

	Benefits	Description
Impact Branding Opportunities for Sessions		
Focus Interactive Sessions 3 available Price: \$5,000	<ul style="list-style-type: none"> - Company name recognition in session title, listed in conference agenda - Opportunity to provide a session moderator from your company - Opportunity to nominate subject expert for engaging discussion - Logo on session image tile on video platform and on session title slides 	Sponsoring an Interactive Session, your company will shape a discussion with the focus of your choice. These sessions provide a chance to interact live with an expert guide and dive deeper on personalized topic areas. Topics include: Geographic Area, Black WIP, LGBTQIA, LatinX WIP, WIP Mothers, Industry Vertical (ex. financial, b2b, etc).
Super Scholar Sponsor 1 available Price: \$4,000	<ul style="list-style-type: none"> - Host a live Interactive Session for award winners, featuring PMs from your company - Company name recognition in session title, listed in conference agenda - Logo recognition in official social share posts provided to scholar recipients - Name mention on scholar application and Scholar Info webpage - Provides 10 scholarships 	Sponsorship of the Scholarship Awardee Interactive Session will showcase your commitment to increasing access and providing tools to support and include all women in product. Our scholar program supports representation in product for women facing special barriers due to background, financial constraints, and gaps in career path due to caregiving or COVID.



“[The] conference stands out because of the community, culture, and content. A huge plus is that technology supports the values, especially with networking components.”

— CONFERENCE ATTENDEE

“(I valued the) ability to chat live during the event — really well done. Also like the replay option so I could catch some of the sessions I didn't get to attend.”

— CONFERENCE ATTENDEE



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Women In Product is a welcoming community where women product managers are inspired, connected, and celebrated.

OUR VISION is for all people in product to have equitable opportunities to build rewarding careers and shape the products of the future.

OUR MISSION is to equip women to thrive in product management careers at all levels through community, professional development and industry advocacy.

Origins of Women In Product

Women In Product was created in 2016 by a group of Silicon Valley women product leaders. It was initially a way to connect senior and executive women in the field while advocating for a more diverse workplace.

Today Women In Product is a 501(c)(3) non-profit with over 30,000 community members and 27 local chapters. Our annual conference is a sell-out event hosting over 3,000 women in the field.

Want to work with us to impact diversity, equity and inclusion in product management and related fields?

Consider becoming a Women In Product Partner and engage with our community across the entire year. Learn more at womenpm.org/partner

WOMEN IN PRODUCT GROUPS

30,841

MEMBERS IN OUR FACEBOOK GROUPS



81%

ARE ACTIVE IN THE PRIMARY PRIVATE FACEBOOK GROUP



In a month in the primary private Facebook group, we reach 21,775 members with our posts



30,000+

NEWSLETTER SUBSCRIBERS

Average open rate: 27.6% | Average click rate: 4.3%



 **27**
CHAPTERS

 **44**
EVENTS IN 2021

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FACEBOOK



INSTAGRAM



LINKED IN



TWITTER