2020 SPONSORSHIP OPPORTUNITIES
THE FORUM ON WORKPLACE INCLUSION®

32nd Annual Conference
March 10 -12, 2020
Minneapolis, Minnesota
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Photos by Sarah Morreim Photography
ENGAGING PEOPLE.
ADVANCING IDEAS.
IGNITING CHANGE.
Since its founding more than 30 years ago, The Forum on Workplace Inclusion® has grown from a two-hour telecast attended by 75 people to become the nation’s largest workplace diversity, equity, and inclusion conference, with more than 1,400 participants from 39 states and 15 countries in 2019.

In the intervening years, we have added webinars, podcasts, an online media platform, and breakfast presentations to our offerings and expanded the conference from that original telecast to three days packed with more than 100 individual presentations. More great things are in store as we move forward.

I encourage and invite you to be part of the great things to come by supporting The Forum through sponsorship.

Sincerely,

Steve Humerickhouse
Executive Director
The Forum on Workplace Inclusion®
The Forum on Workplace Inclusion® - The Forum for short - offers a unique value proposition to its sponsor participants... A highly collaborative environment centered on interactive experiences. Our Mission and Vision speak directly to this:

**OUR MISSION**

To inspire and activate a new era of thinking, practice and impact in the diversity, equity, and inclusion field by:

Engaging People
Advancing Ideas
Igniting Change

**OUR VISION**

Inclusive workplaces making all the difference.

As a sponsor of The Forum, you fuel this new era of thinking, practice, and impact, so we can advance diversity, equity, and inclusion together!
For over 31 years, The Forum has served as a convening hub for those seeking to grow professional leadership and effectiveness skills in the field of diversity, equity, and inclusion (DEI) by engaging people, advancing ideas, and igniting change.

The Forum expands mindsets, skill sets, and tool sets necessary for true workplace inclusion through our events and programs, our media platform, and our flagship event – the annual conference.

IDENTIFY & INTRODUCE EMERGING TRENDS IN BUSINESS

The Forum is designed to identify and introduce emerging trends and explore the demands of doing business today that ensures sustainability and success tomorrow. This requires stepping outside our own boundaries of age, cultural exposure, knowledge, and mindsets that restrict our collective growth toward workplace inclusion. Participants look to The Forum to provide valuable industry resources, advocacy, education, business tools, service providers, and networking opportunities.

2020 THEME: FACING FORWARD

Each year, through research and analysis, we – The Forum – identify current and emerging trends across the global business landscape. After rounds of vetting and re-tooling, a conference theme is determined. From the conference theme, four learning pillars are created to help bring the conference theme to life. This year’s theme is Facing Forward.

The conference theme is the guiding source for all of the content and programming during the conference year – both identifying current and emerging trends as well as pushing new conversations and thinking in the DEI space. Hours, days, and months were spent in researching and creating the conference theme and learning pillars. We encourage everyone to utilize them in your own workplace or where you find value either before, during, or after the conference. Learn more about this year’s theme and our learning pillars on page 16 of this sponsor packet.
**WHY SPONSOR?**

**MAXIMIZE YOUR INFLUENCE**

Our collective impact sponsorship model engages people and organizations both globally and locally. It is operationalized through connectivity, conversation, continuous learning, and community. As we continue to grow, the future of The Forum is to become a year-round hub that increases engagement before, during, and after the conference – with active sponsors as financial and advisory contributors to support our collaborative work.

**MAXIMIZE YOUR VISIBILITY**

Align your brand with the best in the industry! Our sponsors build lasting relationships with DEI practitioners, leaders, innovators, entrepreneurs, researchers, and authors. Find the level and benefits that are right for you, or contact us to create your custom package.

**BENEFITS OF SPONSORSHIP**

The Forum on Workplace Inclusion Annual Conference provides multiple platforms to increase and elevate sponsorship value:

1. Strengthen brand recognition with leading DEI executives, practitioners, managers, and the line leaders across business sectors.

2. Work in collaboration with partners in academia, corporate, non-profit, and government sectors.

3. Expand on innovative, cutting-edge ideas with over 200 DEI thought leaders and innovators from around the globe.

4. Network and share best practices with other DEI professionals and organizations.

5. Advocate and advance DEI learning for a large and growing audience.

Partner with The Forum as a sponsor and help shape the future inclusive workplace!
**OUR AUDIENCE**

**INDUSTRY**

- 16% - Finance/Banking/Insurance
- 16% - Consulting
- 11% - Non-profit
- 9% - Healthcare/Medical
- 8% - Government/Military
- 7% - Education
- 4% - Retail
- 3% - Computer/Software
- 3% - Manufacturing
- 3% - Construction
- 3% - Marketing/PR
- 2% - Media/Print/Publishing
- 2% - Agriculture/Forestry/Fishing
- 1% - Accounting
- 1% - Advertising
- 11% Other

**PROFESSION**

- 33% - Diversity & Inclusion
- 19% - Human Resources
- 10% - Other
- 6% - Management
- 6% - Consulting
- 5% - Learning & Development
- 4% - Marketing
- 4% - Finance
- 4% - Operations
- 2% - Technology
- 2% - Sales
- 2% - Organizational Development

**TITLE**

- 21% - Director
- 18% - Manager
- 15% - Specialist
- 11% - Consultant
- 8% - Vice President
- 9% - CFO, CDO, CEO
- 5% - Student
- 5% - Administrative
- 3% - Supervisor
- 2% - Small Business Owner
- 2% - Educator
- 1% - Other

*Source: 2019 attendee registration data (Industry & Profession), 2018 attendee registration data (Title).*
### 2020 SPONSORSHIP OVERVIEW

#### Year-Round Opportunities

<table>
<thead>
<tr>
<th>SPONSOR LEVELS</th>
<th>Forum Webinar Series Visionary $35,000</th>
<th>Diversity Insights Breakfast Series Signature, $25,000</th>
<th>The Forum Podcast Executive $15,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special Opportunity</td>
<td>Ten (10) monthly webinars</td>
<td>Three (3) in-person events</td>
<td>Ten (10) monthly Podcasts</td>
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<tr>
<td>Logo on website and promotional communications</td>
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<td>✓</td>
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<tr>
<td>Promotional opportunity preceding presentation</td>
<td>Slide or Video</td>
<td>Slide</td>
<td>Audio Mention</td>
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#### INCLUDED ANNUAL CONFERENCE BENEFIT

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<thead>
<tr>
<th></th>
<th>Logo on select signage</th>
<th>Conference Comps</th>
<th>Sponsor recognition</th>
<th>Welcome reception comps</th>
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<td>✓</td>
<td>6</td>
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### 2020 SPONSORSHIP OVERVIEW

#### Annual Conference Opportunities

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<tr>
<th>SPONSOR LEVELS</th>
<th>Presenting $75,000</th>
<th>Champion $50,000</th>
<th>Visionary $35,000</th>
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<tr>
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<tr>
<td>Underwriting opportunities</td>
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<td>Select underwriting opportunities available. See pages 15-19 for details.</td>
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<td>Welcome Reception comps</td>
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<tr>
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<tr>
<td>Opportunity for stage presence</td>
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<tr>
<td>Custom company registration webpage</td>
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<tr>
<td>Opportunity for custom meet and greet</td>
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</tr>
<tr>
<td>Exhibit booth comp</td>
<td>10x20 ft. (double) w/2 staff comps</td>
<td>10x20 ft. (double) w/2 staff comps</td>
<td>10x20 ft. (double) w/2 staff comps</td>
<td>10x10 ft. w/1 staff comp</td>
</tr>
<tr>
<td>Complimentary ad in program book</td>
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<td>Full Page</td>
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#### SPONSOR LEVELS (continued)

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<th>Premier $10,000</th>
<th>Benefactor $5,000</th>
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<tr>
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<td>Select underwriting opportunities available. See pages 15-19 for details.</td>
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</tr>
<tr>
<td>Exhibit booth comp</td>
<td>10x10 ft. w/1 staff comp</td>
<td></td>
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<tr>
<td>Complimentary ad in program book</td>
<td>Half Page</td>
<td>Half Page</td>
<td>Quarter Page</td>
<td></td>
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</table>

**Supporting Sponsor: $1,000** Benefit: Organizational name in print

*Eligible to small businesses and non-profits with under a $5 million operating budget and to recognize donation of Presenter travel expenses.*
YEAR-ROUND SPONSORSHIP OPPORTUNITIES

The Forum offers year-round sponsor opportunities in the form of our webinar series, Diversity Insights Breakfast events, and Podcast series.

2019 Audience Sizes and Engagement

THE FORUM WEBINAR SERIES

13,500
Email marketing distribution list size

2,967
Registered participants in 2018

15% CTR*
On webinar email marketing eblasts

DIVERSITY INSIGHTS BREAKFASTS

544
Total attendees over three events

41%
Director or Manager level

159
Registered participant organizations representing 6 industries**

THE FORUM PODCAST

3,960
Total plays

161
Audience Size***

15
Episodes and counting!

*CTR = Click through rate
**Industries include: Non-profit (36%), Government (20%), Corporate (17%), Education (9%), Finance (9%), Healthcare (9%)
***Podcast data as of 08/15/2019
YEAR-ROUND SPONSORSHIP OPPORTUNITIES

THE FORUM WEBINAR SERIES

The Forum on Workplace Inclusion® Webinar Series (The Forum Webinar Series) is a free monthly webinar series offering skill-building opportunities in DEI topics. Each month attendees and presenters from a variety of industries around the globe participate and share their ideas.

Visionary Sponsorship: $35,000

Sponsoring the The Forum Webinar Series includes these opportunities:

Ten (10) monthly webinars from January through December
Not held in February or March

Logo on website and promotional communications
Promotional slide or video preceding webinar presentation

The Forum on Workplace Inclusion® Annual Conference Benefits

Logo on select signage
Executive Director podium introduction and gratitude
Sponsor recognition
One (1) Diversity Executive Forum (DEF) comp
Six (6) conference comps
Three (3) guests to the Welcome Reception
10x20 ft. (double) exhibit booth with (2) booth staff comps
Full page ad in the program book
Unlimited discounted registrations
YEAR-ROUND SPONSORSHIP OPPORTUNITIES

DIVERSITY INSIGHTS BREAKFAST SERIES

The Forum on Workplace Inclusion® Diversity Insights Breakfasts series bring scholars, thought-leaders, and attendees together to engage the conversation about the DEI landscape.

Signature Sponsorship: $25,000

Sponsoring the Diversity Insights Breakfasts (DIB) series includes these event opportunities (dates subject to change):

- October 2019 Workshop
- February 2020 Workshop
- June 2020 Workshop

- DIB event sponsor recognition
- Logo on select DIB event signage
- Reserved DIB event table with signage
- One complimentary DIB event table: eight (8) registrations per DIB

The Forum on Workplace Inclusion® Annual Conference Benefits

- Logo on select signage
- Sponsor recognition
- Five (5) conference comps
- Two (2) guests to the Welcome Reception
- 10x10 ft. exhibit booth with one (1) booth staff comp
- Full page ad in the program book
- Unlimited discounted registrations
YEARS-ROUND SPONSORSHIP OPPORTUNITIES

THE FORUM PODCAST

The Forum on Workplace Inclusion® Podcast (The Forum Podcast) is a free monthly streaming audio series offering skill-building opportunities in DEI topics featuring presenters from a variety of industries around the globe.

Executive Sponsorship: $15,000

Sponsoring the The Forum Podcast Series includes these opportunities:

- Ten (10) monthly Podcasts from January – December
- No Podcasts published in February or March
- Logo on website and promotional communications
- Promotional sponsor mention on each episode

The Forum on Workplace Inclusion® Annual Conference Benefits

- Logo on select signage
- Three (3) conference comps
- Half page ad in the program book
- Unlimited discounted registrations
Our three-day flagship event, The Forum on Workplace Inclusion® annual conference is our premier learning opportunity at the cutting-edge of the DEI landscape.

**Dates & Details**

32nd Annual Conference: Facing Forward  
When: March 10, 11, 12, 2020  
Where: Minneapolis Convention Center, 1301 2nd Ave S, Minneapolis, MN 55403

### 2019 Annual Conference: By the Numbers

<table>
<thead>
<tr>
<th>People Involved</th>
<th>Exhibitors</th>
<th>Participating Businesses</th>
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</thead>
<tbody>
<tr>
<td>1,426</td>
<td>74</td>
<td>426</td>
</tr>
<tr>
<td>Presenters</td>
<td>197</td>
<td></td>
</tr>
<tr>
<td>Volunteers</td>
<td>131</td>
<td></td>
</tr>
<tr>
<td>Coaching Sessions</td>
<td>171</td>
<td></td>
</tr>
<tr>
<td>US States</td>
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<td></td>
</tr>
<tr>
<td>Countries</td>
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<td></td>
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<tr>
<td>Australia, Canada, Germany, India, Israel, Japan, Mexico, Norway, Pakistan, South Africa, South Korea, Spain, United Arab Emirates, United Kingdom, USA</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### CONFERENCE SPONSORSHIP OPPORTUNITIES

Continued from page 7

- **New Perspectives – Evolving our pasts to inform the future:** In an attempt to expand the narrative, how do we honor the history of our individual and collective experiences and invite new perspectives with the goal of moving forward together to inform the future?

- **Future Fluency – Knowledge to stay relevant and keep pace with rapid change:** What must we do to be knowledgeable about the future and keep pace with change so our inclusion solutions are not outdated by the time we implement them?

- **Universal Innovation – Better solutions to meet expanding diversity, equity, and inclusion needs:** With multiple dimensions of diversity in mind, how can we bring about innovative solutions to meet universal needs?

- **Global Citizenship – Whole-world sensibilities and responsibilities:** How can we ensure our practices and solutions meet local needs while exercising a global sensibility and responsibility?
LEAD SPONSOR

The Lead Sponsorship is custom-tailored for one company each year. Benefits include the company’s logo on all key conference information, materials, and signage, public recognition and stage presentation, significant complimentary and unlimited discounted registrations, and tailored events.

The Forum’s Lead Sponsor is the highest sponsorship level.

Contact Forum Assistant Director of Business Development Amy Perez Ortiz for a consultative conversation around how your company could become this year’s Lead Sponsor.

Amy Perez Ortiz  
Assistant Director of Business Development  
Office: 1 612-373-5992  
Mobile: 1 612-719-0796  
Email: perezor@augsburg.edu

Other Opportunities

We welcome discussion of new ideas which support The Forum, our sponsor companies, and our participating organizations!

The following opportunities are also available:

Media/PR sponsor ($5,000 minimum value)  
Trade opportunities and more
CONFERENCE SPONSORSHIP OPPORTUNITIES

Presenting Level: $75,000

At the Presenting Level, companies may sponsor combined opportunities.

In addition, Presenting Level benefits include the following:

- Content collaboration
- Logo on select signage
- Distribution of company’s promotional product
- Executive Director podium introduction and gratitude
- Opportunity for stage presence
- Sponsor recognition
- One (1) Diversity Executive Forum (DEF) comp
- Nine (9) conference comps
- Eight (8) guests to the Welcome reception
- Eight (8) guests to selected General Sessions
- Custom company registration webpage
- Opportunity for custom meet and greet
- 10x20 ft. (double) exhibit booth with two (2) booth staff comps
- Full page ad in the program book
- Unlimited discounted registrations

Champion Level: $50,000

At the Champion Level, companies may sponsor one of these General Sessions:

- Day Two Opening General Session
- Day Two Lunch General Session
- Day Three Morning General Session
- Day Three Closing General Session
- The Forum Marketplace of Ideas
- Registration (On Arrival, iPads, kiosks)

In addition, Champion Level benefits include the following:

- Content collaboration
- Logo on select signage
- Distribution of company’s promotional product
- Executive Director podium introduction & gratitude
- Opportunity for stage presence
- Sponsor recognition
- One (1) Diversity Executive Forum (DEF) comp
- Seven (7) conference comps
- Four (4) guests to the Welcome Reception
- 10x20 ft (double) exhibit booth with (2) booth staff comps
- Full page ad in the program book
- Unlimited discounted registrations
CONFERENCE SPONSORSHIP OPPORTUNITIES

Visionary Level: $35,000

At the Visionary Level, companies may sponsor one of these opportunities:

- Diversity, Equity, and Inclusion Coaching
- Diversity Executive Forum (DEF)
- Universal Innovation: Invention Sprint

In addition, Visionary Level benefits include the following:

- Logo on select signage
- Executive Director podium introduction and gratitude
- Sponsor recognition
- One (1) Diversity Executive Forum (DEF) comp
- Six (6) conference comps
- Three (3) guests to the Welcome Reception
- 10x20 ft. (double) exhibit booth with (2) booth staff comps
- Full page ad in the program book
- Additional discounted registrations

Signature Level: $25,000

At the Signature Level, companies may sponsor one of these opportunities:

- Diversity Awards
- Hospitality, Concierge & Orientation
- Name badges
- Note pad & pen
- Presenter travel & accommodations
- Program book
- Spotlight Series
- Welcome Reception

In addition, Signature Level benefits include the following:

- Logo on select signage
- Sponsor recognition
- Five (5) conference comps
- Two (2) guests to the Welcome Reception
- 10x10 ft. exhibit booth with (1) booth staff comp
- Full page ad in the program book
- Unlimited discounted registrations
CONFERENCE SPONSORSHIP OPPORTUNITIES

Principal Level: $20,000

At the Principal Level, companies may sponsor one of these opportunities:

- Conference app
- Conference Collateral
  - Portable charger
  - Tote bag
  - T-Shirt
  - Water bottle
  - Your choice
- Hotel room keys (2)
- Day Two Networking Reception

In addition, Principal Level benefits include the following:

- Logo on select signage
- Four (4) conference comps
- 10x10 ft. exhibit booth with (1) booth staff comp
- Half page ad in the program book
- Unlimited discounted registrations

Executive Level: $15,000

At the Executive Level, companies may sponsor one of these opportunities:

- Book signings
- Breakfast buffet (2)
- Conference scholarships
- Day One seminars
- Day Two breaks
- Day Three breaks & Farewell Reception (dessert)

In addition, Executive Level benefits include the following:

- Logo on select signage
- Three (3) conference comps
- Half page ad in the program book
- Unlimited discounted registrations
CONFEERENCE SPONSORSHIP OPPORTUNITIES

Premier Level: $10,000

At the Premier Level, companies may sponsor one of these opportunities:

- Wellness Center
- The Arts Series
- Session Track (1 of 9 available):
- Offsite Immersive Learning Experiences

In addition, Premier Level benefits include the following:

- Logo on select signage
- Two (2) conference comps
- Quarter page ad in the program book
- Unlimited discounted registrations

Benefactor Level: $5,000

Benefactor Level benefits include the following:

- Company name listed (no logo) on select signage
- One (1) conference comp
- Unlimited discounted registrations

Supporting Level: $1,000*

Supporting Level benefits include the following:

- Organizational name in print

* Eligible to small businesses and non-profits with under a $5 million operating budget and to recognize donation of Presenter travel expenses.
CONFERENCE SPONSORSHIP OPPORTUNITIES

Other Opportunities

EXHIBIT SPACE

Exhibitor booths in our Marketplace of Ideas are also available for purchase. Booth sizes and price vary from single booth to double booth. Non-profit pricing is also available.

<table>
<thead>
<tr>
<th>BOOTH PRICING</th>
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<tbody>
<tr>
<td><strong>Size</strong></td>
</tr>
<tr>
<td>Single Booth  (10’x10’)</td>
</tr>
<tr>
<td>Single Booth Nonprofit* (10’x10’)</td>
</tr>
<tr>
<td>Double Booth (10’x20’)</td>
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</tbody>
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Ad space is available in annual conference program book, distributed to over 1,400 participants, as well as promotional item placement opportunities in our conference bag!

<table>
<thead>
<tr>
<th>PROGRAM AD PRICING</th>
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<tbody>
<tr>
<td><strong>Size</strong></td>
</tr>
<tr>
<td>Back cover (in/out)</td>
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</tr>
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<td>Quarter Page</td>
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<td>Bag Drop</td>
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</table>

*Annual nonprofit/small business budget less than $5 million.
**Exhibitors receive a complimentary booth staff registration, 2 for a double booth, which serve as an all access pass to the conference. If an exhibitor would like additional booth staff beyond the complimentary staff, they must be registered at the regular conference attendee rate.
***Exhibitor booth fees do not include carpet, electricity, or internet. Those items must be requested separately through your exhibitor kit.
#WorkplaceForum: Sponsor & Attendee Shout Outs

We love hearing from our sponsors and attendees. Here’s just a sampling of conference stories shared online using #WorkplaceForum2019

Join the conversation at #WorkplaceForum2020 by becoming a sponsor today!