



ANITA  
B.ORG 2024

# GRACE HOPPER CELEBRATION

---

PHILADELPHIA, PA + VIRTUAL  
**OCTOBER 8-11, 2024**



**PROSPECTUS**





ANITA  
B.ORG 2024  
GRACE HOPPER  
CELEBRATION



## Table of Contents

---

- |          |   |           |   |
|----------|---|-----------|---|
| <b>3</b> | <b>A MESSAGE</b><br>From AnitaB.org                         | <b>9</b>  | <b>BRANDING &amp; VISIBILITY</b><br>Promotional Opportunities |
| <b>4</b> | <b>GHC 23</b><br>By the Numbers                             | <b>12</b> | <b>CONTENT &amp; SESSIONS</b><br>Promotional Opportunities    |
| <b>5</b> | <b>SPONSORSHIPTIERS &amp; UPGRADES</b><br>Included Benefits | <b>15</b> | <b>RECEPTIONS</b><br>Promotional Opportunities                |
| <b>6</b> | <b>SPONSORSHIP ADD-ONS</b><br>Sponsorship Purchase Required | <b>18</b> | <b>PURCHASE YOUR SPONSORSHIP</b><br>Contact Us                |



# A Message from AnitaB.org

---

Last year's Grace Hopper Celebration (GHC) in Orlando was indeed a learning experience for many of us, but let me assure you, we at AnitaB.org took those challenges head-on! We didn't just tackle them; we embraced the feedback with open arms and are now more committed than ever to elevating our events, especially the upcoming GHC 24 in Philadelphia.

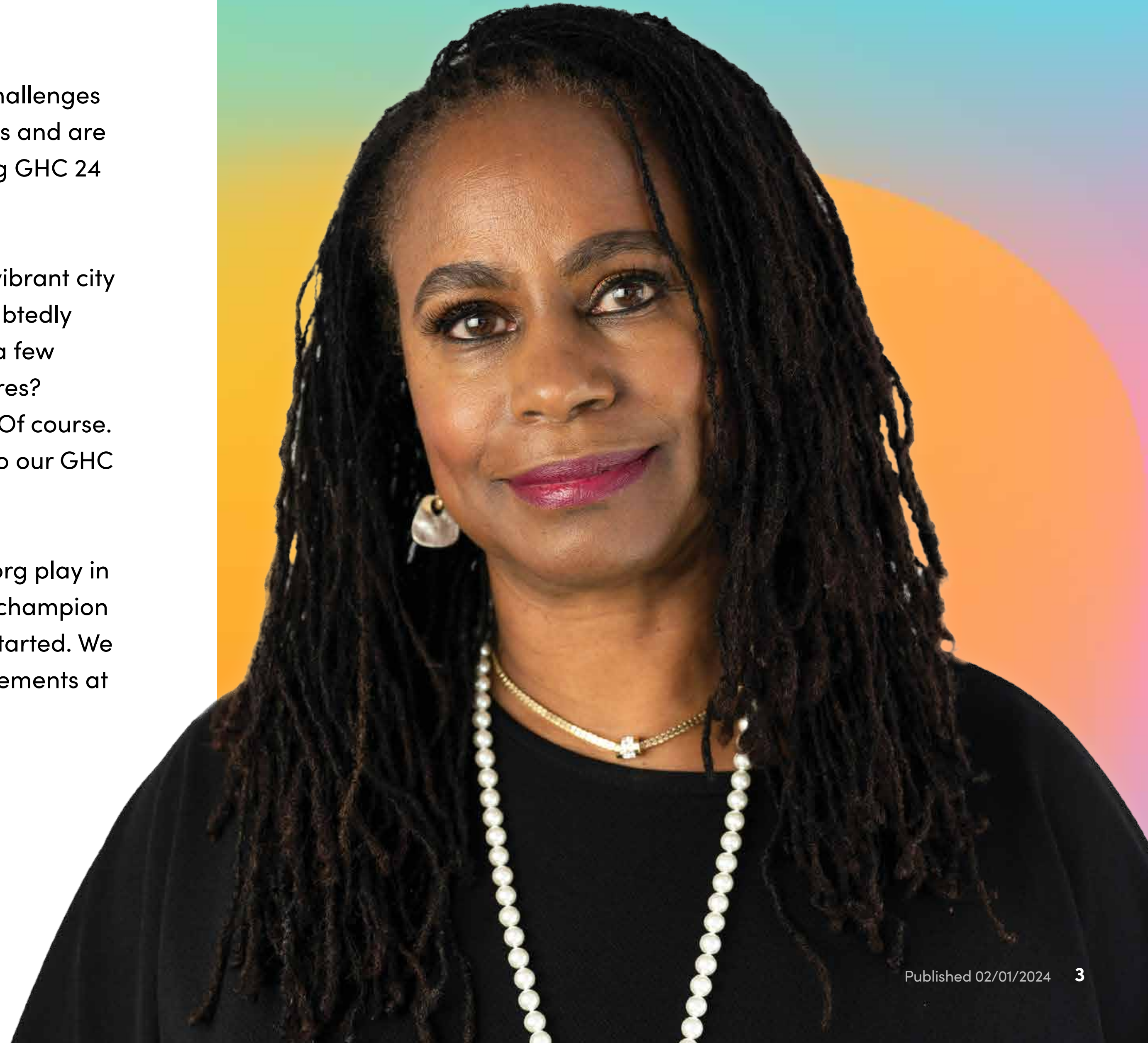
Get ready, because GHC 24 is going to be a game-changer! Imagine us in the vibrant city of Philadelphia, a place pulsating with energy, where our community will undoubtedly feel an amazing sense of welcome and belonging. We're not just talking about a few tweaks here and there; we're talking major revamps! Enhanced security measures? Absolutely. Smoother line management? Check. An updated Code of Conduct? Of course. More sponsorship opportunities? You bet. And that's just the beginning. Dive into our GHC 24 Prospectus for a glimpse of all the unique opportunities waiting for you.

Last year was a powerful reminder of the critical role organizations like AnitaB.org play in the tech community and beyond. Your unwavering support fuels our mission to champion intersectional equity and pay parity in tech, and believe me, we're just getting started. We stand together in this journey, and I can't wait to celebrate our collective achievements at GHC 24 in Philadelphia. Here's to making history together!

*Brenda Wilkerson*

**Brenda Darden Wilkerson**

President and CEO of AnitaB.org



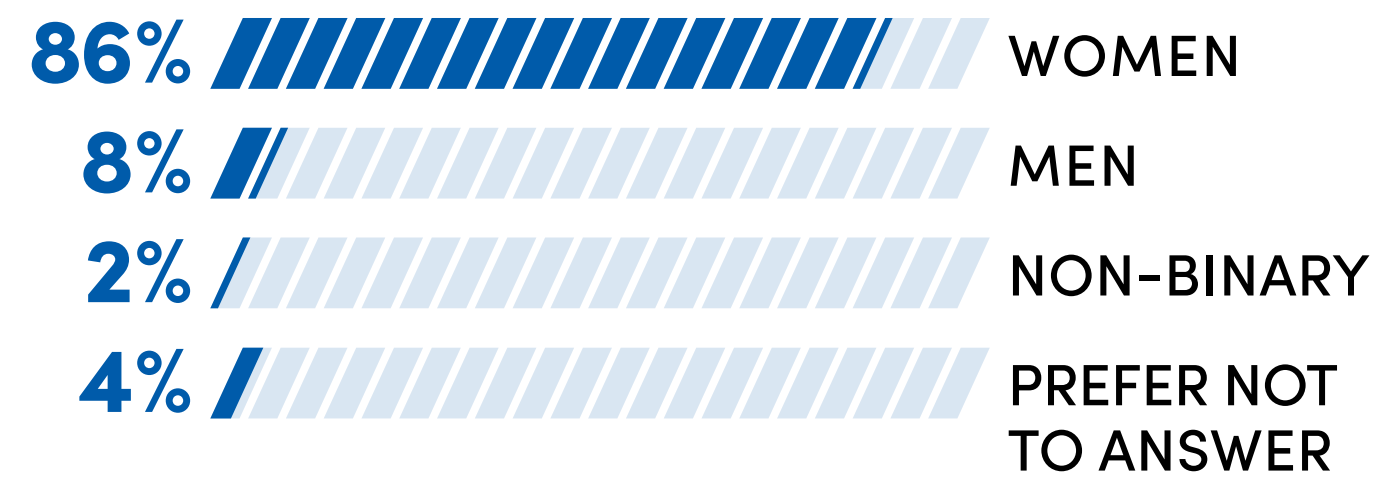



# GHC 23 By the Numbers

 **29,000+**  
TOTAL ATTENDEES



 **3.4+ MILLION**  
MINUTES OF CONTENT WATCHED



 **73%**  
FIRST TIME ATTENDANCE



 **14%**  
BLACK, LATINE, NATIVE AMERICAN,  
PACIFIC ISLANDER

 **13%**  
LGBTQIA+

 **144**  
SPONSOR GROUP MEETINGS

 **9,080**  
SPONSOR 1:1 MEETINGS



**28%**  
ENTRY LEVEL

**30%**  
MID-CAREER

**15%**  
SENIOR/EXEC

 **3,000+**  
TOTAL IN-PERSON NETWORKING  
RECEPTION ATTENDEES

 **540**  
SPEAKERS

\*According to Registration Data

# Sponsorship Tiers & Upgrades

	Enterprise			Premium		Standard		Kiosk
	\$299,000	\$195,000	\$179,000	\$125,000	\$99,000	\$80,000	\$50,000	\$15,000
Expo Hall Space	40' x 50' Island	20' x 30' Island	20' x 20' Island	10' x 30' Double Corner	10' x 20' Double Corner	10' x 20' Inline	10' x 10' Inline	3' Wide Kiosk
In-Person Registrations* <sup>①</sup>	60	28	24	16	12	8	6	1
Virtual Registrations* <sup>②</sup>	36	18	12	8	6	5	4	2
<b>NEW</b> Executive Experience Registrations* <sup>③</sup>		2		1		0		0
Booth Must Be Staffed		✓		✓		✓		○
Job Board Postings		10		5		3		Add-On Only
Access to Resume Database		✓		✓		✓		✓
Early Access to Group Hotel Room Booking		✓		✓		With 10+ In-Person Registrations		With 10+ In-Person Registrations
Sponsor Profile in Event Platform and Mobile App		✓		✓		✓		✓
Sponsor Recognition Onsite and Virtually		✓		✓		✓		✓
Virtual 1:1 Meetings		✓		✓		✓		✓
Option to Purchase 30-second Video Spot in Livestream (Limited Availability)		✓		✓		✓		○
Included In-Person 1:1 Meeting Hall Booth(s) (10' x 8') Option to Purchase Additional* <sup>④</sup>		2		1		1		0

\*<sup>①</sup> Additional in-person registrations may be purchased for \$1,298 each (Kiosk: Limit 10) (Standard: Limit 25) (Premium and Enterprise: Limit 50).

\*<sup>②</sup> Additional virtual registrations may be purchased for \$649 each.

\*<sup>③</sup> Registration Requirement: VP Level and above. Limited additional Executive Experience registrations may be purchased for \$2,999.

\*<sup>④</sup> Opportunity to purchase additional 1:1 Meeting Hall Booth for \$8,500 each. Subject to availability.



# Sponsorship Add-Ons

SPONSORSHIP PURCHASE REQUIRED



“ I felt empowered and strong! . . . I also had the opportunity to network and meet many different technologists that share common interests and that are maneuvering in the same landscape; trying to balance personal lives and careers. It was refreshing to see that I am NOT ‘the only one’ ”  
– GHC 23 Attendee

## NEW CONNECTION ZONE

1 AVAILABLE / IN-PERSON

**\$80,000**

Sponsor the Connection Zone, where our attendees come together to network with each other. The Connection Zone includes our Community Lounge, where our local communities meet, and the Braindate Lounge, where attendees exchange ideas with their peers.

### BENEFITS

- Logo on GHC website
- Logo co-branded on Connection Zone signage with AnitaB.org
- Option to distribute swag to zone attendees (Sponsor responsible for swag and handling cost)

## NEW STUDENT LOUNGE

4 AVAILABLE / IN-PERSON

**\$50,000**

Sponsor the Student Lounge, where students come to relax and prepare before meetings with Sponsors as well as to catch up with peers.

### BENEFITS

- Logo on GHC website
- Logo co-branded on Student Lounge signage with AnitaB.org and up to 3 other Sponsors
- Option to distribute swag to hall attendees (Sponsor responsible for swag and handling cost)

## NEW HYDRATION STATIONS

1 AVAILABLE / IN-PERSON

**\$30,000**

Keep our attendees hydrated! Sponsor the water stations throughout GHC.

### BENEFITS

- Branding on water dispensers
- Opportunity to distribute branded water bottles to attendees in high traffic areas (Sponsor responsible for providing and managing distribution of water bottles)



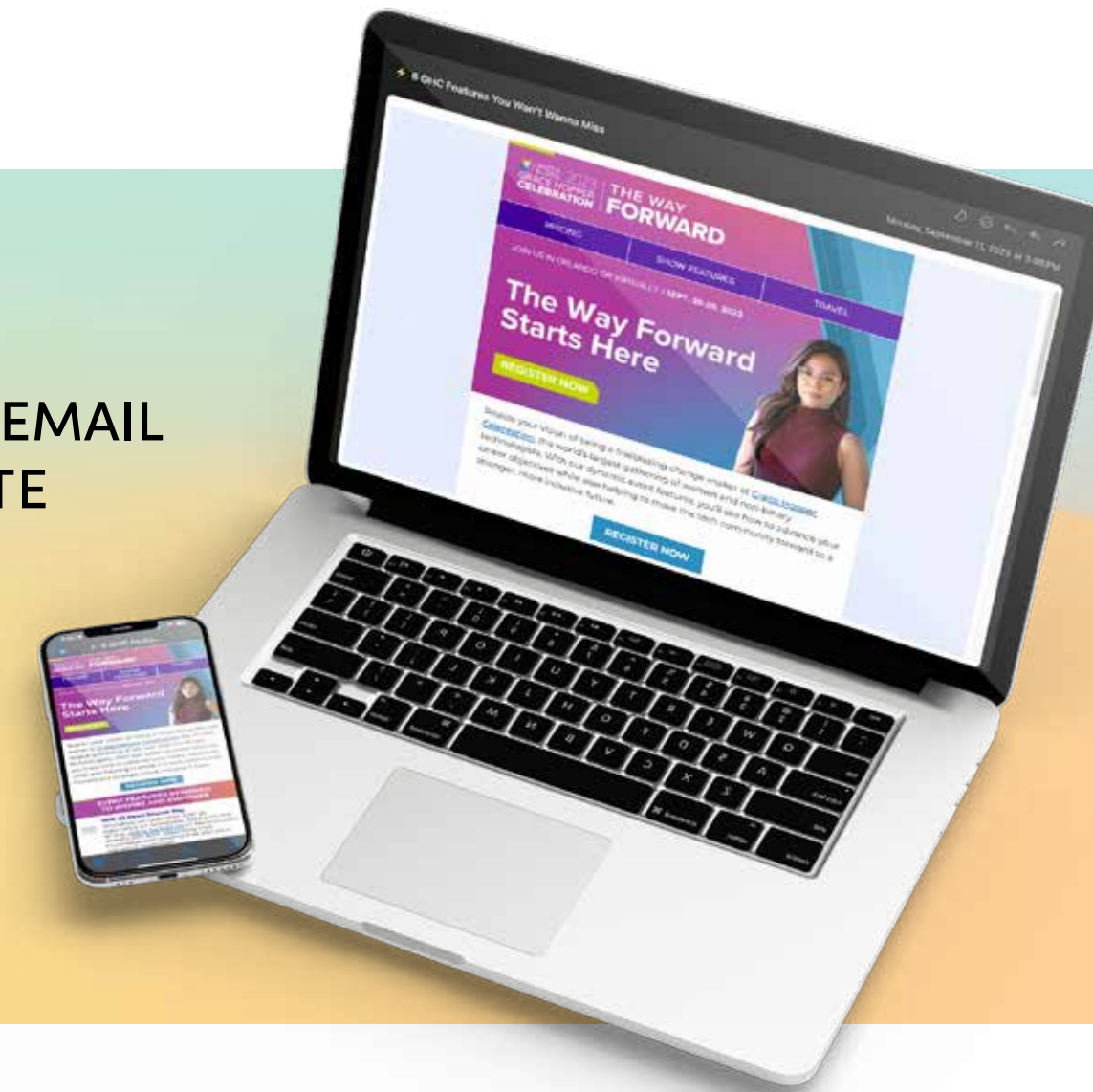
\*Photo/image is intended as an example. Final product may differ.



# Sponsorship Add-Ons

SPONSORSHIP PURCHASE REQUIRED

62%  
AVERAGE EMAIL  
OPEN RATE  
IN 2023



NEW

## ELEVATOR CLING

2 AVAILABLE / IN-PERSON

**\$30,000**

Grab this opportunity to showcase your organization's branding in these high-traffic locations at GHC.

### BENEFITS

- Customized branding of 1 set of elevator doors in the Pennsylvania Convention Center
- Design to be provided by sponsor and subject to approval by AnitaB.org
- Location at the discretion of AnitaB.org

NEW

## ESCALATOR CLING

4 AVAILABLE / IN-PERSON

**\$30,000**

Grab this opportunity to showcase your organization's branding in these high-traffic locations at GHC.

### BENEFITS

- Customized branding of 1 set of escalators in the Pennsylvania Convention Center (6 panels in total)
- Design to be provided by sponsor and subject to approval by AnitaB.org
- Location at the discretion of AnitaB.org

NEW

## WINDOW CLINGS

5 AVAILABLE / IN-PERSON

**\$25,000**

Grab this opportunity to showcase your organization's branding in these high-traffic locations at GHC. Limit 2 per Sponsor.

### BENEFITS

- Customized branding of 1 window cling outside of Expo Hall
- Design to be provided by sponsor and subject to approval by AnitaB.org
- Location at the discretion of AnitaB.org

## NEWSLETTER PROMOTION

4 AVAILABLE / VIRTUAL

**\$14,000**

Show your organization's support for women and non-binary technologists through exclusive corporate branding in one promotional email.

### BENEFITS

- Logo in email
- Opportunity to provide hyperlink and Sponsor tagline (up to 20 words) in email



# Sponsorship Add-Ons

SPONSORSHIP PURCHASE REQUIRED



“ I have never attended a conference like GHC, and I was, and still am so thrilled about it. I was able to connect to so many incredible women and non-binary people who I can relate to on levels I didn't know I needed. I love how supportive and empowering the environment was, and I am still so motivated after speaking to so many potential candidates who share the same passion. ”  
– GHC 23 Sponsor

## INNOVATION SHOWCASE SESSION (VIRTUAL RECORDING)

8 AVAILABLE / IN-PERSON  
**\$10,000**

Share your latest and greatest with GHC attendees! Highlight innovative initiatives, provide product demos, or present ongoing research with a 10-minute Innovation Showcase Session. Sessions will be available in the Innovation Showcase Lounge as well as on demand for all attendees. Content must be approved by AnitaB.org through the Content Review Process. Specific deadlines apply.


### BENEFITS

- Exclusive per-session sponsorship
- Session featured in Innovation Showcase Lounge at GHC and in Anita Borg On Demand Studio

## ADDITIONAL 1:1 MEETING BOOTH

100 AVAILABLE / IN-PERSON  
**\$8,500**

1:1 meeting booths are used for interviewing attendees. Includes 1 additional in-person 1:1 Meeting Hall Booth (10' x 8').

 **19,000+**  
IN-PERSON ATTENDEES  
AT GHC 23

## LIVESTREAM INTERSTITIAL

8 AVAILABLE / VIRTUAL  
**\$7,000**

A great opportunity to announce a new or exciting promotion! Create a 30-second video to share with attendees during the GHC Livestream. The content is yours to design and share with a captive audience. These interstitials will be featured during the livestream broadcast and run between sessions throughout GHC. Interstitial must be approved by AnitaB.org through the Content Review Process. Specific deadlines apply. Interstitial placement (day and time) to be determined by AnitaB.org. Limit 1 per Sponsor.

### BENEFITS

- Logo on GHC website
- 30-second video content to run during the GHC Livestream and in the Innovation Showcase Lounge throughout GHC

## JOB BOARD POSTING (PACK OF 5)

VIRTUAL  
**\$500**

Boost your talent acquisition strategy and highlight open positions by purchasing Job Board Postings on the AnitaB.org Job Board.

### BENEFITS

- Pack of 5 Job Board Postings

 **50,000+**  
RESUMES UPLOADED  
TO THE ANITAB.ORG  
JOB BOARD



# Branding & Visibility – Promotional Opportunities

SPONSORSHIP PURCHASE NOT REQUIRED

## INNOVATION SHOWCASE LOUNGE

1 AVAILABLE / IN-PERSON

**\$55,000**

To excel in the world of tech, companies need to innovate continuously – both in product and practice. The Innovation Showcase Lounge will give virtual and in-person GHC attendees the inside scoop on new products, DEIB practices, groundbreaking research, and more. Sponsorship of the lounge includes a physical lounge at GHC in Philadelphia that will broadcast Innovation Showcase Sessions throughout GHC and a dedicated area on the GHC Event Platform where attendees can access the sessions on demand.

### BENEFITS

- Logo on GHC website
- Logo co-branded in Innovation Showcase Lounge with AnitaB.org (designed and produced by AnitaB.org)
- Logo co-branded on Innovation Showcase page of GHC Event Platform with AnitaB.org

## SHUTTLE SERVICE BRANDING

1 AVAILABLE / IN-PERSON

**\$52,000**

Grab this premium, high-visibility branding opportunity and become the exclusive Sponsor of the GHC Shuttle Service! Your brand will reach grateful GHC attendees as they hop on board the complimentary shuttles transporting them between official GHC hotels and venue(s).

### BENEFITS

- Logo on GHC website
- Logo co-branded on all Shuttle Bus logistics signs and shuttle info with AnitaB.org

## QUIET ZONES

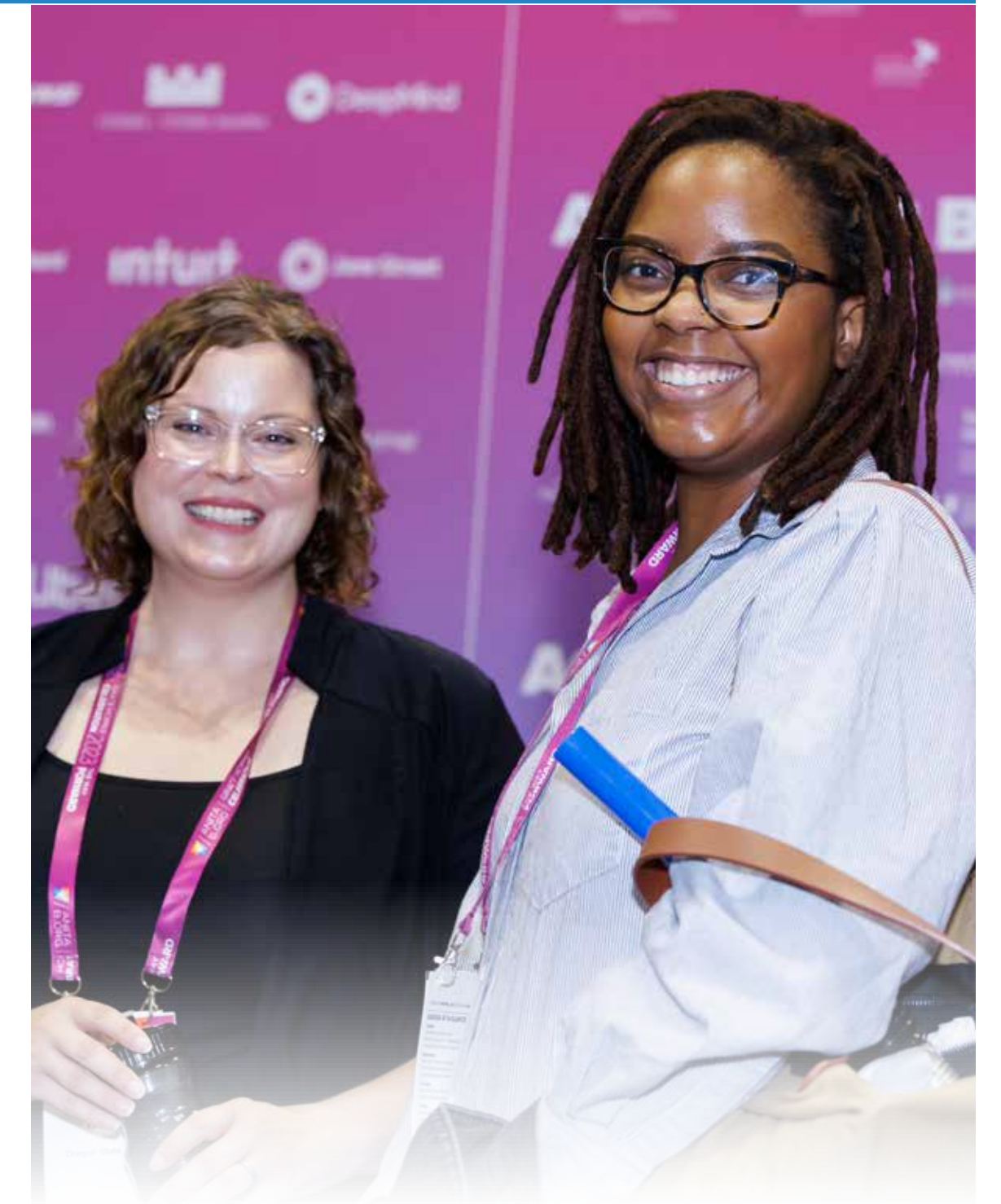
2 AVAILABLE / IN-PERSON

**\$40,000**

The Quiet Zones are serene areas within the bustling GHC. Quiet Zones will be available for attendees, providing a tranquil space with seating and a relaxing environment, ideal for brief meditation or taking a brief break from the crowd.

### BENEFITS

- Logo on GHC website
- Logo on room signage of 1 Quiet Zone
- Option to distribute swag to room attendees (Sponsor responsible for swag and handling cost)
- Opportunity to provide activation for attendees, such as noise cancelling headsets with mindfulness exercises, meditation, etc. (Sponsor responsible for cost)



“ I was excited to be surrounded by so many brilliant and inspiring women in tech. The conference was full of amazing talks and workshops. **I learned about new technologies, new career paths, and new ways to make a difference in the world.** I developed a sense of community and met awesome people. ”  
– GHC 23 Attendee



# Branding & Visibility – Promotional Opportunities

SPONSORSHIP PURCHASE NOT REQUIRED

NEW

## ATTENDEE COFFEE BREAKS IN EXPO HALL

2 AVAILABLE / IN-PERSON

**\$35,000**

Reach our attendees while they energize between sessions with snacks and a cup of coffee, tea, or refreshing beverage.

### BENEFITS

- Logo on GHC website
- Coffee table signage co-branded with AnitaB.org
- Option to distribute branded coffee cups, napkins, or mugs (Sponsor responsible for branded items and handling cost)
- Sponsorship includes 1 location in Expo Hall, during daily Coffee Breaks

NEW

## ATTENDEE COFFEE BREAKS AT BREAKOUT SESSIONS

4 AVAILABLE / IN-PERSON

**\$25,000**

Reach our attendees while they energize between sessions with snacks and a cup of coffee, tea, or refreshing beverage.

### BENEFITS

- Logo on GHC website
- Coffee table signage co-branded with AnitaB.org
- Option to distribute branded coffee cups, napkins, or mugs (Sponsor responsible for branded items and handling cost)
- Sponsorship includes 1 location at Breakout Sessions, during daily Coffee Breaks

## RECHARGING LOUNGE

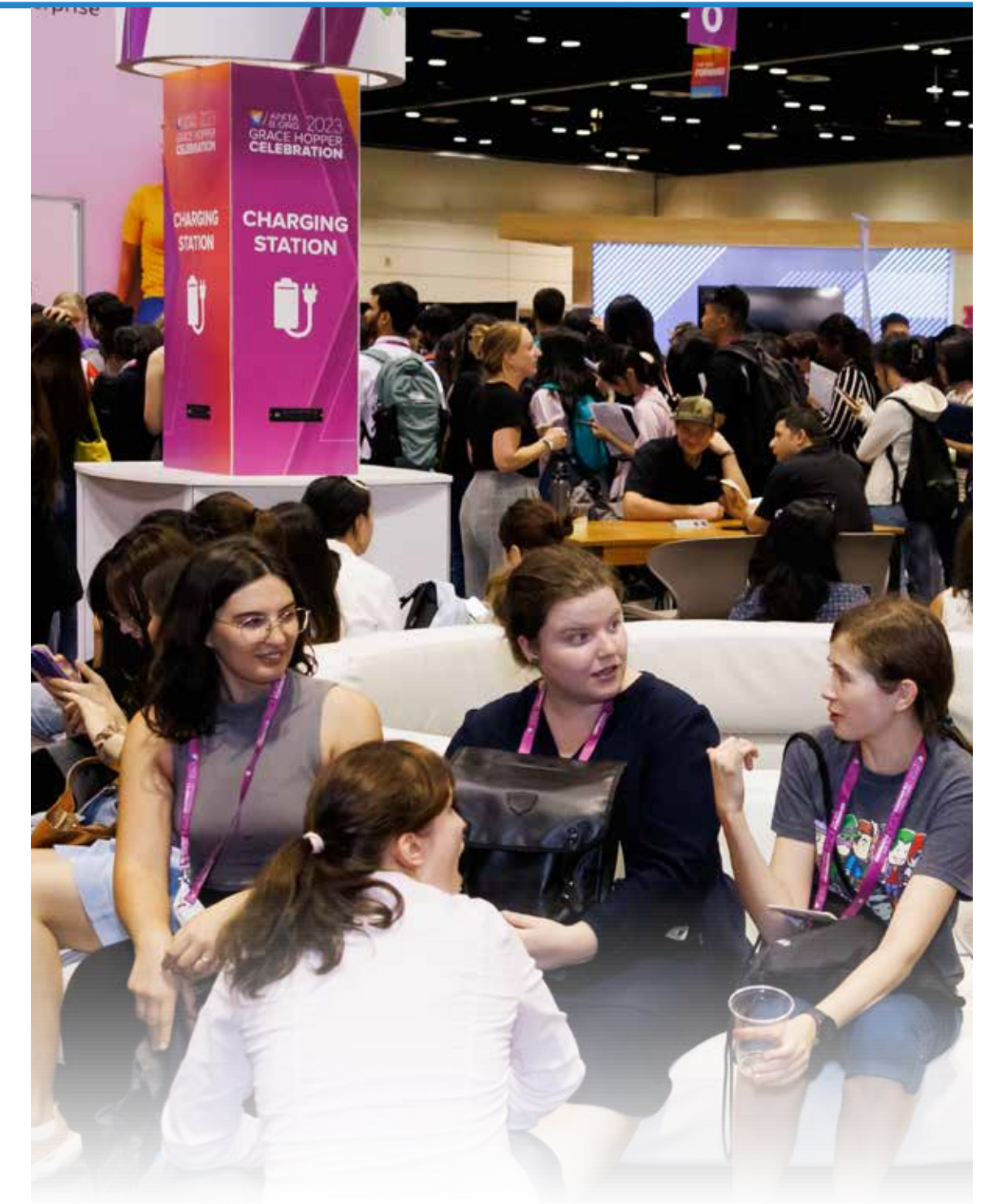
6 AVAILABLE / IN-PERSON

**\$29,000**

We need to recharge more than just our devices... we also need to recharge ourselves. Sponsor a space in the Expo Hall where GHC attendees can relax, catch up on work, and meet their peers. This dedicated area includes lounge furniture as well as charging stations. Opportunity includes 1 Recharging Lounge. Lounge location and assignment at the discretion of AnitaB.org. No staffing permitted in Recharging Lounges.

### BENEFITS

- Logo on GHC website
- Recharging Lounge co-branded with AnitaB.org (designed and produced by AnitaB.org)
- Option to provide swag to attendees within the perimeter of the lounge (Sponsor responsible for swag and handling cost)
- Please note: Recharging Lounge is not staffed by sponsor. Sponsor staff interaction is limited to restocking swags



**79%**

OF SPONSORS SAID GHC 23 HELPED THEIR ORGANIZATION DEMONSTRATE THEIR COMMITMENT TO SUPPORTING WOMEN AND NON-BINARY TECHNOLOGISTS



**78%**

OF SPONSORS SAID GHC 23 HELPED THEIR ORGANIZATION CONNECT WITH POTENTIAL NEW TALENT



# Branding & Visibility – Promotional Opportunities

SPONSORSHIP PURCHASE NOT REQUIRED

## COAT AND LUGGAGE CHECK BRANDING

1 AVAILABLE / IN-PERSON

**\$22,500**

Provide a highly-valued service to all GHC attendees by sponsoring the Coat and Luggage Checks! The free Coat and Luggage Check locations ensure that attendees can safely store bulky items in a secure area with dedicated staff. This is a high-visibility opportunity!

### BENEFITS

- Logo on GHC website
- Content and Luggage Check signage co-branded with AnitaB.org



## SPONSOR HOSTED EVENT LISTING IN GHC AGENDA

10 AVAILABLE / VIRTUAL

**\$19,000**

Hosting an event for GHC 24 attendees? Promote it in the official GHC Agenda! Sponsor Hosted Events can include receptions, breakfasts, active sessions like yoga classes, and other events held outside of official GHC hours. Adding this promotion will drive maximum attendance at your event and create additional buzz about your organization. All Sponsor Hosted Events and listings must be approved by AnitaB.org through the Content Review Process. Specific deadlines apply.

### BENEFITS

- Sponsor Hosted Event listed in GHC Agenda featuring Sponsor name and logo, event title (100 characters or fewer), time, date, detailed description of event, including how to attend/RSVP, and transportation to event (2,500 total characters or fewer)
- 1 Lead Retrieval License to collect attendee data at Sponsor Hosted Event (to be used at Sponsor Hosted Event exclusively)
- Must be open and accessible to all attendees

## CHARGING STATIONS

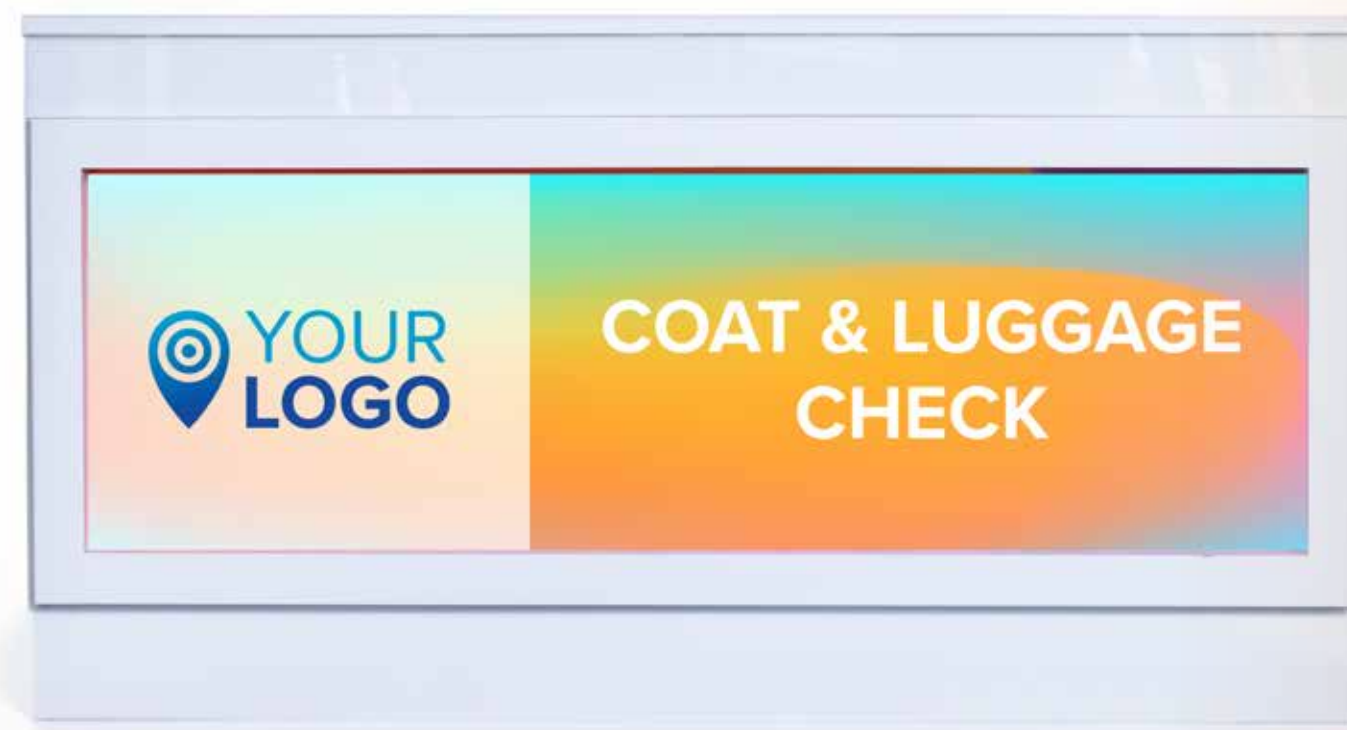
6 AVAILABLE / IN-PERSON

**\$17,500**

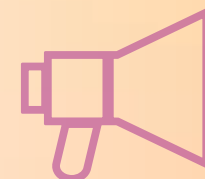
Help attendees stay powered-up and ready to take on GHC! Charging Stations throughout the event space allow for high-profile branding and on-site visibility. Charging Stations will vary in form from kiosks to charging tables.

### BENEFITS

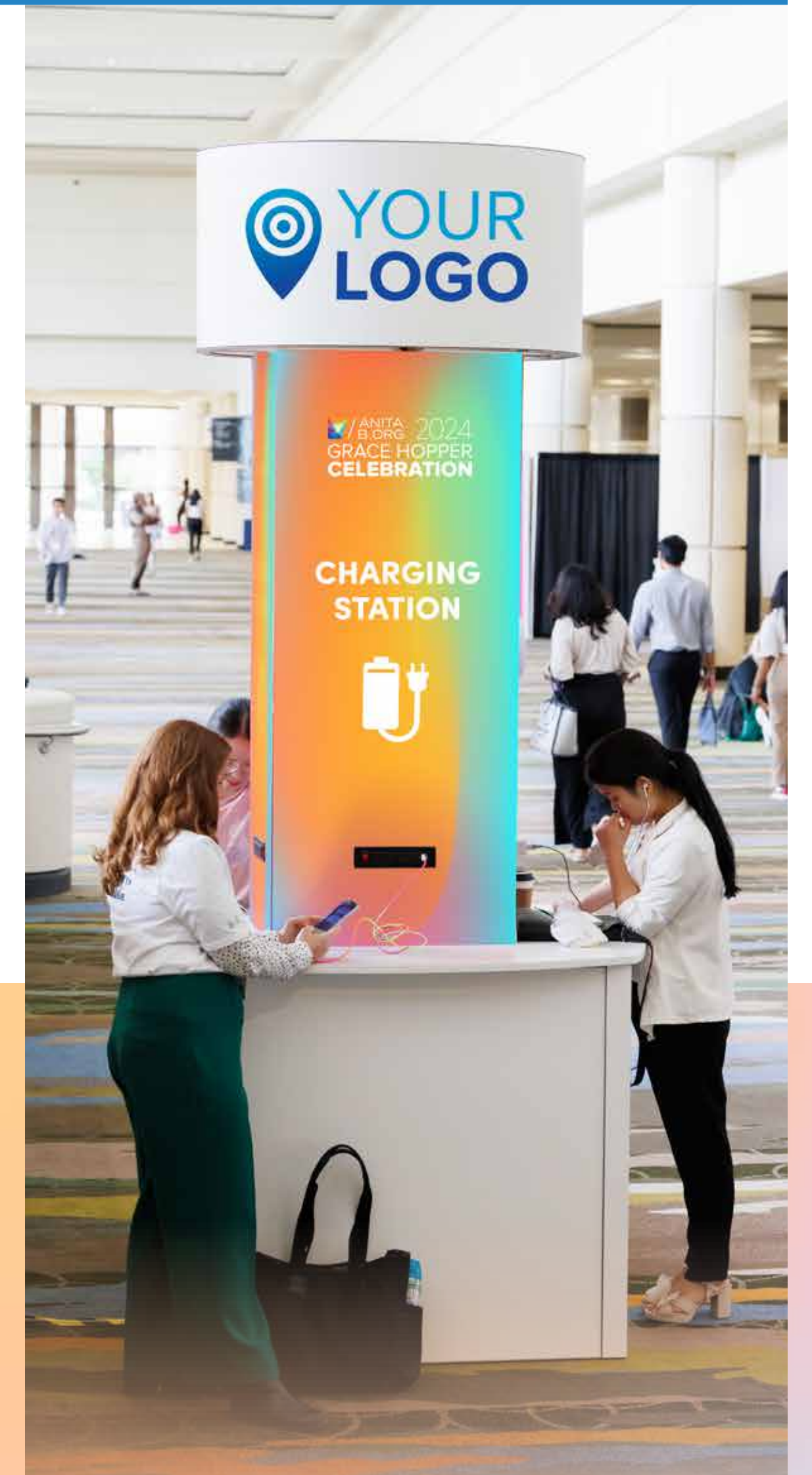
- Logo on GHC website
- Logo displayed on 2 Charging Stations
- Location at the discretion of AnitaB.org



CREATE BUZZ FOR YOUR ORGANIZATION AND  
**LIST YOUR EVENT**  
IN THE OFFICIAL  
GHC AGENDA



**2**  
CHARGING STATIONS  
INCLUDED WITH  
THIS OPPORTUNITY



\*Photos/images are intended as an example. Final product may differ.



# Content & Sessions – Promotional Opportunities

SPONSORSHIP PURCHASE NOT REQUIRED



## EXECUTIVE EXPERIENCE

1 AVAILABLE / IN-PERSON

**\$250,000**

GHC 24 Executive Experience is a unique, curated experience that invites executives to gain invaluable perspectives from other leaders in the industry and encourages meaningful connections. This don't-miss forum is the place for executives to share innovative thinking, trends, and challenges – plus enjoy industry leading speakers, insightful content, and dynamic experiences. Designed to facilitate peer-to-peer sharing and networking, the GHC Executive Experience includes provoking discussions and knowledge sharing with other executives. Speakers, content, and swag must be approved by AnitaB.org through the Content Review Process. Specific deadlines apply. The anticipated audience is 500.

### BENEFITS

- 2-minute welcome remarks by sponsoring company executive (subject to approval by AnitaB.org)
- Sponsor company recognition during opening/closing by AnitaB.org executive
- 1 speaker in panel discussion, in coordination with AnitaB.org
- Option to distribute swag to Executive Experience attendees (Sponsor responsible for swag and handling cost; swag subject to approval by AnitaB.org)
- Option to purchase up to 5 Executive Experience registrations

## LIVE STUDIO & MAINSTAGE BRANDING

2 AVAILABLE / IN-PERSON & VIA LIVESTREAM

**\$150,000**

AnitaB.org Live Studio and Mainstage are back for GHC 24! These key components of both the in-person and virtual experiences will be active throughout GHC. Our dynamic hosts will bring Keynotes, Featured Sessions, engaging interviews, and more to all attendees. AnitaB.org Live Studio and Mainstage Sponsor branding will be featured in-person and via the GHC Livestream.

### BENEFITS

- Up to 90-second speaking opportunity (pre-recorded)
- Logo on GHC website
- Co-branding in an email (non-exclusive)
- Co-branded with AnitaB.org and up to 1 other Sponsor

UP TO  
**90-SECOND**  
PRE-RECORDED  
SPEAKING OPPORTUNITY



## PitchHER™

3 AVAILABLE / IN-PERSON

**\$80,000**

Immerse yourself in the world of innovation and the drive of women and non-binary entrepreneurs leading early-stage tech startups through the AnitaB.org PitchHER™ Competition. Exclusively held at GHC 24, this competition promises attendees a front-row seat to witness electrifying pitch presentations, culminating in the announcement of winners.

### BENEFITS

- Logo on GHC website
- Co-branded room sign with AnitaB.org and up to 2 other Sponsors
- PitchHER™ Sponsor branding prominently featured throughout the competition at GHC in Philadelphia, co-branded with AnitaB.org and up to 2 other Sponsors
- Option to distribute swag during PitchHER™ at GHC in Philadelphia within the perimeter of the room (Sponsor responsible for swag and handling cost)



**3.4+ MILLION**  
MINUTES OF CONTENT WATCHED

“ I am a cybersecurity engineer. The Grace Hopper Celebration is one of the highlights of my professional calendar. Every year, I look forward to getting my ticket to be one of the lucky attendees that make it. The energy and the connections we make with new and old friends is like no other experience in the world! ”  
– GHC 23 Attendee



# Content & Sessions – Promotional Opportunities

SPONSORSHIP PURCHASE NOT REQUIRED



## CO-BRANDED FIRESIDE CHAT AT ANITAB.ORG LIVE STUDIO

4 AVAILABLE / IN-PERSON & VISIBLE IN LIVESTREAM  
**\$71,500**

Take advantage of this exciting opportunity to participate in a live Fireside Chat with a member of the AnitaB.org C-Suite! We will work with you to identify a C-level representative from your organization to participate in a 25-minute Fireside Chat in the AnitaB.org Live Studio. This is a unique opportunity to highlight your organization's initiatives, programs, and technologies with our highly-engaged GHC 24 audience. Content must be approved by AnitaB.org through the Content Review Process. Specific deadlines apply.

### BENEFITS

- Logo on GHC website
- Exclusive Sponsor for one (1) 25-minute Fireside Chat
- Session featured in AnitaB.org Live Studio and virtually via GHC Livestream
- Includes speaker registration



**25-MINUTE**  
LIVE FIRESIDE CHAT

## ANITAB.ORG LIVE STUDIO INTERVIEW

4 AVAILABLE / IN-PERSON & VISIBLE IN LIVESTREAM  
**\$70,000**

This is a unique opportunity to highlight your organization's initiatives, programs, and technologies with our highly-engaged GHC 24 audience. A 15-minute speaking opportunity, moderated by our AnitaB.org Live Studio host, and shared with both in-person and virtual attendees. The interview content will be featured live in-person and livestreamed to the virtual audience. Content must be approved by AnitaB.org through the Content Review Process. Specific deadlines apply.

### BENEFITS

- Logo on GHC website
- 15-minute live interview
- Includes speaker registration



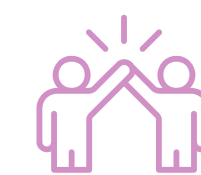
**88%**

OF GHC 23 ATTENDEES SAID THEIR GOAL WAS TO ATTEND PROFESSIONAL DEVELOPMENT WORKSHOPS AND SESSIONS



**84%**

OF GHC 23 ATTENDEES SAID THEIR GOAL WAS TO NETWORK AND BUILD COMMUNITY



**77%**

OF GHC 23 ATTENDEES SAID THEIR GOAL WAS TO HEAR FROM INSPIRING WOMEN AND NON-BINARY LEADERS IN TECHNOLOGY

“Sessions were well balanced between technical and soft skills which were quite inspiring. It was nice to see the technical sessions focused mostly on emerging technologies which can be quoted as “Game changer” (like Generative AIs, Cyber technology) and soft skills sessions (like bringing up confidence, influence, networking) which are essential to have more women in tech leadership.”  
– GHC 23 Attendee



# Content & Sessions – Promotional Opportunities

SPONSORSHIP PURCHASE NOT REQUIRED



**9,800+**

VIRTUAL ATTENDEES  
AT GHC 23

## CUSTOM IN-PERSON BREAKOUT SESSION

12 AVAILABLE / IN-PERSON

**\$49,000**

Share your knowledge and help advance others in tech by providing a custom Breakout Session for GHC attendees. The session will take place in person at GHC. Several formats such as workshops and presentations are available. Content and session format must be approved by AnitaB.org through the Content Review Process. Specific deadlines apply.

### BENEFITS

- Logo on GHC website
- Up to 60-minute Breakout Session (panel, presentation, lightning talk, or workshop format)
- Includes in-person speaker registration for speakers and/or facilitators depending on session format



## CUSTOM VIRTUAL BREAKOUT SESSION

12 AVAILABLE / VIRTUAL

**\$29,000**

Share your knowledge and help advance others in tech by providing a custom virtual Breakout Session for GHC attendees. The session will take place virtually during GHC. Several formats such as workshops and presentations are available. Content and session format must be approved by AnitaB.org through the Content Review Process. Specific deadlines apply.

### BENEFITS

- Logo on GHC website
- Up to 60-minute Breakout Session (panel, presentation, lightning talk, or workshop format)
- Includes virtual speaker registration for speakers and/or facilitators depending on session format



## GHC 24 OPEN SOURCE DAY PREMIUM SPONSORSHIP

2 AVAILABLE / VIRTUAL

**\$56,000**

Sponsor one of our most unique opportunities, GHC 24 Open Source Day (OSD). OSD, taking place Friday, October 4, is a virtual day of projects and workshops led by women and non-binary technologists. Participants of all levels learn about Open Source while contributing to projects designed to solve real world problems. The GHC 24 Open Source Day Premium Sponsorship offers Sponsors the same benefits as the standard sponsorship, plus a 60-minute virtual networking session with OSD attendees.

### BENEFITS

- Logo on GHC website
- Logo co-branded with AnitaB.org and up to 9 other Sponsors
- 60-minute Networking Session with OSD attendees during GHC 24 OSD, shared with 1 other Premium Sponsor

## GHC 24 OPEN SOURCE DAY STANDARD SPONSORSHIP

8 AVAILABLE / VIRTUAL

**\$26,000**

Sponsor one of our most unique opportunities, GHC 24 Open Source Day (OSD). OSD, taking place Friday, October 4, is a virtual day of projects and workshops led by technologists. Participants of all levels learn about Open Source while contributing to projects designed to solve real world problems. This event offers Sponsors the opportunity to position themselves as thought leaders and gain visibility with the Open Source community.

### BENEFITS

- Logo on GHC website
- Logo co-branded with AnitaB.org and up to 9 other sponsors



**90%**

OF ATTENDEES REPORTED THAT  
GHC 23 OSD MET OR EXCEEDED  
THEIR EXPECTATIONS



# Receptions – Promotional Opportunities

SPONSORSHIP PURCHASE NOT REQUIRED

## CELEBRATING BLACK TECHNOLOGISTS RECEPTION

2 AVAILABLE / IN-PERSON

**\$52,000**

Promote, support, and celebrate Black women and non-binary technologists from industry, government, academia, and more. The Celebrating Black Technologists Reception provides Black women and non-binary technologists the opportunity to network with one another, connect with leaders, and celebrate their accomplishments in tech.

- The anticipated audience is 300.
- Sponsorship and branding are not exclusive and may be shared with 1 other Sponsor.

### BENEFITS

- 1 sign co-branded at room location with AnitaB.org and 1 other Sponsor
- 2-minute welcome remarks by sponsoring company executive (in-person, content subject to AnitaB.org approval, not exclusive)
- Option to distribute swag to reception attendees (Sponsor responsible for swag and handling cost)

## CELEBRATING LATINE TECHNOLOGISTS RECEPTION

2 AVAILABLE / IN-PERSON

**\$52,000**

Promote and support Latine technologists from industry, government, academia, and more. The Celebrating Latine Technologists Reception gives Latine women and non-binary technologists the opportunity to network with one another, connect with leaders, and celebrate their accomplishments in tech.

- The anticipated audience is 300.
- Sponsorship and branding are not exclusive and may be shared with 1 other Sponsor.

### BENEFITS

- 1 sign co-branded at room location with AnitaB.org and up to 1 other Sponsor
- 2-minute welcome remarks by sponsoring company executive (in-person, content subject to AnitaB.org approval, not exclusive)
- Option to distribute swag to reception attendees (Sponsor responsible for swag and handling cost)

## CELEBRATING LGBTQIA+ TECHNOLOGISTS RECEPTION

2 AVAILABLE / IN-PERSON

**\$52,000**

Promote and support LGBTQIA+ technologists and their alliance partners from industry, government, academia, and more. The Celebrating LGBTQIA+ Technologists Reception allows members of the community to network with one another, connect with leaders, and celebrate their accomplishments in tech.

- The anticipated audience is 300.
- Sponsorship and branding are not exclusive and may be shared with 1 other Sponsor.

### BENEFITS

- 1 sign co-branded at room location with AnitaB.org and up to 1 other Sponsor
- 2-minute welcome remarks by sponsoring company executive (in-person, content subject to AnitaB.org approval, not exclusive)
- Option to distribute swag to reception attendees (Sponsor responsible for swag and handling cost)



## CELEBRATING NEURODIVERGENT TECHNOLOGISTS RECEPTION

2 AVAILABLE / IN-PERSON

**\$52,000**

Promote, support, and celebrate neurodivergent women and non-binary technologists from industry, government, academia, and more. The Celebrating Neurodivergent Technologists Reception provides neurodivergent women and non-binary technologists the opportunity to network with one another, connect with leaders, and celebrate their accomplishments in tech.

- The anticipated audience is 300.
- Sponsorship and branding are not exclusive and may be shared with 1 other Sponsor.

### BENEFITS

- 1 sign co-branded at room location with AnitaB.org and up to 1 other Sponsor
- 2-minute welcome remarks by sponsoring company executive (in-person, content subject to AnitaB.org approval, not exclusive)
- Option to distribute swag to reception attendees (Sponsor responsible for swag and handling cost)

“GHC provided **valuable insights, networking, and resources that have undoubtedly fueled my professional growth.** Thank you, for an unforgettable journey towards a brighter future!”

– GHC 23 Attendee



# Receptions – Promotional Opportunities

SPONSORSHIP PURCHASE NOT REQUIRED

## CELEBRATING SYSTERS RECEPTION

2 AVAILABLE / IN-PERSON

**\$52,000**

Show your support for Systers, the world's largest online community of women technologists, by hosting the Celebrating Systers Reception at GHC. The reception gives members of Systers the unique opportunity to connect in person and offers other technologists the opportunity to join the Systers community.

- The anticipated audience is 300.
- Sponsorship and branding are not exclusive and may be shared with 1 other Sponsor.

### BENEFITS

- 1 sign co-branded at room location with AnitaB.org and up to 1 other Sponsor
- 2-minute welcome remarks by sponsoring company executive (in-person, content subject to AnitaB.org approval, not exclusive)
- Option to distribute swag to reception attendees (Sponsor responsible for swag and handling cost)

## CELEBRATING TECHNOLOGISTS OF COLOR RECEPTION

2 AVAILABLE / IN-PERSON

**\$52,000**

Promote and support women and non-binary technologists of color from industry, government, academia, and more. This in-person reception allows technologists of color the opportunity to network with one another, connect with leaders, and celebrate their accomplishments in tech. Developed in partnership with Center for Minorities and People with Disabilities in Information Technology and Underrepresented Women in Computing, the Celebrating Technologists of Color Reception focuses on raising awareness about the intersectionality of gender, race, and culture.

- The anticipated audience is 300.
- Sponsorship and branding are not exclusive and may be shared with 1 other Sponsor.

### BENEFITS

- 1 sign co-branded at room location with AnitaB.org and up to 1 other Sponsor
- 2-minute welcome remarks by sponsoring company executive (in-person, content subject to AnitaB.org approval, not exclusive)
- Option to distribute swag to reception attendees (Sponsor responsible for swag and handling cost)

## EARLY CAREER RECEPTION

2 AVAILABLE / IN-PERSON

**\$52,000**

Sponsor the Early Career Reception, a networking opportunity for women and non-binary technologists at a crucial stage in their careers... the beginning. Entry-level attendees are looking for guidance, support, and advice from each other as they embark on their journey to the top.

- The anticipated audience is 300.
- Sponsorship and branding are not exclusive and may be shared with 1 other Sponsor.

### BENEFITS

- 1 sign co-branded at room location with AnitaB.org and up to 1 other Sponsor
- 2-minute welcome remarks by sponsoring company executive (in-person, content subject to AnitaB.org approval, not exclusive)
- Option to distribute swag to reception attendees (Sponsor responsible for swag and handling cost)

## MID-CAREER RECEPTION

2 AVAILABLE / IN-PERSON

**\$52,000**

Mid-career technical women leave the field at higher rates to their male counterparts. Sponsor the in-person Mid-Career Reception to show your commitment to supporting women and non-binary technologists across all career stages and create a space for networking and sharing innovative strategies for retaining experienced mid-career leaders.

- The anticipated audience is 300.
- Sponsorship and branding are not exclusive and may be shared with 1 other Sponsor.

### BENEFITS

- 1 sign co-branded at room location with AnitaB.org and up to 1 other Sponsor
- 2-minute welcome remarks by sponsoring company executive (in-person, content subject to AnitaB.org approval, not exclusive)
- Option to distribute swag to reception attendees (Sponsor responsible for swag and handling cost)



OPPORTUNITY FOR  
**2-MINUTE**  
WELCOME REMARKS

**300**  
ANTICIPATED AUDIENCE





# Receptions – Promotional Opportunities

SPONSORSHIP PURCHASE NOT REQUIRED

## SENIOR CAREER RECEPTION

2 AVAILABLE / IN-PERSON

**\$52,000**

Sponsor the Senior Career Reception for women and non-binary technologists with years of experience in tech. Attendees will meet other senior career technologists and discuss opportunities and challenges for technologists in senior career roles. Attendees will connect over shared journeys and discuss how to foster the next generation of technologists.

- The anticipated audience is 300.
- Sponsorship and branding are not exclusive and may be shared with 1 other Sponsor.

### BENEFITS

- 1 sign co-branded at room location with AnitaB.org and up to 1 other Sponsor
- 2-minute welcome remarks by sponsoring company executive (in-person, content subject to AnitaB.org approval, not exclusive)
- Option to distribute swag to reception attendees (Sponsor responsible for swag and handling cost)

## SENIOR LEADER & TECHNICAL EXECUTIVE RECEPTION

4 AVAILABLE / IN-PERSON

**\$52,000**

This exclusive, invitation-only event will provide a unique opportunity for Senior Leaders and Technical Executives to build their networks, engage in relevant conversations, participate in thought-provoking programming, and more. You won't want to miss the Senior Leader and Technical Executive Reception, an opportunity to join AnitaB.org in cultivating a community of thought leaders dedicated to the creation of inclusive workplaces.

- The anticipated audience is 300.
- Sponsorship and branding are not exclusive and may be shared with up to 3 other Sponsors.

### BENEFITS

- 1 sign co-branded at room location with AnitaB.org and up to 3 other Sponsors
- 2-minute welcome remarks by sponsoring company executive (in-person, content subject to AnitaB.org approval, not exclusive)
- Option to distribute swag to reception attendees (Sponsor responsible for swag and handling cost)

## PUBLIC INTEREST TECH RECEPTION

4 AVAILABLE / IN-PERSON

**\$26,000**

AnitaB.org is committed to bringing a diverse group of technologists into the public sector across local, state, and federal government. Aligning with that commitment is the opportunity at GHC to gather and welcome technologists currently working in local, state, and federal government, as well as those interested in civic tech. Sponsor the Public Interest Tech Reception and help them connect, learn about one another, discuss the importance of a diverse civic tech workforce, and celebrate their accomplishments in tech.

- The anticipated audience is 200.
- Sponsorship and branding are not exclusive and may be shared with up to 3 other Sponsors.

### BENEFITS

- 1 sign co-branded at room location with AnitaB.org and up to 3 other Sponsors
- 2-minute welcome remarks by sponsoring company executive (in-person, content subject to AnitaB.org approval, not exclusive)
- Option to distribute swag to reception attendees (Sponsor responsible for swag and handling cost)

## SPEAKERS RECEPTION

4 AVAILABLE / IN-PERSON

**\$20,000**

Honor our GHC Speakers by co-hosting a reception for these experienced women and non-binary technologists. The GHC Speakers Reception will provide light food and beverages, networking opportunities, and a celebratory atmosphere.

- The anticipated audience is 300.
- Sponsorship and branding are not exclusive and may be shared with up to 3 other Sponsors.

### BENEFITS

- 1 sign co-branded at room location with AnitaB.org and up to 3 other Sponsors
- 2-minute welcome remarks by sponsoring company executive (in-person, content subject to AnitaB.org approval, not exclusive)
- Option to distribute swag to reception attendees (Sponsor responsible for swag and handling cost)

“ It was an immense experience to meet a diversified group of people working across multiple technologies and to understand their outlook towards various career aspects. ”  
– GHC 23 Attendee





ANITA  
B.ORG 2024  
GRACE HOPPER  
CELEBRATION

PHILADELPHIA, PA + VIRTUAL  
OCTOBER 8-11, 2024

## Purchase Your Sponsorship

Contact Your Account Team or  
[CorporateDevelopment@AnitaB.org](mailto:CorporateDevelopment@AnitaB.org)

### SALES OPEN

January 23, 2024, 9 am PT

### SALES CLOSE

June 1, 2024, 5 pm PT

All sales are final. Due to the nature of this event, once a Sponsorship or Marketing Promotional Opportunity is purchased, it is removed from the available inventory, and refunds will not be available after Terms and Conditions are accepted. All payments must be made within 30 days. This policy is subject to change at the sole discretion of AnitaB.org.