



Detours **OnRamps**TM

practical ideas
solutions
and strategies
to make
work, work.

onrampsforum.com

Sponsor Prospectus

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ABOUT | the Forum



* According to the Families and Work Institute, 86% of employees rate having the flexibility to manage work and personal/family life as *extremely or very important...a pretty clear majority.*

The **Detours&OnRamps Forum** is a one-day conference designed to address the needs and issues of anyone balancing work and family.

Through networking, discussions with the companies leading the way in solutions for working mothers, expert panels, and comprehensive, hands-on sessions, the Detours&OnRamps Forum provides an opportunity for women (and men) to meet and become comfortable with their work choices.

Flexibility and work-life balance were once dismissed as “mommy issues”. No longer. The most successful companies are realizing that to promote company loyalty and to attract and retain the best employees, they must provide a working environment that allows every individual to maintain that personalized balance of work and home. And those companies are benefitting by having access to an exceptional pool of talent who bring skills and focus to the table.

Our events are typically 100-125 attendees. Some have taken several years away from a career and are returning, bringing with them strong backgrounds and skills; others are working, but are looking for new options; still others are following an entrepreneurial route. The forum is for **anyone who wants to make work, work for them.**

Our attendees:

- Are college educated, many with an advanced degree.
- Represent fields from law to consulting, accounting to medicine, marketing to HR, financial services to fashion, entrepreneurs to management.
- Have taken an average of 2-3 years off and are looking to return to work within several months OR have continued in the workforce and are now seeking career options that provide balance.
- Want the balance of helping to raise happy children while contributing strong talents and skills to an employer who can recognize and reward their contributions.

As a sponsor, you will be in front of bright, qualified, experienced candidates who are proactively searching for a position at which they can excel. You can expect to be a part of a high-energy networking event, where women at any stage can find practical solutions and strategies to succeed.

WHY | the Forum

The Forum promotes and publicizes companies that have created innovative solutions to some of the work/life challenges faced by all of us.

Instead of walking away from a successful career, women can continue to contribute to the success of a company they believe in, feeling a sense of loyalty; these employees are motivated less by money than by the feeling that they wish to contribute and be valued.

What this means: Our attendees are not looking for part-time positions; they are looking for real career-track options at which they can contribute and excel.

Companies can tap into a pool of experienced, talented, and motivated candidates, in a cost-effective venue. Face-to-face conversations begun at our events have led to a number of beneficial, strategic hires—of candidates searching for the right fit beyond simply salary.

What this means: Access to a pool of motivated and talented employees can make recruiting easy for large or small companies.

Companies are well-positioned to tell the story of their product and/or their work environment to a demographic that makes the vast majority of purchasing decisions, and have the opportunity to take advantage of favorable publicity to a key demographic.

What this means: Companies seeking favorable publicity and/or to get their products or services in front of a receptive audience are well-served to sponsor this event.



The Statistics:

- 50% return due to a need to “feel connected” to the world at large through a job.
- Women often cite “job under-utilization” or “lack of appreciation” as the reason they are leaving their jobs—in finance, almost 60% of women cite job dissatisfaction as the reason they did not return to a position following maternity leave.
- Women make the majority of spending decisions in the home (and thus will be key in helping to jump start the economy); they spend more than \$3.3 trillion annually (purchasing power) and 95% of family financial decisions are made by women

Sources: Center for Work-Life Policy and the Women’s Business Network

The cost of replacing an employee who chooses to leave is, on average, 150% of that employees’ salary. Retaining bright, experienced women *just makes sense.

AGENDA | options

Speak.

Take part in a panel to showcase a leadership position in flexibility, in promoting women, or in offering career balance. Share a story of success or practical advice. Overwhelmingly, feedback from attendees revolves around the insight and stories that are shared. The personal elements of this conference are what make it so successful.

Exhibit.

Meet with women in a relaxed, low pressure networking event. Unlike a job fair, Detours&OnRamps provides a basis to **begin conversations that can lead to hires, relationships, clients, and referrals.**

Share.

Detours&OnRamps exists to bring companies, recruiters, and resources together with successful women who have talent. Join us and use this opportunity to talk about what makes you different. Take advantage of this chance to get in front of a bright audience of women with significant buying power. These women are **potential employees, potential clients, and potential ambassadors for your company.** Be a part of this event and tell your story.



Sessions

Sessions in the past have included the following:

- **Ways of Making it Work:**
A panel featuring representatives from top companies on what they are doing to make working mothers an integral part of their workforce, and why it makes sense to do so.
- **Balance and Flexibility:**
Addressing both the employer and employee sides, this session covers how to make balance work for everyone; a favorite amongst attendees who are working and wish to stay at their current employer - but need help making it work.
- **First-Person Stories:**
Hear from those who have tried out several options, including flex time, job sharing, and consulting arrangements. Another great session for "current employees" looking for good inspiration to help stay with their current employer.
- **Practical Solutions and Next Steps:**
Practical advice about things you can do to stay relevant to the workplace when taking time off, and how to get back after a detour.
- **Panels on:**
Entrepreneurship
Not-for-Profits
Resume Building and Negotiations
...and more; for up-to-date agendas, or to suggest a session, visit our site.

IN-HOUSE | sessions

Our sessions have been developed and perfected over four+ years of running Detours&OnRamps conferences, bringing together expert research and first-person experience and input.

Whether you are seeking a knowledgeable panelist, a keynote speaker for a women's networking event, or moderator for an in-house session for employees, we have proven content that helps to address many of the conversations that are happening today. And we have the experience and expertise to facilitate follow-up sessions and discussion amongst all participants.

As companies search for ways to motivate employees beyond monetary compensation, many are finding that offering these types of sessions in a "Lunch and Learn" or networking setting can go a long way to fostering a sense of community.

And if you're part of a business association or professional organization seeking a relevant speaker, we can provide the expertise that will lead to a positive and proactive discussion around many of our topics.

Contact us today.



Sessions

Our prepared sessions can be customized for your group and are based on the most-requested topics we've delivered over our conference history.

■ Non Linear Careers:

Many women and men fall into the trap of thinking the career situation in which they find themselves is "Forever". But these days, many careers are not a straight arrow from point A to point B; instead, there are detours and offshoots that can often develop into an entirely new path. Through case studies we'll talk about how to successfully think through "today's career path" and can include successful company leaders as appropriate.

■ Balance and Flexibility:

Addressing both the employer and employee sides, this session covers how to make that elusive concept of "balance" work for everyone. Know what to ask for (as an employee) and what to expect (as an employer) and get strategies and checklists for making arrangements that make long-term sense for both sides.

■ Negotiating

Women often leave "something on the table" - salary, benefits, or both. In our most requested session, we talk about the basics of negotiating and how to strike a deal that is fair (and long-lasting); helpful information for employees and for hiring managers.

■ Companies that Work

Based on our own research and outside sources this case-study based session outlines best practices of the best companies; figure out what you can incorporate or suggest for your own company.

FAQ's | what we've heard

Q Is this conference only for moms?

A Detours&OnRamps started out as a forum for working mothers but quickly evolved as working fathers who wanted work/life balance became involved. Women planning for a family at some point, who wish to think through career options, attend; both women and men hoping for flexibility for any number of reasons add a diverse set of opinions and ideas to our sessions and conversations. In short, work-life balance isn't a "mommy issue". It's a way to successfully run any business for long-term loyal employees, productive work experiences, and access to the best talent.

Q We don't hire part-time workers.

A Most of our attendees aren't looking for part-time work. They may be seeking a telecommuting option; they may wish to come back full-time. They are universally well-versed in multi-tasking and are also very focused on delivering superior work, on time - bringing with them talent and years of experience. Furthermore, many are open to a variety of work options, and as more companies try out different options in our new economy, they are finding that flexible work options are a great way to get the right employees in while saving money on overhead, office space, and more. Technology makes telecommuting not only viable but oftentimes more effective than traditional work arrangements, and employees are typically more productive and work more hours.

Q What's in it for me?

- A**
1. You are getting your company, your name, your product, your service out in front of an audience who make purchasing decisions and who believe in word-of-mouth marketing.
 2. You are benefitting from PR and exposure as being identified positively with this issue.
 3. You are opening a pipeline to potential employees in a time when over 50% of our labor force is now women.

Q What makes this conference different?

A We've been successfully running this event for four years. We know what sessions work based on extensive attendee and sponsor input. D&O is about conversations and practical advice; it's about networking. This is not a lecture format; instead, attendees are part of every session and conversation. We have heard over and over from sponsors and attendees alike that this is the best event they have been to.

BENEFITS | for all

Sponsors Benefit.

- "Detours&OnRamps has provided invaluable connections for my business. Each forum attracts key entrepreneurs focusing on working mother's needs, while allowing for networking of the highest caliber of dedicated professional women."
Linda S. Kagan
CEO & Founder | Forms4Parents.com & Forms4Travel.com
- "I really enjoyed Boston and have gotten TONS of follow up emails with great questions and very kind comments from women who attended. Kudos to you for putting on such a great event."
Christine Koh
bostonmamas.com / Posh Peacock Designs
- "Congrats on such a wonderful event! Really enjoyed the entire day, there was some valuable networking and content throughout. Here's to the next one!"
- "I thought that the vibe in the room was exciting, inspiring, hopeful, informative,, everything you would want."
- "I am so thrilled to have taken part in your event in Boston. What a pleasure to be around such great energy..."
- "Thanks for hosting the event. It was very well put together, and I thought some of your speakers were even better than the sessions held by the MA Conf. for Women a few months back...."

Media Coverage*

WCBS - 2 NY: Live Coverage/Site Content
FOX5 - NY: Live Coverage
Women MBA Magazine
The Philadelphia Inquirer
SKIRT! Magazine
Bay State Parents Magazine
BostonCentral.com
BostonGlobe.com

*Press clips available on request!

Attendees Benefit.

- "Thank you for your efforts and dedication to this up and coming issue that so many of us face. The day of speakers and panel members was excellent. Very well done."
- "I just wanted to tell you both how much I enjoyed yesterday's conference! It was very informative and helpful from both a professional and personal standpoint. I strongly believe that this is VERY important work."
- "...for me, the best part was being with like-minded women all working toward the same goal - as well as listening to women who have done it or are offering services to reach these goals. There was a heavy emphasis on balancing work in the corporate world; made me realize it could be done. "
- "I want to congratulate you on such a successful event yesterday. I've been to numerous conferences in the past and yours is up there with the top. The discussions were provocative and held my attention..."
- "Thank you so much for such an effective forum last weekend. I can't stop thinking about how "on-target" it was for me at the point I am at in my life/career."
- "This was a great forum for women who are currently in the workforce...great networking...speakers were very accessible for questions....especially the entrepreneurs."

Conference Only

Our sponsorship packages are outlined below but can easily be customized to your needs; please reach out to us to discuss possibilities.

Please note: Media sponsorships including in-kind consideration are welcome and can be arranged.

Gold Level:

Benefits:

- General Session Speaking Opportunity, as part of a panel or presentation that supports the conference agenda.
- Networking opportunities with attendees as part of an informal exhibit space.
- Inclusion in all marketing materials including invitation, website, and onsite collateral with company logo and annotation of "Gold" Level Sponsorship.
- Inclusion in pre-conference promotion plus one "spotlight focus" in our weekly newsletter.
- Comped spots for up to two attendees.

Contribution: \$4,000*

**Discount opportunity for multi-conference sponsorship exists*

Silver Level:

Benefits:

- Panelist Speaking Opportunity, as part of a breakout that supports the conference agenda.
- Networking opportunities with attendees as part of an informal exhibit space.
- Inclusion in all marketing materials including invitation, website, and onsite collateral with company logo
- Inclusion in pre-conference promotion.
- Comped spot for one attendee

Contribution: \$2,500*

**Discount opportunity for multi-conference sponsorship exists*

Networking Level:

Benefits:

- Networking opportunities as part of informal exhibit space.
- Inclusion in all marketing materials including invitation, website, and onsite collateral.
- Comped spot for one attendee.

Contribution: \$1000

Post-Event:

Benefits:

- Panel discussion for targeted group post-event (ie, attorneys)
- Exclusive networking opportunity in an informal setting
- Comped spot for one attendee.

Contribution:
\$2500 / standalone,
\$500 / with core event sponsorship

Need a little more info? Hear straight from our sponsors.

Upon request we can put you in touch with several of our sponsors who can share with you their thoughts and experience of being a part of Detours&OnRamps.

Contact us at 908.464.7509 or visit www.onrampsforum.com for contract information.