

## A VIRTUAL LEHIGH VALLEY WOMEN'S SUMMIT THURSDAY, JUNE 3

*Brighter Days ... Forecasting Positive Change #LVWomensSummit*

*The Lehigh Valley's Most Powerful and Interactive Virtual Women's Event is happening! All new platform this year! Enjoy real-time networking, live marketplace, and breakout sessions tailored to your needs.*

*2021 ... how did we get here ... and where are we going? Along with important business topics and vital education and information, this year's event will focus on women's mental wellness.*



### **GINGER ZEE**

*Chief Meteorologist, ABC and Author of NY Times best-seller  
Natural Disaster: I Cover Them, I am One*

When it comes to nationally recognized broadcasters, the phrase "I've seen it all" has become a tired cliché. In the case of Ginger Zee however, the expression doesn't even scratch the surface. Known to millions as the face of ABC News' meteorology team, as well as for her third place finish on the 22nd season of Dancing with the Stars, Zee's story goes far beyond the confines of television.

With the release of her New York Times best-selling memoir *Natural Disaster: I Cover Them, I am One*, Zee brings readers along the immensely difficult path that took her from a depressed fledgling meteorologist to the first female chief network meteorologist at a network. After obtaining a B.S. in Meteorology from Valparaiso University, Zee worked her way up through various news outlets in the Midwest as a meteorologist and storm chaser. But as she puts it, by chasing these storms she was avoiding the real one brewing at home—a string of misguided relationships, including a horrifically abusive one that wouldn't end until she was forced to call the police, and a deep soul search that led her to check in to a mental health hospital ten days before starting her job at ABC. Zee was struggling with significant mental health issues that went undiagnosed until she entered that inpatient therapy and began—slowly but surely—to get her on track.

Ginger Zee is the chief meteorologist at ABC News. You see her covering the nation's weather headlines on Good Morning America and across all ABC News broadcasts and digital platforms. She also hosts an ABC News original digital series, *Food Forecast*, focused on climate and its impact on agriculture.



### **VICTORIA BRIFO**

*Sr. Vice President & Chief Human Resources Officer  
Air Products*

Victoria Brifo is responsible for leading all aspects of the company's Human Resources organization, including HR Operations, Diversity and Inclusion, Talent Management, and Compensation and Benefits, as well as Global Health and Wellness, and Corporate Aviation and Corporate Transportation. Ms. Brifo joined Air Products in 2001 as site leader in Geismar, Louisiana, and progressed through a series of plant leadership positions before becoming Air Products' Global Diversity director in 2005. She was named global manager of Electronics Operations in 2008 and moved to the Merchant Gases group in 2011 to lead the Generated Gases business. In 2014 Ms. Brifo assumed the global transformation lead role for Industrial Gases, where she was an integral part of the business' organizational transformation and operational productivity initiatives. She subsequently was appointed vice president, Global Gases, followed by vice president, Equipment Sales, Plant Support and Central Procurement. Ms. Brifo holds degrees in chemical engineering and political science from the Massachusetts Institute of Technology.

### **SCHEDULE**

**11:00 A.M. - SUMMIT MARKETPLACE OPENS, NETWORKING TABLES (11:30-12:00) & SPONSOR RECOGNITION**

**12:00 - 1:15 P.M. - GENERAL SESSION**

**1:30 - 2:00 P.M. - NETWORKING TABLES**

**2:00 - 2:45 P.M. YOUR CHOICE OF A BREAKOUT SESSION** *(available post Summit, as well)*

**3:00 - 3:45 P.M. YOUR CHOICE OF A BREAKOUT SESSION** *(available post Summit, as well)*

**Audience: Approximately 600, mostly women business leaders.**

**This is an exceptional opportunity to spend a virtual afternoon with the Valley's most influential women in business, philanthropy, government, education, healthcare and the arts. During our lively breakout sessions, you will have the opportunity to learn how the synergy of business, philanthropy, government, education, healthcare and the arts can empower us to make a difference in the world. You WILL be inspired!**

**PREMIER SPONSOR:** Capital BLUE

**PRESENTING SPONSOR:** Lehigh Valley Health Network

**LUNCHEON SPONSOR:**

**Sponsorship Opportunities:**

**FOR OUR SPONSORS AND VIP TICKETHOLDERS:**

VIP exclusive access. Our keynote speaker, Ginger Zee, has agreed to an exclusive VIP Q&A session date in May TBA. This live-to-Zoom session will be recorded and distribute on request for those sponsor and VIP attendees who cannot Zoom it at this time.

**PLATINUM SPONSOR: \$10,000**

- Prominent logo recognition from the podium as a Platinum Sponsor on all promotional materials including the Chamber Connections publication, e-invitations, on the event web page, e-invitations and social media campaigns
- Full screen recognition as a Platinum Sponsor on Sponsor Board at event and in virtual presentation
- A full page ad in the virtual program
- Inclusion of your logo in the sponsor recognition section of in the virtual program
- 10 'seats' and access to all aspects of the virtual event
- 10 'seats' to the exclusive VIP Q&A session with Ginger Zee on date in May TBA
- Your marketing, advertising or novelty item voucher emailed to attendees in the Virtual Goodie Bag
- A virtual exhibit table, which attendees will visit before, during and after the show
- Recognition in the Post Event Sponsor Thank You page of the November issue of Connections
- Ongoing recognition in the on-demand recorded version of the event, released approximately two days after the live virtual event

**GOLD SPOTLIGHT: \$5,000**

- Logo recognition in promotional materials including newsletter, flyers and e-invitations
- Recognition as a Gold Spotlight sponsor on the Sponsor Board in the virtual presentation
- A half page ad in the virtual program
- Inclusion of your logo in the sponsor recognition section of in the virtual program
- Your marketing, advertising or novelty item voucher emailed to attendees in the Virtual Goodie Bag
- 10 'seats' at the virtual event
- 10 'seats' to the exclusive VIP Q&A session with Ginger Zee on date in May TBA
- Recognition in the Post Event Sponsor Thank You page of the November issue of Connections
- Ongoing recognition in the on-demand recorded version of the event, released approximately two days after the live virtual event

**SILVER SPOTLIGHT: \$3,500**

- Logo recognition in promotional materials including newsletter, flyers and e-invitations
- Recognition as a Silver Spotlight sponsor on the Sponsor Board at the virtual presentation
- A quarter page ad in the virtual program
- Inclusion of your logo in the sponsor recognition section of in the virtual program
- 10 'seats' at the virtual event
- 10 'seats' to the exclusive VIP Q&A session with Ginger Zee on date in May TBA
- Recognition in the Post Event Sponsor Thank You page of the following months issue of Connections
- Ongoing recognition in the on-demand recorded version of the event, released approximately two days after the live virtual event

**BREAKOUT SESSION SPONSOR (Four Available): \$3,000**

- Recognition in marketing and promotional materials
- Recognition as a Breakout Session Sponsor from the podium and in the sponsor recognition presentation
- Your logo as part of the sponsored breakout session
- Opportunity to introduce a breakout session and deliver your 2 minute message to the audience
- 6 'seats' at the virtual event
- 6 'seats' to the exclusive VIP Q&A session with Ginger Zee on date in May TBA

**BRONZE SPOTLIGHT: \$1,500**

- Logo in promotional materials including newsletter, flyers and e-invitations
- Recognition as a Bronze Spotlight sponsor on the Sponsor Board in the virtual presentation
- 6 'seats' at the virtual event
- 6 'seats' to the exclusive VIP Q&A session with Ginger Zee on date in May TBA
- Inclusion of your logo in the sponsor recognition section of in the virtual program
- Recognition in the Post Event Sponsor Thank You page of the following months issue of Connections
- Ongoing recognition in the on-demand recorded version of the event, released approximately two days after the live virtual event

**A la Carte Advertising, Marketing and PR options:**

**A FULL PAGE AD IN THE ELECTRONIC PROGRAM: \$300**

- Size: 4.5" W x 7.5" H
- Color: Black & White or Grayscale
- Format: .eps, .jpeg, .tiff, or .pdf (minimum 300 dpi)

**A HALF PAGE AD IN THE ELECTRONIC PROGRAM: \$200**

- Size: 4.5" W x 3.75" H
- Color: Black & White or Grayscale
- Format: .eps, .jpeg, .tiff, or .pdf (minimum 300 dpi)

**MARKETING MATERIAL DISTRIBUTION: \$300**

- Your marketing, advertising or novelty item distributed electronically to every attendee.

**EXHIBITOR TABLE: \$300**

- A virtual exhibit table, which attendees will visit before, during and after the show

**TICKET TO THE EVENT: \$20**

- Access to the full online experience including real time networking tables, both keynotes, Summit marketplace and breakout sessions
- **Goodie bag to be distributed on Wednesday, June 2, 12 noon – 5:00 p.m. at Cedar Crest College**