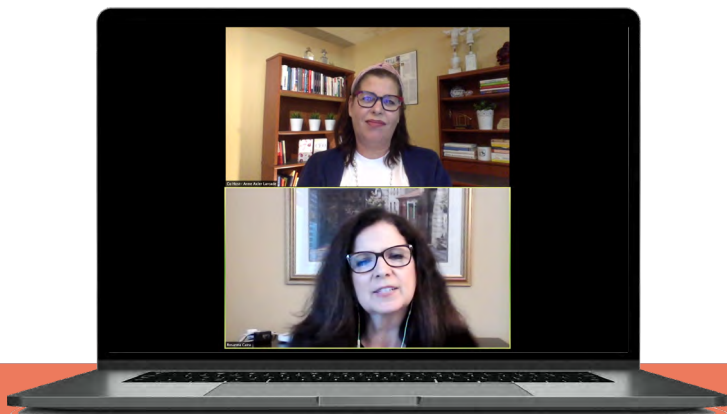




WOMEN IN
TOURISM
& HOSPITALITY

WOMEN IN TOURISM & HOSPITALITY 2022 GLOBAL HYBRID SUMMIT

PARTNERSHIP OPPORTUNITIES



September 20, 2022,
Sheraton Centre Toronto



A FRAMEWORK FOR CHANGE

In 2016, hospitality industry leaders Rosanna Caira and Anne Larcade had a bold vision to leverage their global connections and launch WITHOrg.com and the Women in Tourism and Hospitality Summit (WITH). The two women decided the time was right to launch the first WITH Summit in 2017. Along with Katie Taylor, chair, Royal Bank of Canada and former president and CEO of Four Seasons Hotels, who lent her strong voice, perspectives and support as honorary chair, and an impressive Advisory Board, comprised of a cross section of the industry, WITH's goal is to advance women and promote gender equality.

With statistics showing that diversity increases the profitability of companies, and is the right business decision, there's no reason gender equality can't happen. But we believe it shouldn't take 200 years to achieve. Success needs to be measured year over year. We invite you and your company to be part of the change and part of this important movement.

WITHOrg advocates, champions, and creates a platform to disrupt the industry by sharing best practises, best policies, and best ideas while creating business opportunities to advance gender equality, diversity and inclusion. Tourism and Hospitality is a significant global eco-system and by linking

together, we can be a powerful force for social change in our day-to-day business dealings. In doing so, we help to create a better world.

Together we help advance women in decision-making positions, control resources, and shape companies, policies, and perspectives.

Women's potential is worth investing in and the people and organizations working to improve women's lives are, too.

The annual Summit encourages WITHOrg members to share business strategies, experiences, and goals with people from all over the world. Learn from interactive panels workshops, and thought-provoking keynote speakers who inspire and motivate.

You will feel the impact the WITHOrg movement and community have on attendees and the issues facing our industry. WITH unites and ignites our industry to achieve and measure progress in the following areas:

- Wage equality
- Diversity and opportunities for advancement
- Zero Tolerance on Sexual Harrassment

WOMEN ^{IN}
TOURISM
& HOSPITALITY



Rosanna Caira
Editor & Publisher,
Kostuch Media Ltd.,
Co-Founder, WITHOrg



Anne Larcade
President & CEO,
Sequel Hotels & Resorts,
Co-Founder, WITHOrg

"The pandemic has fuelled myriad changes and as a result, every hospitality company is being forced to re-structure. This provides a unique opportunity to re-build the industry for a better and more diverse marketplace."
-Rosanna Caira

"Aligning your company with the marketplace, guests, customers, and workforce leads to strengthened operations and profitability." -Anne Larcade

STATS AT A GLANCE

22%

Women hold 22 per cent of the hospitality investment conference podium - up from 16 per cent in 2017. *Source: Castell Project*

6%

Did you know that women hold six per cent of CEO positions in hotel companies (2020 and 2021) and eight per cent of presidents in the hospitality industry are women?



Tourism & Hospitality Industry Data
Professions held by women during 2021 in North America:

HR 77%	Operations 22%
Sales & Marketing 60%	Asset Managers 21%
Accounting 38%	Developers/Owners/Managers 16%
Architecture 35%	Finance/deb/equity 16%
Legal 35%	Brokerage 12%
Consulting 31%	Investment Design 9%
Construction Design 23%	Leadership 9%
Vendors 23%	Technology 8%

Source: The Castell Project

Companies with more than 30 per cent women on their executive teams are significantly more likely to outperform those with between 10 and 30 per cent women, and these companies in turn are more likely to outperform those with fewer or no women executives. As a result, there is a substantial performance differential—48 per cent—between the most and least gender-diverse companies.

Source: Diversity Wins: How Inclusion Matters. McKinsey & Company May 2020



WHY ATTEND

With a strong roster of speakers, thought-leader and immersive panels, we all come together in 2022. Empowering diversity and closing the gender leadership gap are imperative for companies and women who want to perform at the highest level and increase profitability. It's an exciting time for companies to move the needle and advance women.

Come with an open mind and leave ready to deploy new strategies and build new skills. Measure success and new business. Be inspired, connect with like-minded individuals, grow your business, and celebrate the energy of our global community.

WITHOrg believes in giving back. We believe in social responsibility as an integral part of our movement and community. Fostering equality is about making sure everyone has access to opportunities, regardless of gender, nation, or the family circumstances they are born into.

WHO SHOULD ATTEND?

CEOs
Chefs
Consultants
Cruiseship executives
Developers
Educators
Foodservice owners/operators
Hotel owners/Operators/Executives
Industry analysts
Managers
Owners
Partners
Presidents
Senior Executives
Students
Thought Leaders
VP and Directors

WITHORG welcomes people of all orientations, physical abilities, gender, and backgrounds.

The WITH Summit brings together interdisciplinary global thought leaders from the executive ranks of hotels, foodservice operations, airlines, cruiseships, lenders, brokers, consultants, finance, human resources, legal, development, design and architecture, and the supply chain. This amazing pool of leading talent comes together annually to connect, learn, increase B-to-B business opportunities, and grow personally and professionally.

SPONSORSHIP OPPORTUNITIES

Our sponsors include leading hospitality companies that make gender equality and diversity cornerstones of their successful business operations.

SPONSORSHIP represents a financial commitment and a vote of confidence in the experts, advocates and thought leaders working on these issues and opportunities. Gender Equality can't wait and people in positions of leadership can act now by sponsoring and attending Summit 2021.

BY INVESTING in WITH — both in time and resources — you and your company become part of a global movement making a difference in the lives of women, while positively influencing the advancement of women.

CUSTOM PACKAGE \$30,000 For companies looking to make a special statement and to stand out from the crowd, we offer a completely tailored sponsorship package.	PLATINUM SPONSOR (\$25,000)	KEYNOTE SPEAKER SPONSOR (\$20,000)	FIRESIDE CHAT (\$15,000)	PRESENTING SPONSOR (\$15,000)	GOLD SPONSOR (\$10,000)	GALA AWARDS LUNCHEON SPONSOR (\$12,000)	SILVER SPONSOR (\$8,000)	CLOSING RECEPTION (\$6,000)	BRONZE SPONSOR (\$5,000)	WORKSHOP SPONSOR (\$5,000 per session)	BREAKFAST SPONSOR (\$4,500)	AM & PM REFRESHMENT BREAKS (\$4,500)	AWARDS SPONSOR (\$8,000 per award)	
	Opportunity for VIP to address audience from the podium	✓	✓	✓	✓	✓		✓						
	Corporate logo on WITHorg.com and all promotional materials and signage, including syndicated press releases, and on magazine advertisements	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			
	Acknowledgement and thanks at the event	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	
	Awards presentation on stage											✓	✓	
	Company logo featured on screen throughout breakfast luncheon and presentations	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓		
	Logo on e-mail blast to digital subscribers and on WITHorg.com website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Sponsor ribbon on event badge	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
	Access to delegate list	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Tickets to the event	8 tickets	8 tickets	6 tickets	6 tickets	4 tickets	4 Tickets	2 Tickets	2 Tickets	2 Tickets	2 Tickets	2 Tickets	2 Tickets	2 Tickets
<div>CONTENT VIDEO - \$7,000 Share your brand and message at the top of each of 4 curated videos from summit, which will be used on our web-site and distributed to global WITHorg members and on social-media platforms</div> <div>LANYARD SPONSOR - \$3,000 Logo and name of company positioned on lanyard</div> <div>EXHIBITOR TABLETOP - \$2,500 Includes six-foot table where company can highlight collateral material and handouts</div> <div>PULL-OUT PROMOTIONAL BANNER - \$1,500</div>														

HERE'S A SAMPLING OF SOME OF OUR PAST SPONSORS.



ADVISORY BOARD



Katie Taylor
Honorary Chair,
WITHOrg, Chair, Royal
Bank of Canada



Minaz Abji
Former Executive
Vice-President
Host Hotels and
Resorts



Amrita Bhalla
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Carolyn Clark
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School of Hospitality,
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Management
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Patricia Phillips
President, PBA Group
of Companies



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Chief Marketing
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Wealth Management

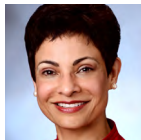


Mark Sparrow
Executive Vice-President,
CBRE's National
Alternative Asset
Class Platform

TESTIMONIALS



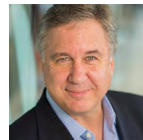
I have had the privilege to speak at the first two WITHOrg conferences and have witnessed first hand the tremendous impact the conference has had on the careers of participating women. They are inspired by the journey and stories of other successful women and leave with a sense of ownership to excel at their own careers and inspire others



Shelmina Abji
*Empowerment
Speaker, Girl Up,
Former VP, IBM*



The WITH Summit is very worthwhile for both its inspirational speakers and relevant breakout sessions. I find it broadens my perspectives on advancing women in our industry, thus making me a more effective and inclusive hospitality leader. Importantly, the Summit is as pertinent to men who want to advance our industry as it is to women.....



Don Cleary
*President,
Marriott Hotels
of Canada*



WITHOrg brings together world-class speakers to create an energy and experience that is unique. With the goal in mind of helping connect more skilled leaders to do more business and make more connections, we give chances to advance women in our industry. This is a community of men and women who are moving the needle



Cindy Schoenauer
*Senior VP,
Cushman Wakefield,
Vancouver*

SPONSORSHIP ORDER FORM

Name of Person Authorizing Sponsorship:

Title:

Company:

Address:

E-mail:

City/Province:

Postal Code:

Phone: ()

Fax: ()

Category Sponsored	Price
	\$
	\$
	\$
	\$
	Total Cost:

Method of Payment: ☐ Visa ☐ MasterCard ☐ American Express ☐ Cheque ☐ Electronic Transfer

Card Number:

Expiry:

(Invoices must be paid within 7 days)

Signature of Cardholder:

(Please make cheques payable to Kostuch Media Ltd.)

Company logo: Please provide us with the name/phone number/e-mail of the person we should contact regarding logo requirements. Company logos are used for marketing purposes and signage.

Contact person for logos:

Phone:

Email:

Names of people attending the conference as part of the tickets allotted to the sponsorship

Please return this form to Kostuch Media Ltd. via e-mail to rcaira@kostuchmedia.com

PAYMENT TERMS: Payment is required within 10 days of confirmation; interest at 1.5% for past due accounts. Sponsorship Cancellations are non-refundable.