

media kit

Workplace Summit 2013 Advertising



2013 Out & Equal Workplace Summit

Minneapolis, October 28-31

Presented by Thomson Reuters, The Walt Disney Company and IBM

15th Anniversary



about

The Annual Out & Equal Workplace Summit



SELISSE BERRY, FOUNDER & CEO,
OUT & EQUAL WORKPLACE ADVOCATES



BRIG. GEN. TAMMY SMITH



CANDIS CAYNE, ACTRESS



BENJAMIN JEALOUS, PRESIDENT & CEO, NAACP

About The Annual Out & Equal Workplace Summit

Now in its 15th year, the Out & Equal Workplace Summit is the premier conference on LGBT issues in the workplace. During the three days of the conference, attendees are provided with all the information and resources they need to create an out and equal workplace.

At the Summit, individuals, human resources professionals, diversity managers, employee resource group (ERG) leaders, and allies have the perfect platform from which to make powerful connections, share best practices, and formulate a strategy that allows for a powerful demonstration of their commitment to equality in the workplace.

The Summit attracts more than 3,000 attendees who participate in over 100 workshops and caucuses all designed to create inclusive workplaces. The abundance of activities and keynote addresses from nationally celebrated leaders result in an experience that is unforgettable.

About Out & Equal Workplace Advocates

Based in San Francisco, Out & Equal Workplace Advocates is the leading global organization devoted to LGBT workplace equality. Our mission is to educate and empower all those who are working to build inclusive workplaces, and our vision is a world where employees are evaluated on their performance not their sexual orientation or gender identity, expression or characteristics.

Founded by Selisse Berry in 1996 as the Building Bridges training program, Selisse brought Building Bridges together with three other organizations focused on workplace equality to form Out & Equal Workplace Advocates. Services expanded quickly in response to the needs of employers. The hallmark Out & Equal Workplace Summit, first held in 1999, has grown to become the largest annual LGBT workplace conference in the world, attracting 3,000 attendees and support from over 200 Fortune 1,000 companies. Today, Out & Equal Workplace Advocates continues educating and empowering its constituents through training, events, an LGBT job bank, the world's largest registry of LGBT employee resource groups, a network of 17 regional affiliates in the U.S., and a growing network of global leaders.

audience

Demographics & Psychographics



Demographics/Psychographics

Age: 90% are aged 26-55

Gender: 56% male (40% female, 3.3% Trans, and 0.7% other)

Income: 62% have household incomes of more than \$100,000

Sexual Orientation: 80% identify as Gay, Lesbian, or Bisexual

Loyalty: 50% have attended more than one Summit

Education: 87% educated to degree or more (44% have a graduate or professional degree)

Audience Behavior

85% plan to return to the next Summit

99% recommend the Summit to their peers

91% read the Summit program

90% visit the Exhibit Hall

54% extended their Summit stay to five or more days

Source: 2012 Out & Equal Workplace Summit Participant Survey

Out & Equal Workplace Summit History

2012	Baltimore, MD	2005	Denver, CO
2011	Dallas, TX	2004	Tempe, AZ
2010	Los Angeles, CA	2003	Minneapolis, MN
2009	Orlando, FL	2002	Orlando, FL
2008	Austin, TX	2001	Cincinnati, OH
2007	Washington, D.C.	2000	Seattle, WA
2006	Chicago, IL	1999	Atlanta, GA

Your ad will be seen by
3,000 senior LGBTQA
executives and decision
makers and live forever
in the commemorative
souvenir guide to the
2013 Summit.



Elevate Your Presence

Placement

We will print 2 to 3 volumes of the Summit Program. Your ad will be placed according to your sponsorship level. Specific positions are only available to Presenting, Titanium, and Gold sponsors. All other ads will be placed “run of book.” **Advocate level sponsors can upgrade a half-page advertisement to a full-page** (see rates on next page).

Booth Space

Enhance the effect of your ad by driving traffic to your booth with a promotion! If you don't have a booth already, then hurry — space is very tight this year and we have a limited number of booth spaces available for sale at \$5,000 each. Alternatively, increase your real estate and up your 10' x 10' space to 20' x 10' for just another \$3,750. Contact DBueche@outandequal.org for details.



rates

Specifications & Materials



Rates (per program)

Double Page Center, Bleed
 Outside Back Cover, Color
 Inside Front Cover, Color
 Inside Back Cover, Color
 Page 3, Color
 Full Page, Color

For Non-Sponsors

Available to presenting sponsors only*
 Available to Titanium and Gold sponsors only*
 Available to Titanium and Gold sponsors only*
 Available to Titanium and Gold sponsors only*
 Available to Titanium and Gold sponsors only*
 \$5,000

For Sponsors

Available to presenting sponsors
 Titanium and Gold Sponsors
 Titanium and Gold Sponsors
 Titanium and Gold Sponsors
 Titanium and Gold Sponsors
 Titanium and Gold Sponsors
 Champion Sponsors or \$2,500 upgrade
 for Advocate Sponsors
 Advocate Sponsors

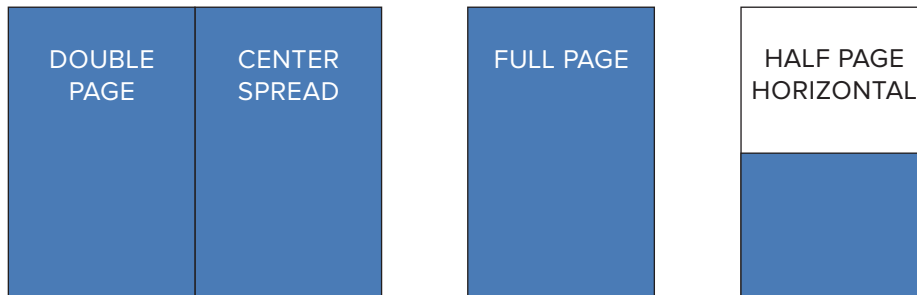
Half Page, Horizontal, Color \$2,500

**Sponsor level will be used to determine allocation of premium positions.*

Display Ad Sizes

Please keep all type and design elements within the live area.

	Live Area Width	Live Area Height	Bleed Size
Double Truck, Center Spread, Bleed	10.5"	8"	11.25" x 8.75"
Full Page, Bleed	5"	8"	5.75" x 8.75"
Full Page, Non-Bleed	5"	8"	
Half Page, Horizontal, Non-Bleed	5"	3.875"	



Materials

All materials are due on **August 31st**. You can submit materials saved as EPS, JPG, PDF, PS, PSD, or TIF file formats from the following design software programs: Adobe Photoshop® CS, Adobe Illustrator® CS, Adobe InDesign® CS, Adobe PageMaker, Macromedia Freehand®, QuarkXpress®. They should be high-quality, uncompressed, 300 dpi resolution, 8 bit, CMYK color mode, with fonts and art embedded or convert all type and elements to outline. If inconsistent with ad specifications, the advertiser will make modifications or copy will be run as submitted. PDFs created using PDF Writer, Publisher, MS Word, Excel, Corel, or PowerPoint are not acceptable.

Ad Submission

Ads may be submitted via e-mail **SummitCollateral@outandequal.org** or on flash/thumb drive and accompanied by a hard copy proof (see **Proof** below). Advertiser, agency, or designer is responsible for the resolution and quality of images, color match, font reproduction, and/or typographical errors. Color ads must be created using **CMYK** (no RGB).

Proof

For quality control purposes, a proof (hard-copy printout) of your ad should be provided if you are submitting composite materials or film instead of an electronic, high resolution, press-quality, 300 dpi PDF file. The following are preferred proof formats: digital color proof, contract quality, such as a Agfa Sherpa, Kodak, Iris, etc. A color printout from a non-calibrated printer is not accurate or representative.