

unbound

GRACE HOPPER
CELEBRATION 2025

PROSPECTUS



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Message from the President & CEO

As I reflect on Grace Hopper Celebration 2024, I'm filled with so much pride and joy from what we were able to accomplish together. From the AnitaB.org staff, partners, speakers, attendees, and more, we did it with Grit, Heart, and Courage, and our Celebration was indeed just that – a celebration – once again. So, heading into GHC 25, I'm turning that resounding joy into excitement and anticipation for what's to come.

We're headed to the vibrant city of Chicago! What stands as an innovative technology hub for our country will serve as a space that won't just be about celebrating accomplishments but about sparking new ideas and building lasting connections. We'll continue the thoughtful updates to our policies and practices and ensure that this year's Celebration will inspire action and set an even higher standard for innovation and impact.

I invite you to explore our GHC 25 Prospectus and see how AnitaB.org is curating unique opportunities for you to engage, to elevate, and to stand with us in camaraderie for our tech community. This year's theme, Unbound, is a call to action on breaking free from limitations, allowing women to push the boundaries of career, influence, and impact. But Unbound isn't just a theme – it's a movement that we all can lean into. Join us!

Brenda Wilkerson

Brenda Darden Wilkerson
President and CEO of AnitaB.org



Mission

At AnitaB.org, our mission is to get women in tech skilled, hired, promoted, paid, and funded so that they can thrive, lead, and drive innovation for a more equitable and sustainable future.



Our Why

Only 27% of professional computing occupations in the 2022 U.S. workforce are held by **women**.¹



LACK OF REPRESENTATION

30% of mid-career technologists in the U.S. workforce are women²

26% of senior technologists in the U.S. workforce are women²

23% of the total tech C-suite positions in Fortune 500 companies are held by women¹

8% of the tech workforce identify as Black, Latino, Native American, or Pacific Islander women²



LACK OF SAFE ENVIRONMENTS

93% of women technologists report experiencing discrimination in the workplace³

87% of women technologists report experiencing harassment in the workplace³

56% of senior-level women technologists report being gaslit in the workplace³

28% of entry-level women technologists report feeling uncomfortable taking a risk on their team³



LACK OF FOCUS ON INTERSECTIONAL IDENTITIES

6.5x women technologists who are caregivers are 6.5x more likely to experience parental discrimination than their male peers³

54% of LGBTQIA+ women technologists report experiencing discrimination based on their sexual orientation³

1.3x women technologists with disabilities are 13x more likely to experience burnout than men with disabilities³

58% of companies provide a nonbinary or third gender to employees²

¹ National Center for Women & Information Technology, By the Numbers, [available here](#).

² AnitaB.org, Top Companies for Women Technologists 2023 Key Findings and Insights, [available here](#).

³ AnitaB.org, 2022 Technical Equity Experience Survey, [available here](#).

Building Multi-Faceted Customized Partnerships

AnitaB.org is committed to building high-impact, mutually beneficial partnerships that meet brand needs, scale, and scope.

Our philosophy is to bring brand partners alongside us and grow together, long-term. We have a track record of engaging at all levels of a company and building partnerships that help brands connect the full eco-system of their business.



GHC 24 By the Numbers



20,000

Total Attendees



4+ MILLION

Minutes of Content Watched

BRAINDATES



1,147

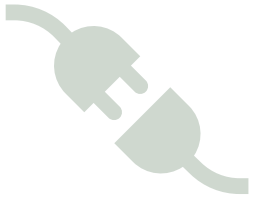
Braindates



3,423

Participants

PARTNER EXPERIENCE



84%

of partner respondents report GHC helped their orgs connect with new talent



125

Group Meetings



13,285

Group Meeting Participants



Corporate Partnership Tiers

	Enterprise			Premium		Standard		General		Kiosk
	\$225,000	\$125,000	\$100,000	\$65,000	\$45,000	\$35,000	\$25,000	\$15,000	\$10,000	\$15,000
Expo Hall Space	40x50 Island	20x30 Island	20x20 Island	10x30 Double Corner	10x20 Double Corner	10x20	10x10			3' Wide Kiosk
In-Person Registrations*	75	35	30	20	15	10	8	6	4	2
Additional Exhibitor Registrations Available	75	35	30	20	15	10	8			
Bulk Registrations Available	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
1:1 Meeting Hall Booths	6 In-Person	4 In-Person	4 In-Person	3 In-Person	3 In-Person	2 In-Person	2 In-Person			
Early Access to Group Hotel Room Booking	✓	✓	✓	✓	✓	With 10+ In-Person Registrations	With 10+ In-Person Registrations	With 10+ In-Person Registrations	With 10+ In-Person Registrations	With 10+ In-Person Registrations
Profile in Event Program and Mobile App	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Early Access to AnitaB.org Events	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Map Upgrade	✓	Available to Purchase	Available to Purchase	Available to Purchase	Available to Purchase					
Multi-Year Agreement Option	✓	✓	✓							



*Exhibitor Access Badges. All registrations include 1-year Premium Membership. Additional Memberships available for purchase.

*Additional Exhibitor Badges available for purchase.

*only 1 staff person allowed in booth per 50 sq ft of space.

*Kiosk only available to nonprofit, academic, government and start-up organizations.

*Partnership does not include booth space build out on Expo Hall floor.

Academic, Nonprofit, Institutional Partnership Tiers

	Standard Upgrade	Standard	Kiosk
	\$20,000	\$10,000	\$5,000
Expo Hall Space	10x20	10x10	3' Wide Kiosk
In-Person Registrations*	8	6	2
Additional Exhibitor Registrations Available	8	6	2
Bulk Registrations Available	✓	✓	✓
1:1 Meeting Hall Booths	1	1	
Early Access to Group Hotel Room Booking	With 10+ In-Person Registrations	With 10+ In-Person Registrations	With 10+ In-Person Registrations
Profile in Event Program and Mobile App	✓	✓	✓
Early Access to AnitaB.org Events	✓	✓	✓

Partnership Add-Ons

PARTNERSHIP PURCHASE REQUIRED

Connection Zone

\$80,000

The Connection Zone is the area in which attendees come together to network with each other. This 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)

Hydration Stations

\$30,000

Keep our attendees hydrated! These water stations will be placed throughout GHC.

Benefits:

- Branding on water dispensers
- Opportunity to provide branded water bottles to attendees (Partner responsible for providing and managing distribution of water bottles)

Branding Clings

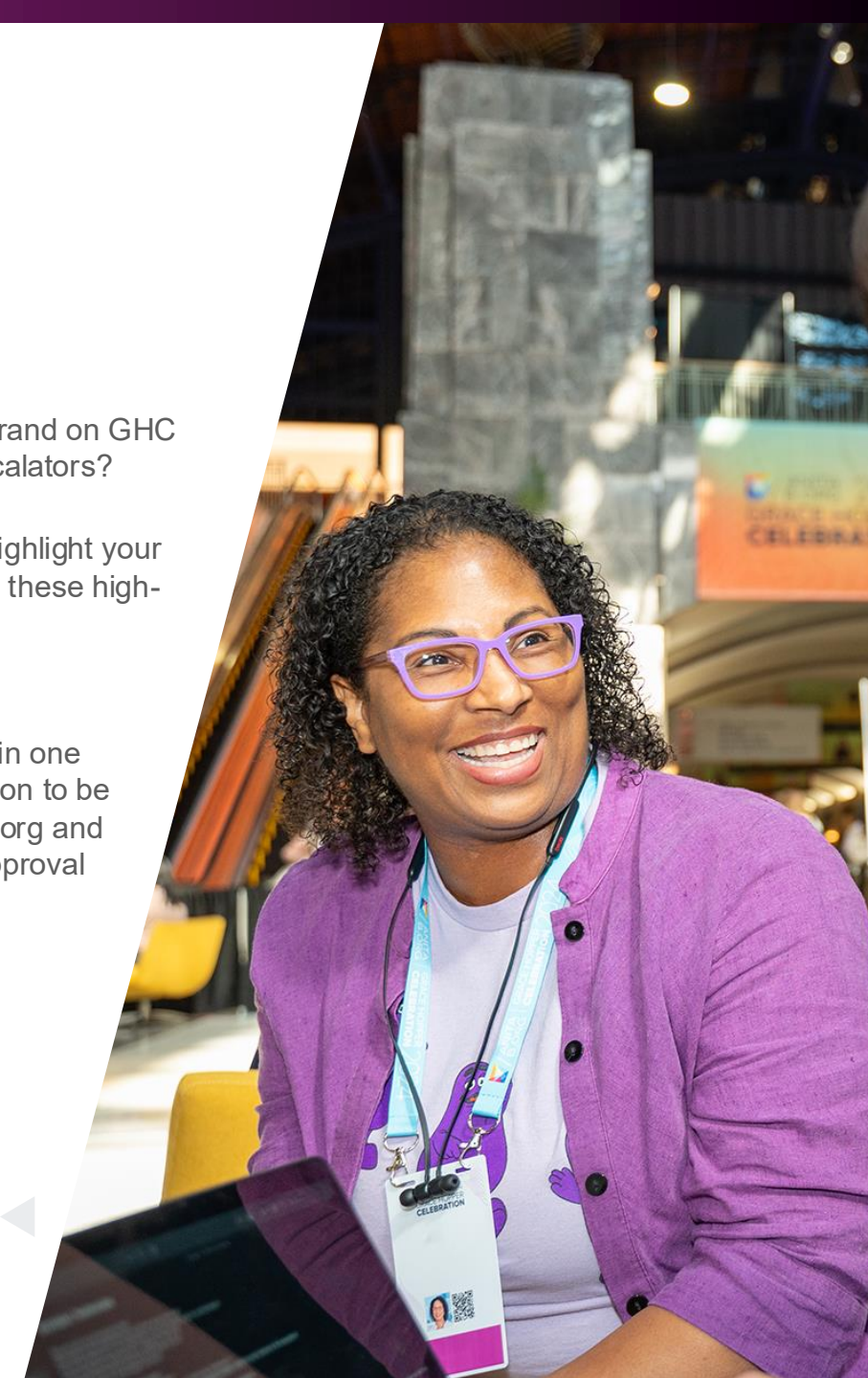
\$30,000

Want to showcase your brand on GHC elevators, windows or escalators?

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

Benefits:

- Customized branding in one high-traffic area, location to be determined by AnitaB.org and design is subject to approval



Partnership Add-Ons

PARTNERSHIP PURCHASE REQUIRED

Custom Networking Event Space

\$50,000

Create a unique, brand centric space to network and have 1:1 conversations with GHC attendees.

Use of space must be agreed upon in advance with AnitaB.org. Any additional costs associated with the activation are the responsibility of the Partner.

Benefits:

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

Custom Breakout Sessions

\$40,000

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 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)

Custom Onsite Branding

Let's bring your brand to life with custom onsite branding. This gives you the opportunity to increase brand recognition throughout McCormick Place West with options like banners, hallway signage, and hanging activations.

Any Custom Onsite Branding must be approved by AnitaB.org. Pricing will be dependent on activation space and build-out.

Partnership Add-Ons

PARTNERSHIP PURCHASE REQUIRED

Newsletter Promotions

\$15,000

Show your organization's support for women in tech through exclusive corporate branding in one GHC Newsletter or Know Before You Go communication.

Benefits:

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

Additional 1:1 Meeting Booths

\$6,500

1:1 meeting booths are used for interviewing attendees.

Benefits:

- 1 additional in-person 1:1 booth in the Meeting Hall

Map Upgrade

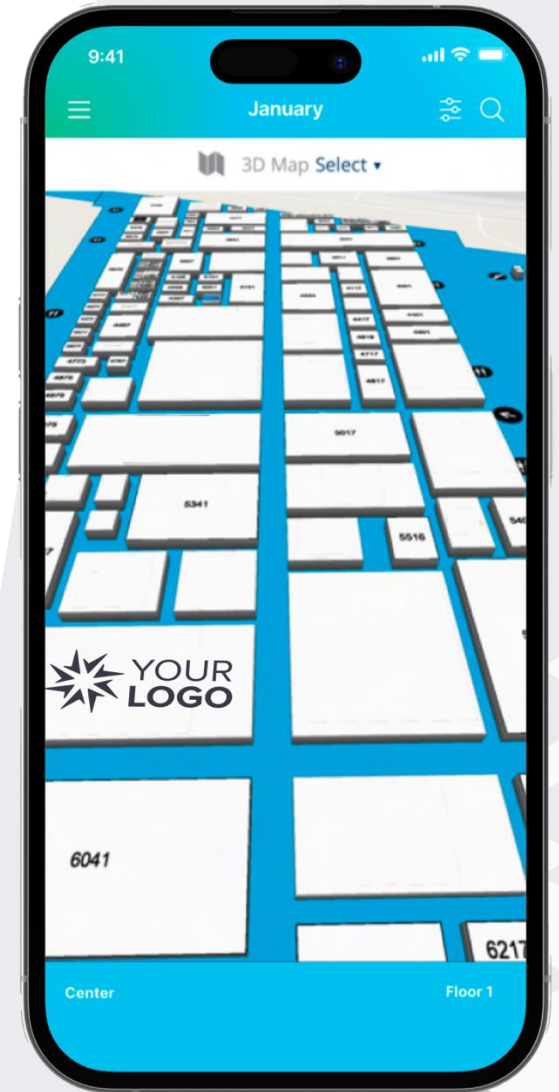
\$5,000

Showcase your brand on the Expo Hall Floor in the Mobile App.

Included in Enterprise Premium Package.

Benefits:

- Your brand logo on the GHC map (in-app), making it easier for attendees to find you



Partnership Add-Ons

NO PARTNERSHIP PURCHASE REQUIRED

Lounges

\$50,000

Various lounges create unique spaces for attendees to gather, rest, recharge, or network.

Previous Lounge examples include the Student Lounge, Innovation Lounge, and VIP Lounge.

Benefits:

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

Innovation Lounge

\$50,000

To excel in the world of tech, companies need to innovate continuously – both in product and practice. The Innovation Showcase Lounge will give in-person GHC attendees the inside scoop on new products, practices, groundbreaking research, and more. Lounge partnership includes a physical lounge at GHC.

Benefits:

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

Recharging Lounge

\$50,000

The Recharging Lounge offers 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.

Lounge location and assignment at the discretion of AnitaB.org. No staffing permitted in Recharging Lounges.

Benefits:

- 1 Recharging Lounge

Partnership Add-Ons

NO PARTNERSHIP PURCHASE REQUIRED

Shuttle Service

\$75,000

Grab this premium, high-visibility branding opportunity and become the exclusive Partner 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 co-branding with AnitaB.org on all Shuttle Bus logistics, signs, and shuttle info

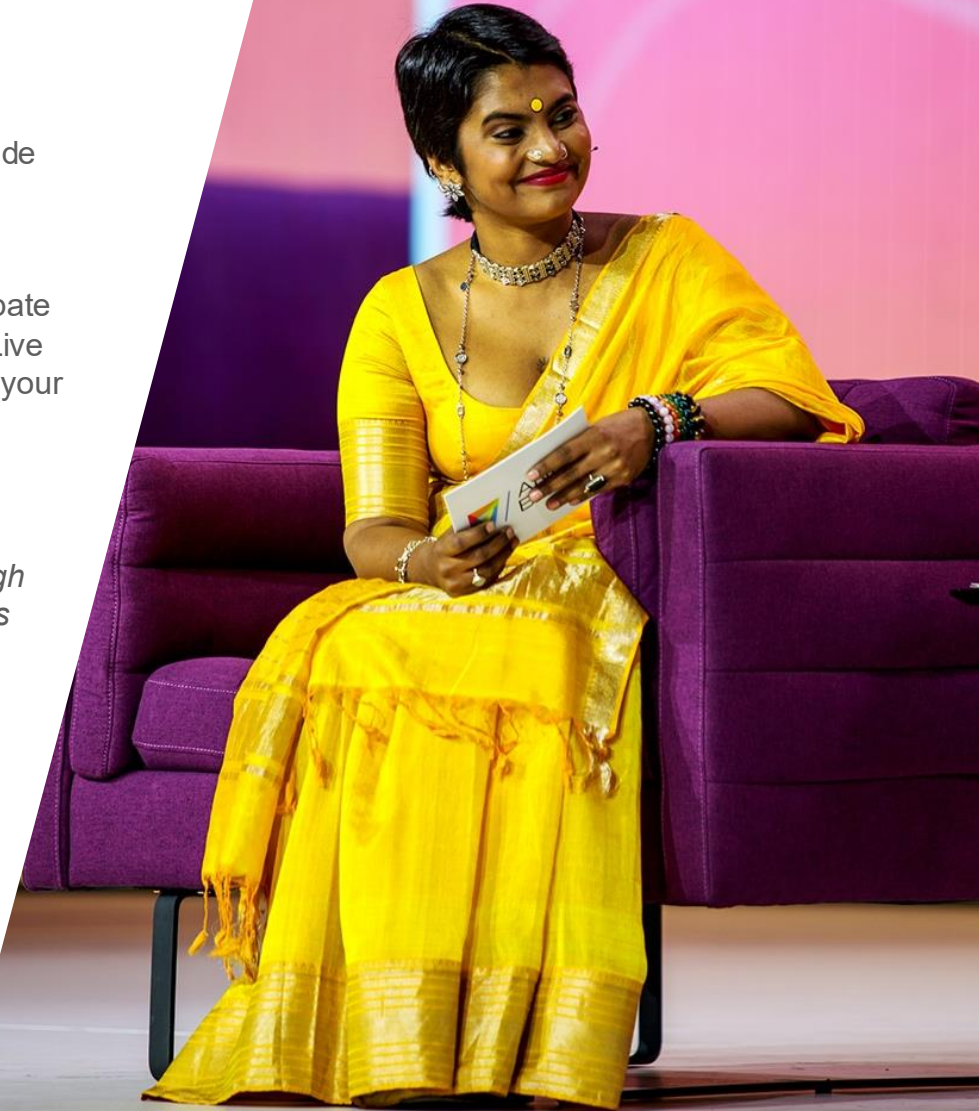
Fireside Chats

\$70,000

Here's your chance to participate in a live Fireside Chat with a member of the AnitaB.org C-Suite!

We'll 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 audience.

Content must be approved by AnitaB.org through the Content Review Process. Specific deadlines apply.



Partnership Add-Ons

NO PARTNERSHIP PURCHASE REQUIRED

Quiet Zones

\$40,000

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

Benefits:

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

Coffee Breaks

\$30,000

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

Partnership includes 1 location in Expo Hall or location near Breakout Sessions during daily coffee breaks. Space cannot be used for engagement activities.

Benefits:

- Coffee table signage co-branded with AnitaB.org. Option to distribute branded coffee cups, napkins, or mugs (Partner responsible for branded items and handling cost)

Charging Stations

\$25,000

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

Partnership Add-Ons

NO PARTNERSHIP PURCHASE REQUIRED

Coat and Bag Check

\$20,000

Provide a highly-valued service to all GHC attendees by sponsoring the Coat and Luggage Checks!

The free Coat and Luggage Check storage 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
- Logo co-branded on Coat and Luggage Check signage with AnitaB.org

Partner-Hosted Event Listing in GHC Agenda

\$20,000

Promote your event in the official GHC Agenda! Partner-Hosted Events can include receptions, breakfasts, active sessions like yoga classes, and other events held outside of official GHC hours.

Event must be open and accessible to all attendees. All Partner-Hosted Events and listings must be approved by AnitaB.org through the Content Review Process. Specific deadlines apply.

Benefits:

- Coffee table signage co-branded with AnitaB.org.
- Event listed in GHC Agenda featuring Partner name and logo, event title, time, date, detailed description of event, including how to attend/RSVP, and transportation to event
- 1 Lead Retrieval License to collect attendee data at Partner-Hosted Event (to be used at Partner-Hosted Event exclusively)



Premier Events: **Mainstage + Branding**

\$100,000

AnitaB.org Mainstage is back for GHC 25! Our dynamic hosts will bring Keynotes, Featured Sessions, engaging interviews, and more to all attendees. AnitaB.org Mainstage Partner branding will be featured in-person.

Benefits:

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



Premier Events: PitchER™

Immerse yourself in the world of innovation and the drive of women entrepreneurs leading early-stage tech startups through the AnitaB.org PitchER Competition.

GHC 25

\$50,000

Exclusively held at GHC 25, this competition promises attendees a front-row seat to electrifying pitch presentations, culminating in the announcement of winners.

Benefits:

- Logo on GHC website
- Logo co-branded on room sign with AnitaB.org and up to 2 other purchasing Partners
- PitchER Partner branding prominently featured throughout final round of the competition at GHC, co-branded with AnitaB.org and up to 2 other purchasing Partners
- Option to distribute swag during PitchER final round at GHC within the perimeter of the room (Partner responsible for swag and handling cost)

Year Round

\$100,000

In 2025 AnitaB.org will partner to host 3 PitchER events across the country. With the last of the 3 exclusively held at GHC 25, this competition promises attendees a chance to watch inspiring pitch presentations, culminating in the announcement of winners.

Benefits:

- Logo on brand materials and GHC Website
- Logo co-branded with AnitaB.org on room sign and up to 2 other purchasing Partners
- PitchER Partner branding prominently featured throughout competitions, co-branded with AnitaB.org and up to 2 other purchasing Partners
- Option to distribute swag during PitchER final round at GHC within the perimeter of the room (Partner responsible for swag and handling cost)



Premier Events: Receptions

\$35,000

In-person receptions allow women in tech the opportunity to network, connect with leaders, and celebrate their accomplishments. The anticipated audience for most receptions is approximately 300.

Benefits:

- Co-branded signage, 2-minute welcome remarks, and the option to distribute swag to reception attendees.
- Includes light hors d'oeuvres and refreshments. Upgrades available at additional cost. Partner is responsible for swag.

Partnership and branding are not exclusive and may be shared with one other Partner.

Previous Receptions Include:

- Senior Leader & Technical Executive
- VIP
- Public Interest Tech
- AI Leaders
- Celebrating Technologists
- Celebrating Systems
- Speakers
- Early Career
- Mid-Career
- Senior Career



Onsite Activations

SPONSORSHIP PURCHASE REQUIRED

Headshots

Now more than ever, building your personal brand is a critical element of advancing your career. Activate a co-branded headshot booth in either the Expo Hall or main area of GHC 2025 and help attendees build their personal brand.

Custom Activation

Want to get creative and build brand recognition? Have the freedom to ideate and run an activation.

Photobooth

Create a fun space for participants to take photos with props! Imagine signs that are co-branded with inspirational words, fun hats, sunglasses, boas and more. Take pictures that will live on, showcasing your brand on the backdrop of every picture that goes viral.



*Activations must be approved by AnitaB.org.
Pricing dependent on activation space and build-out.



Tech Expo

NEW FOR 2025!

The Grace Hopper Celebration Tech Expo offers a dynamic platform at the world's largest gathering of women in tech. Engage with cutting-edge innovations in custom demonstration spaces designed for meaningful interaction.

Companies can showcase technological breakthroughs. Attendees experience hands-on product demonstrations, exchange ideas with industry pioneers, and build valuable relationships beyond traditional networking.

Join us where visionary companies meet the brilliant minds shaping technology's future—the perfect environment to demonstrate innovation, recruit exceptional talent, and position your brand at the forefront of inclusive technological advancement. Benefits include brand visibility, hands-on product engagement, upskilling, and the unique opportunity to showcase your innovation where it matters most.

Tech Expo Booths

	40x40 ft ²	20x30 ft ²	20x20 ft ²	10x30 ft ²	10x20 ft ²	10x10 ft ²
	\$150,000	\$100,000	\$50,000	\$40,000	\$30,000	\$25,000
In-Person Registrations	50	30	10	10	10	10
Booth Staffed	✓	✓	✓	✓	✓	✓
Early Access to Group Hotel Booking	✓	✓	✓	✓	With 10+ Additional Registrations	With 10+ Additional Registrations
Profile in the Event Program + Mobile App	✓	✓	✓	✓	✓	✓
On-Site Recognition	✓	✓	✓	✓	✓	✓
Map Upgrade	✓	Available for Purchase \$5,000	Available for Purchase \$5,000	Available for Purchase \$5,000	Available for Purchase \$5,000	Available for Purchase \$5,000

Event App

This year, our event app unlocks the capability to provide rich digital sponsorship interactions with our high-value, tech-oriented GHC 25 attendees. GHC attendees use the app as their compass throughout the celebration: planning their experience, mapping their routes, and seeking relevant information throughout the week right at their fingertips.

2025 Benefits:

- 3D Map Booth Logo
- Logo on Authentication Screen
- Logo on Day-at-a-Glance Screen
- Logo on Sidebar Navigation
- Interstitial Ad

Event App Tiers

	Partner Packages			Additional Upgrades	
	PLATINUM (QTY: 1)	GOLD (QTY: 2)	SILVER (QTY: 3)	BRONZE (QTY: 1)	3D MAP LOGO
	\$100,000	\$50,000	\$25,000	\$15,000	Varies
Logo on Sidebar Navigation	✓				
Logo on Day-At-A-Glance Screen	✓				
Logo on Authentication Screen	✓				
Logo on Splash Screen	✓				
Interstitial Ad	✓				
3D Map Booth Logo	✓	✓	✓	✓	
Ad Banner on Agenda		✓			
Ad Banner on Conference Tile Wall		✓			
Ad Banner on Directory Screen			✓		
Ad Banner on Onboarding Tiles				✓	

Partner Bulk Registrations

Bulk registration packages are available for Partners to be purchased at a discounted price. These are additional Segmented Passes with standard access times; any amount available for purchase.

Benefits include all standard conference benefits PLUS:

- \$99 savings per ticket
- Flexible badge allocation and management
- Access to event hotel room blocks
- Consolidated billing
- Management through dedicated Partner Portal



*Membership is included with Registration.
Additional Memberships available for purchase.



Employee Bulk Membership Premium Packages

Premium Membership Packages are a great way to offer your employees, interns and students access to dynamic events and programs where leaders in the tech industry meet, network, and collaborate on ways to promote fairness and advance skills.

BENEFITS OF ANITAB.ORG MEMBERSHIP

- Meet other Technologists from Around the World
- Connect in Our Local Communities & Systems Affinity Groups
- Become a Mentor or Mentee in a Membership Program
- Attend Weekly Events to Expand your Knowledge & Network
- Level Up Professionally Through Training Partnerships
- Revisit Events and Webinar Recordings in the Content Library

Memberships	5-99	100-499	500-9,999	10,000+
Per Member	\$100	\$90	\$80	\$50
Per Student	\$50	\$45	\$40	\$25

Membership Communities Partnership

ENGAGE. NETWORK. COLLABORATE. ELEVATE.

The **AnitaB.org Community** is a global network where tech professionals unite, both in-person and online, to forge meaningful connections, share knowledge, and discover career opportunities.

Membership Communities Partnership

Experience the power of our dynamic community events, where tech industry leaders converge to create lasting connections and drive innovation. With an active presence in over **44 local community groups**, AnitaB.org offers your brand a unique opportunity to make a direct impact through authentic, grassroots leadership engagement. By sponsoring these vibrant gatherings, you'll **establish your organization as a recognized leader in the tech community** while supporting meaningful professional development and networking.

Investment: National and Local Opportunities Available with multiple levels of activation.



BENEFITS



Brand Recognition



Market Engagement



Employee Development



Direct Access to Talent



Year- Round Engagement



Partnership Development



Measurable Impact

Additional Partnership Opportunities

Ways to partner with AnitaB.org outside of Grace Hopper Celebration:

- Academic Equity Coalition
- Advisory Services
- Apprenticeship Pathway Program
- B The Way Forward Podcast
- Discovery Fund
- AnitaB.org India
- Membership
 - Level Up Labs
 - Member Events
 - Mentorship Program
 - Membership Communities
- Tech Collaboratives
- Kamala Scholars
- Research





e-Commerce Site: GHC.Sponsorship.GES.com
Get in Touch: CorporateDevelopment@AnitaB.org

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