

WIB2010 FACT Sheet

What is WBENC? The Women's Business Enterprise National Council (WBENC), founded in 1997, is the nation's leading advocate of women-owned businesses. WBENC successfully positions women-owned businesses as suppliers to America's corporations. Success is achieved as WBENC works with representatives of corporations to encourage the utilization and expansion of supplier and vendor diversity programs, while facilitating business connections. WBENC is also the largest third-party certifier of businesses owned and operated by women in the United States. Learn more at www.wbenc.org.

What is the Women in Business (WIB) National Conference and Business Fair? WBENC's Women in Business National Conference and Business Fair (WIB2010) is the largest conference and business fair of its kind for women's business enterprises (WBEs) and the corporations that they serve. During the two and a half day annual event, conference attendees will foster business opportunities by participating in an ambitious agenda that includes workshops, general sessions, WBENC's Business Fair, MatchMaker Meetings, and networking events. Learn more at www.wbenc.org/WIB2010.

What is the 2010 Women in Business theme? *The Opportunity Connection* theme is based on one of WBENC's three core values: certification, opportunities, and resources. This theme re-emphasizes WBENC's commitment to connecting major corporations with WBEs to identify and negotiate business opportunities, while reinforcing the value of WBENC and its new and revitalized business facilitation tools, such as WBENC's Business Fair, MatchMaker Meetings, and MatchMaker365.

Who can attend? **EVERYONE.** More than 3,000 attendees and 350 exhibitors, including Member Corporations - senior corporate executives, supplier diversity and procurement decision makers from the Fortune 500; WBENC Certified and non-certified women business owners and their staff; Regional Partner Organizations (RPO)s; government representatives; and international guests, are expected to attend.

Conference Co-Chairs: Johnson & Johnson and Omega World Travel

When and where will WIB2010 be held? WIB2010 will be held June 22-24, 2010 in Baltimore, MD at the Hilton Baltimore Hotel and the Baltimore Convention Center.

What is the history of WBENC's WIB National Conference and Business Fair? The WIB National Conference and Business Fair was created more than one decade ago to fill the need for a national event where women business owners, supplier diversity and procurement professionals, and government representatives could meet to share industry knowledge, best practices and generate new business opportunities. WBENC initiated the Conference and Business Fair in 2000 in Dallas, Texas, and then held it in key cities across the country since then: Chicago (2001); Houston (2002); New York (2003); New Orleans (2004); Las Vegas (2005); Miami (2006); Los Angeles (2007); Atlanta (2008) and San Francisco in 2009. Over time, the event has grown from approximately 150 booths and 750 attendees to more than 500 booths and over 3,000 attendees in 2008, making it the most successful conference in its history.

How do I register? Online registration opens in mid-December. Please check the WBENC website, www.wbenc.org/wib2010, for updates. Companies interested in exhibiting or sponsoring must be a regional or national WBENC Corporate Member, or be a WBENC-certified WBE. Note: non-profits and government agencies are eligible to exhibit.

If I would like to become a sponsor or have other questions, who do I contact? Paige Adams, Director of Development, at padams@wbenc.org or 202.872.5515, x: 8020.