

A stylized white superhero figure with an orange star on its chest and an orange cape with a white polka-dot pattern. The figure is positioned to the left of the main title.

# LEAD WITH YOUR SUPERPOWER

## 2024 MIDWEST LEADERSHIP SUMMIT

**April 16, 2024 | 8 AM - 4 PM**  
OVERLAND PARK CONVENTION CENTER & ONLINE

CENTRAL  EXCHANGE

INFORMATION, TICKETS + SPONSORSHIPS:  
**[MidwestLeadershipSummit.com](https://MidwestLeadershipSummit.com)**

# Invest in your team, professionally and personally, at the Midwest Leadership Summit.



## LEAD WITH YOUR SUPERPOWER AND TAKE YOUR TEAM TO GREATER HEIGHTS

At Central Exchange, we're all about unlocking your potential – personally and professionally. Since 2003, we've been hosting the Midwest Leadership Summit, and we're excited to bring this day of development, connection, and inspiration back to our region and beyond.

**This year, it's all about discovering our unique leadership superpowers.**

**Every leader has their extraordinary superpower** – a distinctive quality or skill that distinguishes us as influential leaders and empowers us to elevate our teams to greater heights. These superpowers are as diverse as the individuals who have them, and they serve as the secret sauce that propels us to inspire, guide, and lead our teams toward success.

Now, get ready to ignite your leadership superpower and join us at the **2024 Midwest Leadership Summit** – the ultimate powerhouse event that fuels your company's success!

We invite you and your team to don your metaphorical capes and **join us on April 16, 2024, at the Overland Park Convention Center or Online**. Get ready for a day of dynamic conversations, skill-building sessions, and networking opportunities that will propel you and your team toward leadership excellence.

**Plus, you can be a superstar by supporting this sensational day!** Become a sponsor and support Central Exchange's mission while enjoying the vibrant event's perks for you and your team.

This is your chance to effortlessly invest in the growth of the incredible women in your workplace, supercharge your team's overall development and success, and showcase your brand in a meaningful way.

**LEAD WITH YOUR SUPERPOWER BY SECURING YOUR SPONSORSHIP FOR  
MAXIMUM MARKETING EXPOSURE BY MARCH 19, 2024.**

**CONTACT KERRY GENTRY HARTNETT AT [KERRY@CENTRALEXCHANGE.ORG](mailto:KERRY@CENTRALEXCHANGE.ORG)**

# Meet The Thought Leaders

EVENT EMCEE



**Rae Daniel**  
KSHB 41

BREAKOUT PANELIST



**Pattie Drake**  
TREVENA

BREAKOUT PANELIST



**Tami Greenberg**  
RONALD MCDONALD  
HOUSE CHARITIES

BREAKOUT SPEAKER



**Angela Kennedy**  
AOK CONSULTING

BREAKOUT MODERATOR



**Julie Klima**  
MIDWEST CENTER FOR  
NONPROFIT LEADERSHIP

BREAKOUT SPEAKER



**Amy Leslie**  
PERSPECTIVE  
CONSULTING

HONORARY CO-CHAIR



**Lauren McConnell**  
LABCONCO

HONORARY CO-CHAIR



**Jill Presley**  
PRESLEY & PRESLEY  
LAW FIRM

BREAKOUT SPEAKER



**Haley Prophet**  
HALEY PROPHET  
CONSULTING

BREAKOUT PANELIST



**Precious Stargell  
Cushman**  
UNITED WAY OF  
GREATER KC

MORNING KEYNOTE

**Lisa Sun**



AFTERNOON KEYNOTE

**Rich Bracken**



**MidwestLeadershipSummit.com**



# The Agenda:

**PRE-SUMMIT LEARNSHOP | TUES 03.26.24 AT 3:00 PM**  
**VIRTUAL SESSION WITH RICH BRACKEN**

**MIDWEST LEADERSHIP SUMMIT | TUES 04.16.24**  
**AT THE OVERLAND PARK CONVENTION CENTER + ONLINE**

**8:00 AM** | Registration, Continental Breakfast, + Visit the CX Marketplace (in-person only)

**8:30 AM** | Welcome + Morning Keynote, Lisa Sun, + Superpower Activity

**10:30 AM** | Networking Break + Visit The CX Marketplace

**10:50 AM** | Morning Breakout Sessions (4 to choose from)

**11:55 AM** | Networking Break + Visit The CX Marketplace

**12:15 PM** | Lunch (in-person only)

**12:45 PM** | Fireside Chat with a Local Leader

**1:10 PM** | Networking Break + Visit The CX Marketplace

**1:25 PM** | Afternoon Breakout Sessions (4 to choose from)

**2:30 PM** | Networking Break + Visit The CX Marketplace

**2:50 PM** | Afternoon Keynote, Rich Bracken

**4:00 PM** | Sip 'n Shop Happy Hour (in-person only)

**POST-SUMMIT LEARNSHOP | TUES 05.07.24 AT 3:00 PM**  
**VIRTUAL SESSION WITH LISA SUN**

\*All times are CST/UTC-6. \*\*Agenda is subject to change.





# Who attends the Summit?

We're passionate about ensuring that every individual has the chance to discover their unique leadership strengths and abilities.

Annually, the Midwest Leadership Summit brings together nearly 1,000 attendees from diverse backgrounds and industries, both in-person and virtually. The Summit brings professionals from all career stages, genders, generations, and disciplines.

This popular event is a gateway to opportunities that stretch far and wide, where practical knowledge mingles with inspiring connections and sparks personal and professional growth. It's the place to be with the ultimate melting pot of talent, ideas, and inspiration.



## OVER 200 ORGANIZATIONS ATTEND MIDWEST LEADERSHIP SUMMIT EVERY YEAR, INCLUDING LAST YEAR'S SPONSORS:

Evergy	Children's Mercy Kansas City	Huhtamaki
Burns & McDonnell	City of Leawood	KC Area Development Council
Hallmark	Commerce Bank	Kansas City Life Insurance Company
KCNSC, managed by Honeywell FM&T	Community Health Council of Wyandotte County	Kauffman Foundation
NAIC/NIPR	CommunityAmerica	McCownGordon
H&R Block	Creative Planning	Newhouse
Black & Veatch	Dairy Farmers of America	Shook, Hardy & Bacon
Compass Minerals	Fastenal	State Street
AdventHealth	Fisher & Phillips LLP	TREKK Design Group
Catalent	HNTB	UMKC Henry W. Bloch School of Management



# 2024 SUMMIT SPONSOR LEVELS

## Diamond

\$25,000

2 AVAILABLE

- ✓ **50 IN-PERSON + 25 VIRTUAL TICKETS** to the day-long event on April 16, 2024.
- ✓ Your company recognized as a **DIAMOND SPONSOR** with a **LOGO** in all digital and printed marketing materials on the day of the event.
- ✓ **PRE-EVENT DIGITAL MARKETING RECOGNITION** as a **DIAMOND SPONSOR** on the main event webpage, up to 15 email invitations, and up to 15 organic social media posts. (The earlier you secure your sponsorship, the more times your company name appears.)
- ✓ **(1) IN-PERSON BOOTH** in the CX Marketplace if desired.
- ✓ Receive a **FULL-PAGE ADVERTISEMENT** in the event workbook.
- ✓ Opportunity to introduce one of the **KEYNOTE SESSIONS**, with "sponsored by" your company name listed in the workbook.
- ✓ Your company logo on the **COVER OF THE WORKBOOK**, which is given to all attendees.
- ✓ **ALL OF YOUR ATTENDEES RECEIVE A VOUCHER** to attend a regular CX program of their choice in 2024.

## Platinum

\$20,000

4 AVAILABLE

- ✓ **40 IN-PERSON + 20 VIRTUAL TICKETS** to the day-long event on April 16, 2024.
- ✓ Your company recognized as a **PLATINUM SPONSOR** with a **LOGO** in all digital and printed marketing materials on the day of the event.
- ✓ **PRE-EVENT DIGITAL MARKETING RECOGNITION** as a **PLATINUM SPONSOR** on the main event webpage, up to 15 email invitations, and up to 15 organic social media posts. (The earlier you secure your sponsorship, the more times your company name appears.)
- ✓ **(1) IN-PERSON BOOTH** in the CX Marketplace if desired.
- ✓ Receive a **FULL-PAGE ADVERTISEMENT** in the event workbook.
- ✓ Opportunity to introduce one of the **BREAKOUT SESSIONS**, with "sponsored by" your company name listed in the workbook.

## Gold

\$15,000

UNLIMITED

- ✓ **30 IN-PERSON + 15 VIRTUAL TICKETS** to the day-long event on April 16, 2024.
- ✓ Your company recognized as a **GOLD SPONSOR** with a **LOGO** in all digital and printed marketing materials on the day of the event.
- ✓ **PRE-EVENT DIGITAL MARKETING RECOGNITION** as a **GOLD SPONSOR** on the main event webpage, up to 15 email invitations, and up to 15 organic social media posts. (The earlier you secure your sponsorship, the more times your company name appears.)
- ✓ **(1) IN-PERSON BOOTH** in the CX Marketplace if desired.
- ✓ Receive a **HALF-PAGE ADVERTISEMENT** in the event workbook.

## Silver

\$10,000

UNLIMITED

- ✓ **20 IN-PERSON + 10 VIRTUAL TICKETS** to the day-long event on April 16, 2024.
- ✓ Your company recognized as a **SILVER SPONSOR** with a **LOGO** in all digital and printed marketing materials on the day of the event.
- ✓ **PRE-EVENT DIGITAL MARKETING RECOGNITION** as a **SILVER SPONSOR** on the main event webpage, up to 15 email invitations, and up to 15 organic social media posts. (The earlier you secure your sponsorship, the more times your company name appears.)
- ✓ **(1) IN-PERSON BOOTH** in the CX Marketplace if desired.
- ✓ Receive a **QUARTER-PAGE ADVERTISEMENT** in the event workbook.

## Bronze

\$5,000

UNLIMITED

- ✓ **10 IN-PERSON + 5 VIRTUAL TICKETS** to the day-long event on April 16, 2024.
- ✓ Your company recognized as a **BRONZE SPONSOR** with a **LOGO** in all digital and printed marketing materials on the day of the event.
- ✓ **PRE-EVENT DIGITAL MARKETING RECOGNITION** as a **BRONZE SPONSOR** on the main event webpage, up to 15 email invitations, and up to 15 organic social media posts. (The earlier you secure your sponsorship, the more times your company name appears.)
- ✓ **(1) IN-PERSON BOOTH** in the CX Marketplace if desired.

## Copper

\$3,500

UNLIMITED

- ✓ **10 IN-PERSON TICKETS** to the day-long event on April 16, 2024.
- ✓ Your company recognized as a **COPPER SPONSOR** with your **COMPANY NAME** in all digital and printed marketing materials on the day of the event.

### ALL TICKET HOLDERS RECEIVE:

- Access to the Virtual Pre-Summit Learnshop on March 26 & the Virtual Post-Summit Learnshop on May 7.
- Access to all All Session Recordings for up to 1-year after the main event.
- A Continental Breakfast, Plated Lunch, and Happy Hour at Summit (in-person ticket holders only).



# Or, Elevate Your Brand With These Sponsorships

## Gift Sponsor \$15,000

3 AVAILABLE

**YOUR SPONSORSHIP PROVIDES EACH IN-PERSON ATTENDEE WITH A BOOK OR ANOTHER GIFT AT THEIR TABLE IN THE BALLROOM**

- ✓ Each book or gift will include a card to recognize your company.
- ✓ Receive **10 IN-PERSON + 5 VIRTUAL TICKETS** to the day-long event on April 16, 2024.
- ✓ Your company will be recognized as a **GIFT SPONSOR** with a **LOGO** in all digital and printed marketing materials on the day of the event.
- ✓ **(1) IN-PERSON BOOTH** in the CX Marketplace if desired.
- ✓ **ALL OF YOUR ATTENDEES RECEIVE A VOUCHER** to attend (1) CX program of their choice in 2024.

## In-Kind Centerpiece Partner

1 AVAILABLE

**PROVIDE A FLORAL CENTERPIECE FOR EACH TABLE IN THE BALLROOM**

- ✓ Attendees will have the opportunity to purchase the individual centerpieces.
- ✓ Receive **10 IN-PERSON + 5 VIRTUAL TICKETS** to the day-long event on April 16, 2024.
- ✓ Your company will be recognized as **THE CENTERPIECE PARTNER** with a **LOGO** in all digital and printed marketing materials on the day of the event.
- ✓ **(1) IN-PERSON BOOTH** in the CX Marketplace if desired.
- ✓ **ALL OF YOUR ATTENDEES RECEIVE A VOUCHER** to attend (1) CX program of their choice in 2024.

## In-Kind Media Partner

4 AVAILABLE

**HELP PROMOTE THE SUMMIT BY DONATING ADVERTISING**

- ✓ We are looking for media partners in all mediums (Digital, TV, Radio, Print, etc.) to help promote the event.
- ✓ Receive **10 IN-PERSON + 5 VIRTUAL TICKETS** to the day-long event on April 16, 2024.
- ✓ Your company will be recognized as a **MEDIA PARTNER** with a **LOGO** in all digital and printed marketing materials on the day of the event.
- ✓ **(1) IN-PERSON BOOTH** in the CX Marketplace if desired.
- ✓ **ALL OF YOUR ATTENDEES RECEIVE A VOUCHER** to attend (1) CX program of their choice in 2024.

## CX Marketplace Booth Sponsor

30 BOOTHS AVAILABLE

**SHOWCASE YOUR PRODUCTS AND SERVICES WITH AN EXHIBITOR BOOTH IN OUR CX MARKETPLACE AT THE OVERLAND PARK CONVENTION CENTER!**

**PERFECT FOR ANY SIZE BUSINESSES WHO WANT TO REACH HUNDREDS OF ATTENDEES IN ONE DAY.**

### SMALL BOOTH

\$175

- ✓ 1 table
- ✓ 1 chair
- ✓ 1 boxed lunch & beverages all-day for those working at your booth.
- ✓ 1 link to watch all virtual sessions to be watched at your booth.
- ✓ Your company will be recognized as a **MARKETPLACE SPONSOR** with your **COMPANY NAME** in all digital and printed marketing materials on the day of the event.

### LARGE BOOTH

\$350

- ✓ 2 tables
- ✓ 2 chairs
- ✓ 2 boxed lunches & beverages all-day for those working at your booth.
- ✓ 2 links to watch all virtual sessions to be watched at your booth.
- ✓ Your company will be recognized as a **MARKETPLACE SPONSOR** with your **COMPANY NAME** in all digital and printed marketing materials on the day of the event.

### ALL TICKET HOLDERS RECEIVE:

- Access to the Virtual Pre-Summit Learnshop on March 26 & the Virtual Post-Summit Learnshop on May 7.
- Access to all All Session Recordings for up to 1-year after the main event.
- A Continental Breakfast, Plated Lunch, and Happy Hour at Summit (in-person ticket holders only).





**As a Summit Sponsor,  
you'll ignite a powerful  
transformation within your  
workforce while unlocking  
incredible value for your  
organization!**

Whether you are ready to sign a sponsorship agreement, or you want more information, we want to hear from you! Reach out to our Signature Event Manager, Kerry Gentry Hartnett at [kerry@centralexchange.org](mailto:kerry@centralexchange.org) to help find you the perfect sponsorship package designed to generate meaningful engagement and meet your organization and budget needs.

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