



MIDWEST LEADERSHIP SUMMIT

Cultivating Curiosity

April 22, 2025 | 8:00 AM - 4:00 PM

OVERLAND PARK CONVENTION CENTER & ONLINE



MIDWESTLEADERSHIPSUMMIT.COM

BE PART OF A LEADERSHIP EXPERIENCE WHERE CURIOSITY INSPIRES CREATIVITY AND QUESTIONS DRIVE INNOVATION.



Curiosity transforms ideas into action, challenges into achievements, and good leaders into great ones. Join us at the **23rd Annual Midwest Leadership Summit**, which will be held on **April 22, 2025, at the Overland Park Convention Center and streamed live online.**

This year's theme, ***Cultivating Curiosity***, encourages attendees to develop a curious mindset that promotes creativity, drives innovation, and nurtures a culture of continuous learning and adaptability. With over 1,100 participants, the Summit offers valuable insights into how questioning the status quo can lead to breakthrough leadership strategies and fresh perspectives.

Throughout the day, attendees will participate in thought-provoking sessions designed to help them move from stuck mode to action mode. They'll explore how asking the right questions builds leadership—whether it's through mastering the art of reading others, crafting effective strategies, or rethinking the myth of motivation. Participants will leave with practical tools they can use immediately and meaningful connections that continue to grow beyond the event.

Why sponsor? Sponsorship places your brand at the center of an experience where leaders come together to connect, grow, and exchange ideas. Your support ensures attendees walk away with new skills, stronger networks, and the confidence to own their decisions and lead with purpose. Higher sponsorship levels provide more visibility and recognition—along with additional tickets for your team to join the event.

Align your brand with an event where curiosity inspires creativity, and innovative thinking thrives.

For maximum marketing exposure, secure your sponsorship by March 25, 2025.

Contact Kerry Gentry Hartnett at kerry@centralexchange.org.

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 1,100 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 opens doors to endless opportunities, blending practical insights with meaningful connections to inspire personal and professional growth. It's a vibrant gathering of talent, ideas, and inspiration, making it the perfect place to connect and succeed.

Over 250 organizations attend Midwest Leadership Summit every year, including last year's sponsors:

Advent Health	Fisher Phillips	Labconco
Black & Veatch	G.E.H.A	Lockton
Burns & McDonnell	H&R Block	National Association of Insurance Commissioners
Catalent	Hallmark Cards, Inc.	National Insurance Producer Registry
Children's Mercy	Huhtamaki	Presley & Presley
City of Leawood	Kansas City Life Insurance Company	Savion
Commerce Bank	Kansas City National Security Campus, managed by Honeywell FM&T	Shook, Hardy & Bacon
CommunityAmerica	Kauffman Foundation	T-Mobile
Compass Minerals	KCADC	TREKK Design Group
Dairy Farmers of America		UMKC Bloch School
Evergy		



Meet The Thought Leaders



HONORARY CO-CHAIR
Denise Mills



HONORARY CO-CHAIR
Robin Sterneck

KEYNOTE SPEAKER



Britt Frank

KEYNOTE SPEAKER



Evy Poumpouras

EMCEE



Rae Daniel

BREAKOUT SPEAKER



Sandra Kenly

BREAKOUT SPEAKER



Kathie Lumbard

BREAKOUT SPEAKER



Lisa Nickel

BREAKOUT SPEAKER



Brad Simmons

BREAKOUT SPEAKER



Amy Tokos

The Agenda:

MIDWEST LEADERSHIP SUMMIT | TUES 04.22.25

AT THE OVERLAND PARK CONVENTION CENTER + ONLINE

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

8:30 AM | Welcome + Morning Keynote

9:50 AM | Networking Break + Visit The CX Marketplace

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

11:15 AM | Networking Break + Visit The CX Marketplace

11:45 AM | Lunch (in-person only)

12:30 PM | Lunch-Time Activity

1:00 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

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

POST-SUMMIT LEARNSHOP | TUES 05.06.25 AT 3:00 PM

VIRTUAL SESSION WITH ANN HACKETT

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



2025 SUMMIT SPONSOR LEVELS

DIAMOND \$25,000

2 AVAILABLE

- ✓ **50 IN-PERSON + 25 VIRTUAL TICKETS** to the day-long event on April 22, 2025.
- ✓ 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 2025.

PLATINUM \$20,000

4 AVAILABLE

- ✓ **40 IN-PERSON + 20 VIRTUAL TICKETS** to the day-long event on April 22, 2025.
- ✓ 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 22, 2025.
- ✓ 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 22, 2025.
- ✓ 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 22, 2025.
- ✓ 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 22, 2025.
- ✓ 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 ALSO RECEIVE:

- Access to the Virtual Post-Summit Learnshop on May 6.
- Access to all All Session Recordings for up to 1-year after the main event.
- A Continental Breakfast, Plated Lunch, and Happy Hour at the Summit (in-person ticket holders only).

Elevate Your Brand

CUSTOMIZE YOUR SPONSORSHIP LEVEL WITH ANY OF THESE ADD-ONS

▶▶ *Logo'd Tote Bag Sponsor* - \$5,000

Make an impression that travels! With your logo on every attendee's tote bag, your brand will accompany them throughout the Summit and beyond, making you a memorable part of their experience and future ventures.

▶▶ *Centerpiece Sponsor* - \$7,500

Transform the ballroom with eye-catching centerpieces! Your sponsorship will bring a unique centerpiece to every table, complemented by a sign recognizing your contribution. At the end of the event, a lucky guest from each table will take home the arrangement—a lasting reminder of your support.

▶▶ *Logo'd Gift Sponsor* - \$10,000

Leave a lasting impression with a branded gift that attendees can genuinely enjoy and use. Your logo on this special item will remind them of your brand's creativity and commitment to thoughtful connections.

▶▶ *Breakfast OR Happy-Hour Sponsor* - \$10,000

Offer attendees a memorable start or finish to their day. Whether breakfast to energize their morning or happy hour to unwind, your sponsorship will be the flavor they associate with meaningful moments and connections.

▶▶ *Book Sponsor* - \$15,000 - \$20,000

Inspire attendees with a thoughtful gift that will linger long after the event. Each participant will receive a book by one of our keynote authors, complete with a branded bookmark showcasing your logo and website. With every page they turn, your brand will be a part of their journey.

CX MARKETPLACE BOOTH SPONSOR

35 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.

AS A SUMMIT SPONSOR, YOU'LL DRIVE MEANINGFUL TRANSFORMATIONS WITHIN YOUR WORKFORCE WHILE UNLOCKING EXCEPTIONAL 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 to help find you the perfect sponsorship package designed to generate meaningful engagement and meet your organization and budget needs.



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CENTRAL  EXCHANGE

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