

Mission

To help women technologists who are on the frontlines of tech’s diversity and inclusion problem thrive in their careers and stay in the industry.

Why

Women leave tech at high rates. The LadyCoders Conference addresses this leaky faucet problem at tech companies and is designed to increase their retention of top female talent.



Of the 716 women surveyed, 465 are not working today. 251 are employed in non-tech jobs, and 45 of those are running their own companies. A whopping 625 women say they have no plans to return to tech. Only 22—that’s 3%—say they would definitely like to.

— FORTUNE, “Why Women Leave Tech”

Key Conference Highlights

1

Workshop

“Be in the driver seat of your career”

2

All Female Panel of Senior Software Developers

3

Meaningful Mentor Connections

Pairing small groups of women with senior female technologists and business leaders

4

MANEL Panel

The male advocates of the industry answer the hard questions

5

Self-Care Day

Including an outdoor excursion

6

Technology & Recruiting Roundtables

Sponsorship Removes Barriers

Sponsorship is critical to the success of the LadyCoders Conference as Equili (the organizer) does not believe in charging women to attend. We strive to remove all barriers to access by asking the tech community to underwrite their registration fees.

Women technologists tend to be the “only” or one of the few in their departments. This event is designed to be a place where women technologists find their tribe, connect with their community and walk away with knowledge and action to thrive in their careers.

Key Sponsorship Benefits

- ✓ High touch exposure to 300+ women technologists.
- ✓ Share your technology stack.
- ✓ Demonstrate your hiring practices.
- ✓ Directly impact women’s careers by underwriting the cost of ticket sales.
- ✓ Provide mentorship, community and the tools necessary for women to stay in the industry.

Sponsorship Packages

Contributing

\$5,000

(Limit 10)

- Logo on the event and registration websites.
- Signage at the event.
- Social media recognition.
- Blog post recognition.
- Opportunity to meet and network with attendees during our evening social hour.
- Give company-branded swag to attendees.

Community

\$10,000

(Limit 10)

- **Round Robin Recruiting Session**
Attendees will rotate in groups to learn about your company’s hiring practices and experience a mock technical interview with your staff.
- Plus all **Contributing** level benefits.

Marquee

\$20,000

(Limit 3)

- Speaker slot.
- **One-hour Training Session**
Share your product with the LadyCoders community. What are you building or wanting them to use? Do they know your API, your stack, are they using it?
- Exclusive email blast to entire Equili network (4,000).
- 2 exclusive social media posts.
- Plus all **Contributing** and **Community** level benefits.

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