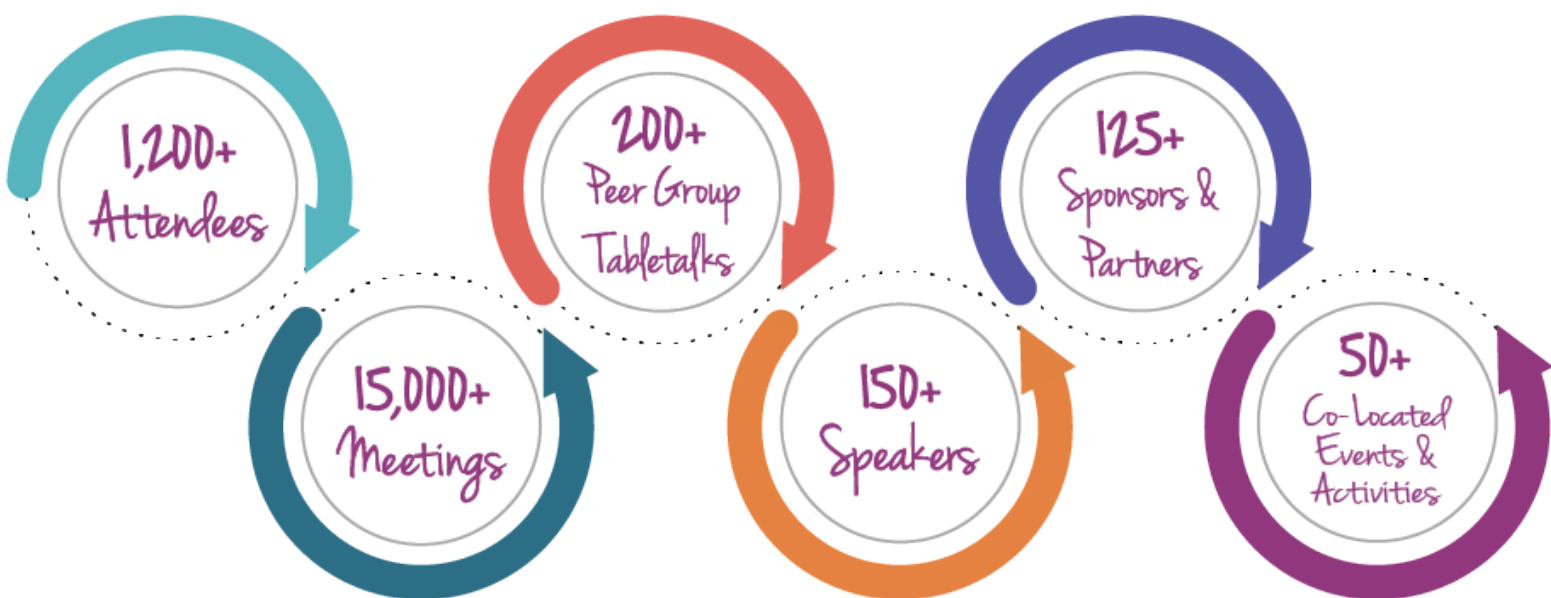


# Trybe

May 20-22, 2025  
Aria, Las Vegas

The Event where Professional Women  
Collaborate, Learn and Get Business Done!



If we look familiar, it's because you already know us from the other leading, world-class events we've started including

**Shoptalk, Money20/20, Fintech Meetup and Groceryshop**



**Simran Rekhi Aggarwal**  
CEO & Founder



**Caroline Farley**  
Chief Growth Officer &  
Co-Founder



**Krystina Gustafson**  
Chief Content Officer &  
Founding Team Member



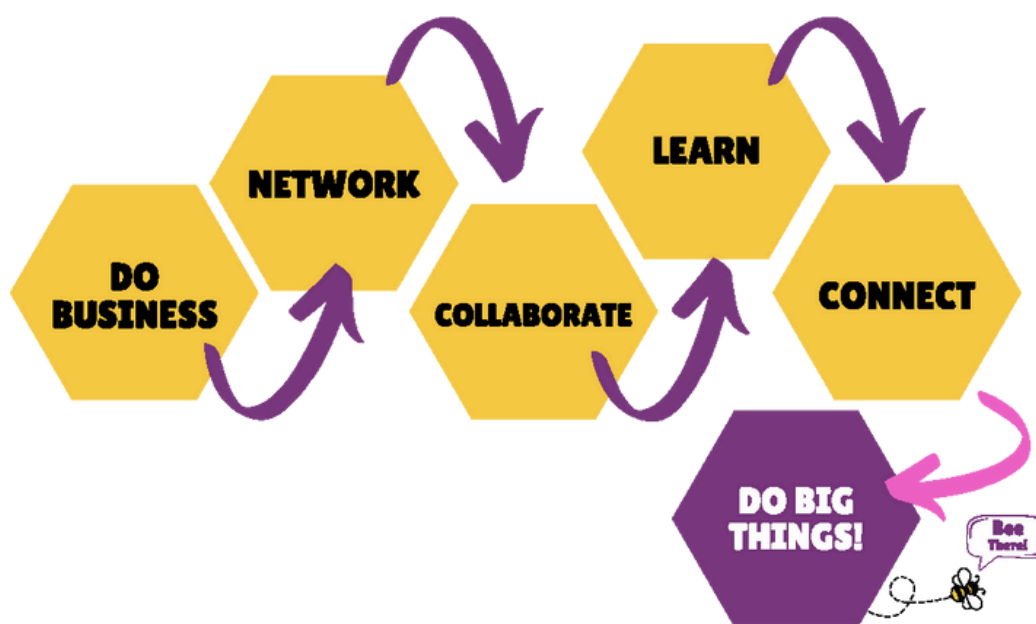
**Anil D. Aggarwal**  
Founding Team Member &  
Ally



## What's Trybe?



Trybe is the groundbreaking new event where women connect, collaborate and get business done. Trybe harnesses the collective power of all women in the workforce—and their allies—to help women at every level, in every role and across every industry be more successful in their jobs and careers.



## Do Big Things in Entirely New Ways

Trybe brings together women and their allies in an entirely new way, and meets you where you are in your career and your life. By using cutting-edge, tried and true event technology, programs and formats that we pioneered, you'll be able to curate interactions and focus on what's most meaningful for you.

Whether you're looking for business success, personal growth or professional development - Trybe facilitates new business, networking, collaboration and learning opportunities across industries, roles and job levels. By broadening your horizons, you'll get where you're going faster and discover new opportunities you haven't even imagined.

The results are immediate, measurable and significant Return on Investment and Return on Time for you and your organization.



# What's Happening at Trybe?



## 1 MEET

Join the Largest Meetings Program in the World for Women! We'll facilitate **15,000+** one-to-one 15-minute meetings across every use case, making it easy to meet new people and create incredible opportunities both professionally and personally. These high-quality, tech-enabled double opt-in meetings enable you to:

- Source New Technologies & Solutions
- Meet Potential Sponsors, Mentors or Mentees
- Get Funding
- Find New Customers or Partners
- Find New Talent or Discover Job Opportunities
- Build your Professional and Personal Network
- Maximize your ROI, ROT and get business done!



## 2 LEARN

Trybe provides opportunities to learn across a range of topics and industries, with conversations spanning business success, personal growth and professional development. [See our Speakers here](#)



## 3 SHARE

Tabletalks are 50-minute peer group discussions where 5-8 attendees share and learn from each other on a range of important topics spanning business success, professional development and personal growth.

## 4 DISCOVER

The Trybe Hub provides a place to showcase branding, activations, interactive experiences, pavilions, lounges and prebuilt exhibit spaces ideal for consumer brands, startup tech companies and established solution providers.



## 5 HAVE FUN!

Join Networking lunches, dinners, receptions, activations and other engaging activities at Trybe that allow you to develop and deepen your network like never before.



# Why is Everyone Coming?



To learn, network, get business done...and so much more! Whether you're focused on business success, personal growth or professional development, Trybe is the place to:



Connect with clients, vendors, partners, allies and other interesting women



Learn and be inspired by each other and by leaders from your and other industries



Meet potential customers and partners to buy, sell and discover products and solutions



Be or find an ally, mentor, sponsor or champion



Recruit talent or find new job opportunities



Raise capital or fund women-led startups



Reach out to potential acquirers or acquisition targets



Uncover the newest and hottest women-led startups



Get tips and tactics for success in your current job and craft a plan for your career



Host customers, members, prospects and partners by co-locating events and experiences



Bring members and communities together



Host team offsites for learning, development and collaboration



## Agenda/Content Topics



At Trybe, you get to choose how you spend your time. We'll provide learning opportunities across three main buckets, and you can mix and match the sessions you attend to best achieve your goals.

### Business Success

Learn about the most important business topics that are transforming industries, from AI and tech innovation to economic and funding trends.

### Personal Growth

Get inspired by prominent women leaders sharing their personal and professional growth stories, which can be applied to your own objectives.

### Professional Development

Get advice and tactical tips on how to achieve professional success, from influencing change to negotiating your salary.

## Topics Include:

### Business

- Advances in Data and AI
- Health and Well-Being
- Insights on the Economy and Consumer
- Exceptional Customer Journeys
- Back Office and Operational Innovations
- Founder Pitches
- Mastering Tech Stacks and Deployments
- Innovation Strategies

### Personal

- Preventing Burnout and Prioritizing Mental and Physical Health
- Managing Perimenopause and Menopause in the Workplace (Women Only)
- Navigating Fertility Challenges in the Workplace (Women Only)

### Professional

- How to Negotiate Your Salary
- How to Be a More Effective Leader
- How to Be an Effective Ally to Women and Underrepresented Groups
- How I Got Here:
  - Making the Jump from VP to C-level
  - Finding the Path to Partner

[View the Agenda Here](#)



# Who's Coming to Trybe?



Trybe welcomes all women, and our allies. Whether you're in management, sales, business development, marketing, product, engineering, human resources or any other role, Trybe is where you'll find the community that propels you forward. The inaugural Trybe event will bring together women and allies from industries focusing on consumer, commerce and enabling technologies.

## Industries Represented

- Automotive
- Consumer Health & Wellness
- Fintech, Financial Services & Banking
- Government, Education & Nonprofits
- Grocery & CPG
- Industry Associations & Membership Organizations
- Insurance & Insurtech
- Investment Banking
- Professional Services, Advisory & Consulting
- Real Estate & Proptech
- Retail & Ecommerce
- Restaurants & QSR
- Sports & Entertainment
- Technology, Internet & SaaS
- Telecommunications & Mass Media
- Transportation, Logistics & Supply Chain
- Travel, Hospitality & Tourism
- Venture Capital & Private Equity

## Job Levels Represented

- Board Member
- C-Level or Equivalent
- VP Level (EVP, SVP, AVP)
- Director Level
- Manager Level
- Associate Level
- Entry Level
- Other

## Job Functions Represented

- Compliance & Risk Management
- Consulting & Advisory
- Creative & Design
- Customer Success & Account Management
- Data, Analytics & Insights
- DEI, ESG & ERG
- Digital & Ecommerce
- Engineering, Technology & IT
- Executive Leadership & Board of Directors
- Finance & Accounting
- HR, Talent Acquisition & Workforce Management
- Investing and M&A
- Investor Relations
- Legal
- Logistics, Operations & Supply Chain
- Marketing, Advertising & Communications
- Merchandising & Planning
- Operations & Project Management
- Procurement & Vendor Management
- Product Development & Management
- Real Estate
- Research, Content & Journalism
- Sales, Business Development & Partnerships
- Strategy, Innovation & Transformation

...and many more!



# Attending Companies Include



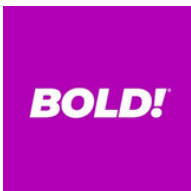
Abercrombie & Fitch

ACUITY MARKET INTELLIGENCE



amplify

Ascendant



BRIJ



CARMELL

CARROT

CASA DI LUCE



chime®



THE Coca-Cola COMPANY



david lawrence

DIAGEO



ERNO LASZLO NEW YORK



FIF COLLECTIVE

fintechisfemme



FulfillmentIQ

GALLO

GIMME



HOLLYWOOD BROWZER BEAUTY

HYATT®



J.P.Morgan

Kellanova



\*Kimberly-Clark



Lightspeed



LULU AND GEORGIA



MARS WRIGLEY



McKinsey & Company



Mindset Change Coaching

MILANI



MOTHER

Morgan Stanley



nedap

NORDSTROM



Northpointe Bank



NYU Langone Health

ohai.ai



THE ONLY BEAN

Orum

PAC SUN

PanasonicWELL

pandia health



PINNACLE ENTERPRISES GROUP



PORTFOLIA

PRECITA



publicis sapient



Rise

Rowan



Shark NINJA



Shipt



SKECHERS



sunday

Sur la table



THRIVE MARKET

TikTok for Business



TRINA TURK

tipsyelves

TODAY

TOPICAL SKIN



Walmart



Women ON Boards PROJECT

yotpo.

Trybe





## Allies at Trybe



We're making waves, not just splashes! And to do that, we need to work with men and other allies - those who actively work or aspire to promote gender equity and equality - to advance women in the workplace. Allies are invited to work with us to create change and have a meaningful impact that helps every woman, at every level. Trybe offers allies at any step of the journey insights, knowledge, best practices and connections to support your work. Allies will have access to the full Trybe event, including opportunities to:



Trybe welcomes both individual and institutional allies at every step of their journey. Questions about allyship at Trybe? Email [hello@trybe.com](mailto:hello@trybe.com).





## Sponsor & Partner



We work with Sponsors & Partners to craft customized options that achieve your specific goals, which may include sales/business opportunities, networking, increasing visibility and branding.

Sponsors invest in the event in a number of ways including through buying **bulk tickets** for the organization, a **physical presence** in the Hub, **activations, dedicated meeting spaces, dinners and receptions, Hosted Meetings, branding and signage** and other sponsorships.

Partners generally team up with us to promote Trybe to their members and communities and help promote Trybe to internal groups focusing on ERG and DEI.

## Media Partnerships

Trybe invites media organizations to partner with us to help women at every level, in every role and across every industry be more successful in their jobs and careers. Media partners receive complimentary tickets to Trybe so that they can promote it pre-event and cover it on-site.



## Bulk Ticket Discounts



Whether you're looking for business success, personal growth or professional development, Trybe facilitates new business, networking, collaboration and learning opportunities **across industries, roles and job levels**. The results are immediate, measurable and significant Return on Investment and Return on Time for you and your organization. **Trybe is delighted to offer organizations buying 2 or more tickets in a single transaction bulk rates/discounts as follows:**

Number of Tickets	Price/Ticket	Discount
2 Tickets	\$1,395 each	7% off
3 to 5 Tickets	\$1,350 each	10% off
6 to 9 Tickets	\$1,270 each	15% off
10 to 14 Tickets	\$1,195 each	20% off
15+ Tickets	\$1,125 each	25% off



## Levels & Types of Sponsorships



Trybe offers 5 levels of sponsorship based on your aggregate sponsorship investment:

PLATINUM	\$50,000 and up
GOLD	\$25,000 and up
SILVER	\$15,000 and up
BRONZE	Less than \$15,000

1

### EXHIBIT SPACES

Stand out and showcase your brand in The Trybe Hub!

2

### LOUNGE SPACES

Lounges are great places for attendees to hang out or experience interesting activations

3

### MEETINGS

Hosted Meetings with individuals who make or influence decisions to purchase technologies and other solutions for their organizations

4

### ACTIVATIONS/ EXPERIENCES

Surprise and delight attendees, create memorable moments and experiences

5

### BRANDING/SIGNAGE

Get your brand in front of a highly engaged audience

6

### SPONSORED CONTENT

These opportunities and sessions are separate from Trybe's main agenda

7

### CO-LOCATED EVENTS

Host your own events and activities during our event

8

### BESPOKE OPTIONS

Options designed just for you!





## Exhibit & Lounge Spaces



### Stand out and showcase your brand in the Trybe Hub!

You can either get raw carpeted exhibit space and bring/build your own booth, or opt for a turnkey exhibit space. Lounges are great places for attendees to hang out or experience interesting activations.

Space	Tickets Included (up to)	Price (Raw Space)	Price (Prebuilt)
Startup Space (5x5)*	2 tickets	Prebuilt Only	\$8,500
10x10 Exhibit Space	2 tickets	\$15,000	\$20,000
20x10 Exhibit Space	3 tickets	\$25,000	\$33,000
15x15 Lounge Space	3 tickets	\$40,000	\$50,000
20x20 Lounge Space	4 tickets	\$50,000	\$65,000



*\*Qualified startups have <\$40M in funding*

*\*\* please email [sales@trybe.com](mailto:sales@trybe.com) for additional or custom options*





# Lounge & Activation Options



**Lounges** are great places for attendees to hang out or experience interesting activations. You can either buy raw carpeted space and design your own lounge, or you can pick from pre-built options.

**Activations & Experiences:** Surprise and delight attendees, create memorable moments and experiences, and engage with attendees in unique ways. You can either craft your own activation, or you can pick from available options.

## Sample Lounges

- Wellness Lounge
- Productivity Lounge
- Networking Lounge
- Departures Lounge



## Sample Activations

- F&B Stations
- Headshots
- Spa Experiences
- Tarot Card Reader
- Fashion Sketches
- Puppyville
- Golf Simulator
- Essential Oils





# Meetings



**Meetings:** Trybe's meetings program is the **largest meetings program in the world for women**, facilitating 15,000+ one-to-one 15-minute meetings onsite for everyone, across every use case, making it easy to meet new people and create incredible opportunities both professionally and personally. All attendees can participate in the Meetings Program at no additional cost, and you won't miss any content sessions.

**Hosted Meetings:** You can buy Hosted Meetings with individuals who make or influence decisions to purchase technologies and other solutions for their organizations. Although any attendee can request and get meetings with these individuals, buying Hosted Meetings significantly increases your chances of securing these meetings.

Package	Hosted Meetings	Price
Starter	10	\$5,500
Standard	20	\$11,000
Premium	30	\$16,500
Startup Package	10	\$3,500
Custom	More than 30	Please inquire on pricing





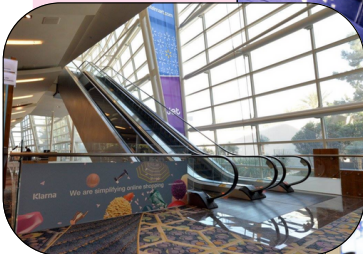
# Branding & Signage



Trybe offers many ways to get your brand in front of a highly engaged audience that's doing big things and going places. You can promote your brand/messaging during all stages of Trybe, including **pre-event** through our online options or **on-site** through a physical presence at the event in Las Vegas.

## Pre-Event Options

- Registration Sponsor
- Category Sponsor
- Platform Banner Ads
- Mobile App



## On-Site Options

- Registration Sponsor
- Branded Room Keys
- Mobile Push Notifications
- Lanyards
- Wifi
- Tote Bags
- Trivia Sponsorships
- Branded Giveaways





## Sponsored Content



These opportunities and sessions are separate from Trybe's main agenda, and may be sponsored.

### Lunch & Learns: \$35,000 each (Only 1 Left!)

Lunch & Learns are sponsored sessions hosted by organizations to share their latest research, insights and training across a range of topics on business success, personal growth or professional development. All Lunch & Learn topics and presentations must be approved by the Trybe content team.

### Sponsored Tabletalks: \$25,000 per topic

Tabletalks are 50-minute peer group discussions for 5-8 attendees to discuss, share and learn from each other. Tabletalks cover a range of important spanning business success, professional development and personal growth, and may include topics such as:

- The Future of Generative AI
- Building Brand and Customer Loyalty
- Delivering an Exceptional Customer Experience
- Negotiating Your Salary
- How to Be a More Effective Leader
- Being an Effective Ally to Women and Underrepresented Groups
- Preventing Burnout and Prioritizing Mental and Physical Health
- Managing Perimenopause and Menopause in the Workplace (Women Only)
- Navigating Fertility Challenges in the Workplace (Women Only)







## Co-located Events & Activities



Trybe makes it easy for you to host your own events and activities during our event, allowing you to develop and deepen your network like never before by hosting your peers, prospects, customers, members or internal teams. Use our tech powered activity listings to seamlessly manage who can see your event and prioritize RSVPs you receive.

### Sample Events & Activities

- Networking dinners and receptions
- VC and investor portfolio founder offsites
- Members or community gatherings
- Internal team sessions and training sessions
- Cross-partner ecosystem innovation and collaboration sessions
- Research launches and presentations
- Wellness and fitness activities like Morning Yoga, Sound Bath & Meditation and Self-Defense Classes



# Trybe

May 20-22, 2025  
Aria, Las Vegas

## Schedule-at-a-Glance

**TUESDAY**  
MAY 20

**WEDNESDAY**  
MAY 21

**THURSDAY**  
MAY 22

Morning

Afternoon

Evening



9:00 AM - 7:00 PM  
Registration Open



10:30 AM - 12:00 PM  
Welcome Brunch



12:00 PM - 5:30 PM  
Trybe Hub Open



12:00 PM - 2:10 PM  
Track Sessions



2:10 PM - 2:50 PM  
Explore Break



2:50 PM - 4:09 PM  
Meetings



4:20 PM - 5:30 PM  
Opening Remarks & Keynotes



5:30 PM - 6:30 PM  
Welcome Party



7:00 PM - 9:00 PM  
Evening Activities

6:30 AM - 6:30 PM  
Registration Open



7:00 AM - 9:00 AM  
Breakfast



7:00 AM - 7:45 AM  
Morning Wellness



8:00 AM - 8:50 AM  
Tabletalks with Breakfast



9:00 AM - 6:30 PM  
Trybe Hub Open



9:00 AM - 10:19 AM  
Meetings



10:20 AM - 11:00 AM  
Explore Break



11:00 AM - 12:00 PM  
Keynotes



12:00 PM - 1:00 PM  
Lunch



12:00 PM - 12:50 PM  
Lunch & Learn



1:10 PM - 3:20 PM  
Track Sessions



3:20 PM - 4:00 PM  
Explore Break



4:00 PM - 5:19 PM  
Meetings



5:30 PM - 6:30 PM  
Hub Happy Hour



7:00 PM - 9:00 PM  
Evening Activities

7:00 AM - 1:00 PM  
Registration Open



7:00 AM - 9:00 AM  
Breakfast



7:00 AM - 7:45 AM  
Morning Wellness



8:00 AM - 8:50 AM  
Tabletalks with Breakfast



9:00 AM - 4:00 PM  
Trybe Hub Open



9:00 AM - 10:19 AM  
Meetings



10:20 AM - 10:50 AM  
Networking Break



10:50 AM - 11:50 AM  
Keynotes



12:00 PM - 1:00 PM  
Lunch



12:00 PM - 12:50 PM  
Lunch & Learn



1:10 PM - 3:20 PM  
Track Sessions



3:30 PM - 4:00 PM  
Wine Down & Closing



3:30 PM - 6:00 PM  
Afternoon Activities



3:30 PM - 9:00 PM  
Departures Lounge Open

