

BlogHer Handmade'11 The Creative Connection '11

Conference Sponsorship Opportunities

Who We Are: BlogHer and The Creative Connection



BlogHer Conferences



BlogHer is the leading community for women in social media. We produce blogging conferences, an award-winning web community and news service and one of the largest, highest-quality publishing network of blogs by women, reaching 26MM visitors a month



THE CREATIVE CONNECTION



The Creative Connection's primary goal is to create opportunities for women entrepreneurs in the handmade markets and to connect them with the experts that will give them the tools to take their handmade businesses to the next level

BlogHer Handmade and The Creative Connection '11

- **Where:** Royal Crowne Plaza Hotel, St. Paul, MN
- **When:** September 15-17, 2011
- **Attendance:** Up to 200 teachers, panelists, bloggers and other influencers, plus:
 - BlogHer Handmade: 350 attendees
 - The Creative Connection: 400 workshop and panel attendees
 - The Creative Connection Marketplace: 1,000 consumers
- **Format:** Three-day conference including workshops, keynotes, discussion panels. Plentiful networking opportunities and the opportunity to connect directly with attendees in the Marketplace.
- **Audience:** Top craft, DIY, food and design bloggers and business owners



More About BlogHer Conferences

BlogHer has been producing the most popular conferences focused on women in social media since 2005.

BlogHer's annual conference is the linchpin, having grown to host over 3,000 attendees this August in San Diego, but the community has also clamored for more focused and targeted events that speak to niche segments of the blogosphere. BlogHer now has BlogHer|bet for women in technology and BlogHer Food for the food blogging segment.

BlogHer's community has shown a deep interest in learning more about turning their handmade passions into real businesses, while The Creative Connection's community of artisans has sown a deep need to learn more about the online world as a distribution and promotion channel.

BlogHer Handmade '11 will bring both of these communities together to support and learn from one another!



More About The Creative Connection

The Creative Connection has galvanized and created a community network of passionate creative women in handmade, social media, entrepreneurship and food.

The inaugural 2010 Creative Connection took place over 3 days in Minneapolis, MN. A 3-Day handmade, social media, entrepreneur, and food extravaganza, The Creative Connection brought together industry leaders and passionate creative women and women entrepreneurs to learn, create and connect.

Co-founded by Nancy Soriano, former editor in chief of Country Living Magazine and Jo Packham, creator and editor in chief of Where Women Create and Where Women Cook, Nancy and Jo recognized the need and desire in the marketplace to bring together creative women and women entrepreneurs at various stages to learn, connect, share, and engage in an inspirational yet attainable format and environment.



BlogHer and The Creative Connection Bring Top Speakers



Aida Mollenkamp, The Food Network



Mary Jane Butters, Mary Jane's Farm



Nadia G, Bitchin' Kitchen



Ree Drummond, The Pioneer Woman



Jaden Hair, Steamy Kitchen



Michael Ruhlman, Ruhlman.com



Kathy Cano Murillo, Crafty Chica

Amy Butler

Cathie Filian

Contact Us

For more information on opportunities and pricing for,
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The Creative Connection '11

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