



APRIL 21, 2026 • NEW YORK CITY



well defined  
**WOMEN IN LEADERSHIP**

**NYC SUMMIT | 2026**

EXPERT SPEAKERS WILL FOCUS ON:

Longevity & Hormonal Wellness for Women  
Burnout & the Invisible Load  
Neuroscience & Mental Wellness  
Wellness Predictions & How to Tap Into Them  
Startup Advice from Cutting Edge Female Founders

WELLNESS INDUSTRY ATTENDEES INCLUDE:

Spa owners, directors, executives, estheticians, cosmetologists, massage therapists, and more  
Salon owners, directors, and stylists  
Wellness brand founders and team members  
Nutrition, health, and wellness coaches  
Functional and integrative medicine professionals  
Wellness travel agents and wellness tourism experts  
Hotel Executives & Decision Makers  
Event planners  
Fitness facility owners, managers, and instructors  
Wellness real estate executives and team members  
Wellness publicists and marketing and communications specialists  
Wellness media & influencers



# well defined WOMEN IN LEADERSHIP

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## • testimonials •

Here's what some of our attendees and sponsors thought about previous events:

**“IT WAS A GREAT DAY – FANTASTIC SPEAKERS AND WONDERFUL WOMEN ATTENDEES – CONGRATS!”**

—SUZANNE ANDREWS, PRINCIPAL, MONTCALM TRC, LLC

**“I am just in awe of every single attendee at Julie Keller Callaghan and Heather Mikesell’s Well Defined Women and Leadership Summit. Our industry women are literally changing the world. Men, we need to acknowledge and remove the inadvertent, and in the worst cases, intentional hurdles we construct that diminish or block the potential of the gender that is the last hope for healing the world. We have so much to learn from one another. One Well World and my team were proud to be a sponsor of this incredible event.”**

—MIKE BRUGGEMAN, FOUNDER AND CEO, HAIA (HAPPY AS I AM)

“Massive thank you to Well Defined for hosting a very special day. Bringing all these amazing women together after so long was such a special treat. Combine that with a lineup of powerful speakers sharing their knowledge and wisdom and reminding us of why we do what we do for the spa and wellness industry was the best kickoff for spring 2022. Grateful to be reconnected and part of this women in wellness tribe.”—*JOANNE BERRY, FOUNDER, WELLNESS EDUCATION HUB*

“What a truly amazing event. The speakers were phenomenal and the content was incredibly valuable to this ever-changing world. We loved meeting so many of the other attendees, great women who were kind and open and came from such high-end destinations and offerings. Well Defined also created so many moments that cultivated community and created space to meet new contacts! For the entire event, every touch point was thoughtful and well planned. We have participated in many events that require an investment—you hope that it’s worth it and that those putting on the event honor the exchange. That was not something I ever had to even think about with Well Defined. They truly went above and beyond, and we can honestly say it was one of the best events we’ve participated in. Every choice they made was quality, thoughtful, and a beautiful reflection on our company. The team was incredibly clear in communication and got back to us immediately with every question—they were all so accessible and ready to help. We received some great direction on how to make the most of the day, honoring all involved. Julie and Heather are such pros—so easygoing and kind and joyful, making it not only a pleasure to work with them, but that energy extended into the event and created just an easy, happy, and successful day. You could really feel the genuine care that the team truly had for everything—from the attendees and sponsors to the event itself.”—*Tracy Brown, Founder, Priya Apotheca*

“Great day of inspiring education on financial wellness, social intelligence, moving beyond fear, women’s health, and claiming your power in the workplace. The Women in Leadership Summit was powerful and exceptional. Thank you Julie Keller Callaghan, Heather Mikesell, and Well Defined.”

—JILL CARLEN, CARLEN CREATIVE GLOBAL CONSULTING

**“THE WELL DEFINED WOMEN IN WELLNESS LEADERSHIP SUMMIT WAS INSPIRING & MINDFUL. SPEAKERS WERE AMAZING. LOVE IT! MADE GREAT CONNECTIONS AND THEN ALSO RECONNECTED TO THOSE I HAVEN’T SEEN IN YEARS. SO FUN!”**

—TAMMY PAHEL, VP OF SPA & WELLNESS OPERATIONS, CARILLON MIAMI WELLNESS RESORT

# SPONSORSHIP OPPORTUNITIES

## PLATINUM SPONSORSHIP

**\$6,000** (Limited Availability)

- Introduce one of the keynote speakers, includes a 5-minute presentation about your company.
- Display table for interactive showcase sessions.
- Logo on and product inclusion in gift bag (products to be provided)
- Logo, company profile, and link on the event website
- Three complimentary conference passes

## GOLD SPONSORSHIP

**\$4,000**

- Display table for interactive showcase sessions.
- Product inclusion in gift bag (products to be provided)
- Logo, company profile, and link on the event website
- Two complimentary conference passes

## SILVER SPONSORSHIP

**\$2,500**

- Product inclusion in gift bag (products to be provided)
- Logo, company profile, and link on the event website
- One complimentary conference pass

## LUNCH SPONSORSHIP

**\$6,000** (Only 1 available)

- 10-minute company presentation during lunch
- Product sample distribution on each lunch table
- Sponsored by logo across the bottom of table signage
- Logo, company profile, and link on the event website
- Three complimentary conference passes

## COCKTAIL PARTY SPONSORSHIP

**\$5,000** (Only 1 available)

- 5-minute company presentation kicking off party
- Display table for interactive showcase sessions.
- Logo, company profile, and link on the event website
- Two complimentary conference passes

## EVENT T-SHIRT

**\$5,000** (Only 1 available)

- We will work with you to create a custom t-shirt with logo to be distributed in the gift bag
- Well Defined team to wear the t-shirt throughout the event
- Two complimentary conference passes



## LANYARD SPONSORSHIP

**\$4,000** (Only 1 available)

- Logo on event lanyards to be used for all badges
- Two complimentary conference passes

## PHOTO BOOTH SPONSORSHIP

**\$4,000** (Only 1 available)

- Signage at the photo booth
- Sponsored by with your logo across the bottom of all photos
- Two complimentary conference passes

## WATER BOTTLE SPONSORSHIP

**\$3,500** (Only 1 available)

- Logo on event water bottles that are handed out upon arrival
- Two complimentary conference passes

## CUSTOM SPONSORSHIP

**We are ready to get creative!**

Contact our sales team to discuss a unique custom sponsorship.



## EVENT ATTENDANCE:

\$325 through January 31, 2026

\$375 after February 1

*\*Sponsors can purchase additional tickets for \$295.  
Group pricing is available for 5 or more tickets.*