APRIL 21-23 2027

BE IN THE ROOM.

partnership opportunities

THE BEFORE. CONFERENCE
The Confluence • Hastings, MN



A conference built on principles, *not trends*.

before. CONFERENCE

www.tenapettis.com

hi@tenapettis.com

about BEFORE.

There is no final after – even when we spend so much time trying to get there.

Between the revenue goal, the full calendar, **the $100K year, t**he team or the business that finally looks the way we thought it would.

Business is more like a staircase. Every time we reach an **after**, *we discover another* ***before.***

Some stairs take weeks, some take years. Some require a new strategy. Others require us to stop doing some of what got us to the stair we're standing on.

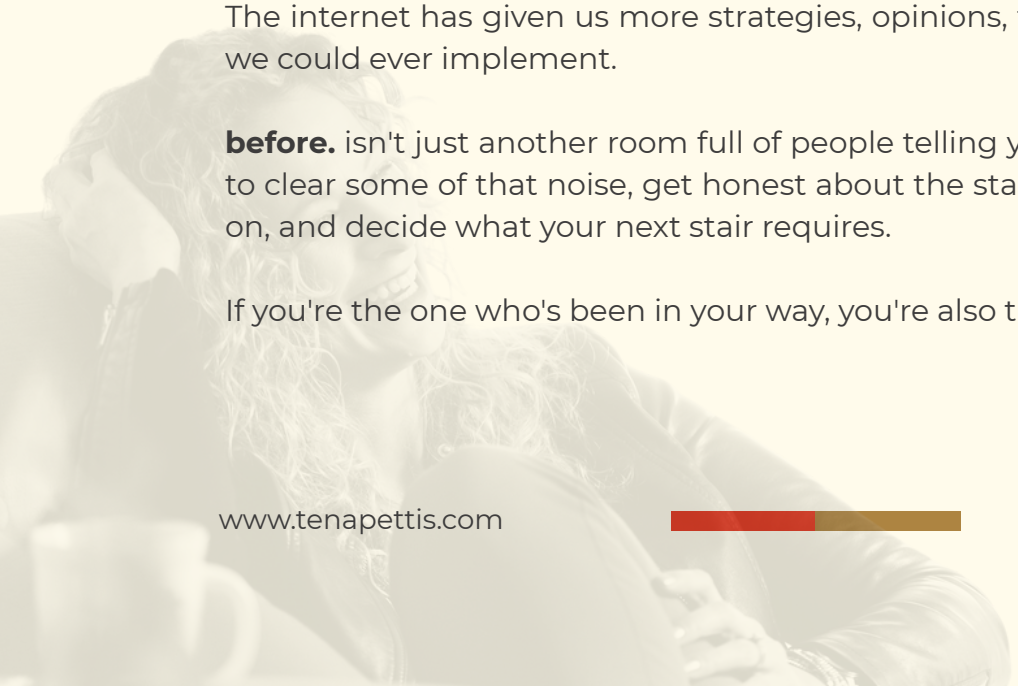
the before. conference is for the woman building toward her next after, especially the woman on her way to $100K who knows she doesn't need to borrow someone else's blueprint to get there.

- **THERE WILL ALWAYS BE ANOTHER STAIR.**
- **HOW YOU BUILD IT IS HOW YOU MUST MAINTAIN IT.**
- **YOUR WAY TO $100K SHOULD LOOK LIKE YOUR WAY.**

The internet has given us more strategies, opinions, trends, and 'shoulds' than we could ever implement.

before. isn't just another room full of people telling you what to do. It's a place to clear some of that noise, get honest about the stair you're actually standing on, and decide what your next stair requires.

If you're the one who's been in your way, you're also the one who can move.



meet tena.

I'm an entrepreneur, author, speaker and business coach. I've been building businesses for most of my adult life, which means I've had enough time to do some things really well, get plenty of things wrong and completely change my mind about more than a few things along the way.

For a large portion of my career, my work put me alongside businesses with real budgets. Companies that could invest in marketing, hire experts and bring in help when they needed it.

I learned a lot in those rooms.

But the woman I kept wanting to pull up a chair for was the one building her way to $100K.

She has a real business. She has customers. She knows she's good at what she does. But every investment matters. A $5,000 decision feels different when the money is coming directly out of what you're taking home. Hiring your first person is a big freaking deal. So is raising your prices, choosing what to stop offering, or deciding whether the next idea deserves your limited time and money.

I know this woman.

And over the years, I've become increasingly convinced that she deserves access to really good business conversations before she has the giant budget to pay for them.

It's why I price things the way I do.

It's why I wrote my book.

It's why I coach.

And it's a really big part of why I created the before conference.

I wanted to create the kind of room I wish more women had access to while they were building. A room filled with smart people, honest conversations, useful connections and ideas that could actually change what happens next.

I want to know her in the before.

And I want to be there to see her after.

-tena.



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LIKE NO ONE.

before. is part of a bigger conversation.

My first book, Remind Them of No One, is about finding the thing that's already yours. The strengths, experiences, instincts and way of doing things that make you hard to compare.

And that idea doesn't stop with how we show up.

It's becoming a series.



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who's in the ROOM?

before. isn't for everyone. that's kind of the point.

She's been doing this long enough to know she can make money. She's also been doing it long enough to wonder why it still feels harder than she thought it would.

She's somewhere on her way to $100K, and she's probably tried enough strategies to know she doesn't need another person handing her a blueprint.

She wants to grow. But she doesn't want more growth at the expense of the life she built the business for in the first place.

She's ready to figure out what her next stair actually requires.

100+ Business Owners	**20 VIP ATTENDEES**	**98% WOMEN**

She is likely...

5+ YEARS IN BUSINESS
She's not starting from scratch.

$50K+ IN REVENUE
She's building toward $100K and beyond.

A DECISION MAKER
She decides where her business spends money and who gets her referrals.

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the EXPERIENCE.

Early: $287
Regular: $347
Late: $427
VIP: +$147

Three days, intentionally designed to create different kinds of conversations, connections and movement.

THE NOW MASTERMIND • Wednesday

An intimate mastermind to get honest about where your business is now, where you want it to go and what might be standing between you and your next after.

Small-group mastermind · Hot seats · Real business questions · Connection

FINDING YOUR WAY • Thursday

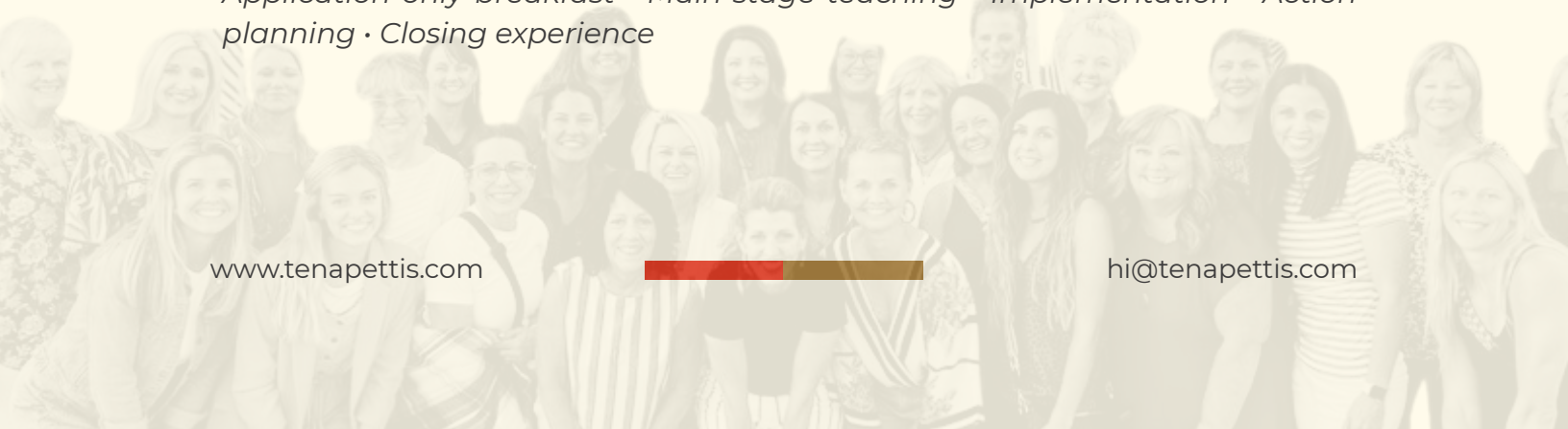
A full day of conversations around money, marketing, sales, relationships, strategy, growth and what it actually takes to build toward $100K and beyond, without borrowing someone else's way.

Main-stage teaching · Expert conversations · Interactive work · Resource Room · Connection throughout the day · Social hour · VIP dinner

WHAT NOW? • Friday

A final day to take what you've heard, questioned and uncovered and decide what actually belongs in your business, what doesn't and what you're going to do next.

Application-only breakfast · Main-stage teaching · Implementation · Action planning · Closing experience



partnership LEVELS.

There are three ways to partner with **the before. conference**, depending on how you want to show up in the room. Each level is intentionally limited so our partners are seen, known and actually connected to the women (*and a few greart men*) attending.

	resource room (15)	anchor (4)	partner (1)
INVESTMENT	**$1,200**	**$2,400**	**$7,600**
Resource Room Table	✓	✓	✓
Ad in Conference Program	✓	✓	✓
VIP Swag Bag Inclusion	✓	✓	✓
Conference Tickets	1	2	4
Social Media Recognition	✓	✓	✓
Sponsored Event Experience	-	✓	✓
Live Commercial at Sponsored Event	-	✓	✓
Podcast Interview on Tena Talks	-	✓	✓
On-Stage Interview	-	-	✓
Presenting Partner Recognition	-	-	✓

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THE RIGHT PEOPLE. THE RIGHT ROOM.

We're being intentional about every part of before, including who we invite to partner with us.

We want businesses in the room that can genuinely become part of our attendees' stories, not just put their logo in front of them.
If that sounds like you, I'd love to have you in the room.

Tena Pettis
Founder, the before. conference
hi@tenapettis.com

before. CONFERENCE

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YOUR PLACE IN THE ROOM.

Ready to be part of before?
Scan the QR code to choose your partnership level and reserve your place in the room.

PARTNERSHIP OPPORTUNITIES ARE INTENTIONALLY LIMITED.

We don't want a room full of vendors. We want a thoughtfully curated group of businesses that make sense for the women attending before. Limiting partnerships gives our sponsors the opportunity to actually be seen, known and connected, not become one more logo in a sea of logos.

And with category exclusivity available, we're also being intentional about who is represented in the room.

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