



AMERICA'S SMALL BUSINESS  
DEVELOPMENT CENTERS

# ANNUAL CONFERENCE

SEPTEMBER 19-22, 2016 • HYATT REGENCY • ORLANDO, FLORIDA

## Welcome Exhibitors & Sponsors

The 36th Annual America's SBDC Conference takes place September 19–22 in Orlando, Florida, at the beautiful Hyatt Regency. Every year our conference attracts 1,300+ SBDC professionals from all over the nation. These advisors, trainers and directors come together for professional development and networking. Their passion for small business can be seen in the 140+ workshops that overflow into the hallways, and in the exhibit hall where they eagerly mingle with each other and the tradeshow exhibitors, seeking the latest information on products and services that can ensure the success of their small business clients.

This year's focus is generational change and how to work with clients whose lives span from the late 1940s up to the present day. Enter the exhibit hall to take a stroll through the **Baby Boomer, Gen X, Millennial and Gen Z communities**. During the conference, elements of each of those eras will be in evidence in the communities.

## What's New For 2016

TECH ENHANCEMENTS – The following booth enhancements can be an “add on” for any booth or sponsorship:

(1) Device Charging Station “Tower” by your booth: \$2,750

With the growing use of mobile devices at conferences, most attendees having 2+, the need to recharge those devices within the conference space is critical. Put your brand on a charging tower next to your booth on the show floor and attendees will spend extra time learning about your product or service. There are only 4 of these opportunities available. (For more about the Towers, click [here](#).)

(2) Conference App banner ad (Only 7 of these are available): \$500

(3) Highlight your booth location in the App (Only 7 of these are available): \$250

## Why Sponsor?

- Sponsorships include workshops! Are you a subject matter expert? Great! Now is your opportunity to play that knowledge forward to the 1,300+ SBDC center representatives who attend this event.
- All sponsorships include exhibit booth space and multiple full conference registrations for you and your team to attend workshops and all meal functions.
- All sponsors are recognized in the conference newsletter, conference app, and onsite signage.
- Plain and simple, street cred. You are supporting the largest professional development conference for America's number one small business advisor network.

## Sponsorships: Starting at \$7,500

Browse these sponsorship opportunities and see how sponsoring the professional development of the SBDCs can extend your reach to America's small business market.

**Check out this sponsorship chart.** It makes it easy to evaluate the benefits of each sponsorship level.

Additional booth personnel (up to two) can be added at a fee of \$425 each. Fees include all meals served in the exhibit hall.

America's SBDC 2016 Conference Sponsorship Levels							
	<b>TITANIUM</b> \$50,500	<b>DIAMOND</b> \$35,500	<b>PLATINUM</b> \$25,500	<b>GOLD</b> \$20,500	<b>SILVER</b> \$15,500	<b>PATRON</b> \$7,500	<b>EXHIBITOR</b> \$5,000
	General Sessions (2) <b>SOLD</b>	App Sponsor	Tote Bag - <b>SOLD</b>	Breakfast Cafe	Badge Lanyards <b>SOLD</b>		
	Tradeshow Buffet Lunch (3)	State Star Reception	Internet Sponsor	Conference Portfolios <b>SOLD</b>	Hotel Keycards <b>SOLD</b>		
	Conference TV News		Opening Day Happy Hour Plus Giveaway		Charging Stations <b>SOLD</b>		
Full Conference Attendee Registrations	12	10	8	6	4	2	2
Workshops / Seminars	Up to 3	Up to 3	Up to 3	Up to 2	Up to 2	1	0
Exhibition Booth	18'x18'*	1 or 2 10'x10'	1 or 2 10'x10'	1 or 2 10'x10'	1 10'x10'	1 10'x10'	1 10'x10'
Wi-Fi at Booth	✓	✓	✓	✓	✓	✓	✓
Exhibit Booth Signage	✓	✓	✓	✓	✓	✓	✓
Company Listing in Conference Materials	✓	✓	✓	✓	✓	✓	✓
Signage at Conference	✓	✓	✓	✓	✓	✓	✓
Pre- and Post-Conference Mailing Lists	✓	✓	✓	✓	✓	✓	✓
Entry in Virtual Tradeshow	✓	✓	✓	✓	✓	✓	✓
Entry in America's SBDC Online Marketplace	✓	✓	✓	✓	✓	✓	✓
Entry in America's SBDC Blog	✓	✓	✓	✓	✓	✓	✓
App Push Notifications	✓	✓	✓	✓	✓	✓	✓
App Announcement on Sponsorship	✓	✓	✓	✓	✓	\$250	\$250

**Enhancements:**

Highlight your booth location in the App for \$250\*\*

Add a Charging Station for \$2,750

Add an App Banner Ad for \$500\*\*

**Note:** Option to purchase items outside packages available at an additional fee.  
 \*There are 4 custom 18'x18' booths available in the center of the tradeshow. A 5th and 6th booth will be 20'x20' and will be placed in another premiere location inside the tradeshow.  
 \*\*There are 7 app banner ads and 7 highlighted booths available.

Interested in co-sponsorships? Email [donna@americassbdc.org](mailto:donna@americassbdc.org)

## **PATRON SPONSOR (\$7,500) - Multiple Opportunities**

Get your turnkey booth and a 90-minute workshop. Patron Sponsor attribution will be included in event collateral and onsite signage.

## **SILVER SPONSOR (\$15,500) - 4 Opportunities**

**Badge Lanyards:** This is a fantastic opportunity to get your brand on a product that attendees will have closest to them all week long. Sponsor attribution will be included in event collateral and onsite signage. **SOLD**

**Hotel Keycards:** Get your brand on a product that attendees will use every day, all week long. Give your keycard life post-conference by including a discount code for your product or service. Sponsor attribution will be included in event collateral and onsite signage. **SOLD**

**Convention Center Charging Stations:** One of these stations will be located in the Registration area. The other will anchor a networking area in the atrium of the convention center. Charging attendee's devices is only the beginning for these completely branded (think wrap and digital) units. The Charging station's 50" touchscreen enables users to interact with custom branded applications. The unit features free headshots, instantly available to share via social media and by email, watermarked with the sponsor brand. With 1,300+ attendees that means that thousands of branded headshots will be taken and distributed with your company's logo on each one. Attendees can access the workshop schedule and see conference photos sent in by them. A tag board (#2016SBDC) will track comments about the conference. For more about the charging stations, click [here](#). Sponsor attribution will be included in event collateral and onsite signage. **SOLD**

## **GOLD SPONSOR (\$20,500) - 4 Opportunities**

**Portfolios:** Every year we get attendees asking for paper and pen. Sometimes it's really just that simple. Have your logo added to a slick stylus pen and notebook, provided to every attendee at registration. Sponsor attribution will be included in event collateral and onsite signage. **SOLD**

**Branded Breakfast Café:** Have breakfast with the attendees in your stand-alone eatery. Your branded restaurant will provide discounted breakfast items to the attendees. Your company personnel can mix and mingle with your guests at their tables, and the indoor and outdoor tables will have tent cards with your message. As appropriate, you can collect business cards for a Thursday trade show give-away to your guests. Three opportunities - Tuesday, Wednesday & Thursday mornings

The cost for each morning is \$20,500. If you host all three days your discounted cost is only \$50,500. Sponsor attribution will be included in event collateral and onsite signage.

## **PLATINUM SPONSOR (\$25,500) - 3 Opportunities**

**Tote Bags:** A coveted sponsorship because your brand makes it all over town. Become the tote bag sponsor and your logo will be placed on the official event bags distributed at conference for attendees to use throughout the week and beyond. Sponsor attribution will be included in event collateral and onsite signage. **SOLD**

**Internet Sponsorship:** This is a fantastic sponsorship for any company looking to provide a very valuable service to all attendees. Each time an attendee accesses the Internet, he or she will instantly see your company ad and logo. Sponsor attribution will be included in event collateral and onsite signage.

**Trade Show Happy Hour:** Welcome the attendees in the pre-function area of the tradeshow on Tuesday evening. This is a great opportunity to foster a fun, feel-good party. Attendees will have access to an hour's open bar and some nibbles. You can plan to draw for a give-away at your event -- THE event that will have everyone talking. Sponsor attribution will be included in event collateral and onsite signage.

## **DIAMOND SPONSOR (\$35,500) - 2 Opportunities**

**Conference App Sponsor:** In our continuing efforts to "go green," in 2015 we moved our entire event schedule to our mobile app -- resulting in a 150% increase in the usage of the app. This sponsorship not only gets you into the hands of every conference attendee, but it lasts for the life of the app. Branding opportunities include watermarked pages, a splash page, videos, banner ads and more.

**State Star Reception:** This is an excellent opportunity to mix and mingle with the America's SBDCs network's State Stars, selected each year by their states for exemplary performance. Join the America's SBDC State Directors in honoring the State Stars and their work. Orlando native Ella Glasgow will be dazzling this year's reception with her amazing vocals and commanding presence. The sponsorship includes the reception (for 150+ people), the State Star trophies & gifts, a speaking opportunity and attribution in signage and collateral before, during and after the event. The event is Monday night, September 19. Sponsor attribution will be included in event collateral and onsite signage.

## **TITANIUM SPONSOR (\$50,500) - 6 Opportunities**

**General Session, Tuesday:** Our general sessions pull in big numbers and allow for maximum exposure to a captive audience. This year we have specially-selected a fantastic keynote speaker who draw laughs, has unforgettable one-liners, and embodies our conference theme "Generational Change." Meet Jason Dorsey, a generational expert on 60 Minutes, 20/20, The Today Show, The Early Show and dozens more programs. Sponsorship includes opening message and introduction of keynote speaker, as well as event attribution in collateral and signage. Sponsor attribution will be included in event collateral and onsite signage. **SOLD**

**General Session, Wednesday:** Small Talks: Our Ted Talks-like forum focused on small business issues. Rhonda Abrams has agreed to moderate this session of 2-3 small business gurus. Speakers TBD. Sponsor attribution will be included in event collateral and onsite signage. **SOLD**

**Conference TV:** CNTV is the premiere television news producer in the convention industry. CNTV's talented staff of journalists, producers and on-camera anchor will produce a daily 20 minute video that covers everything that is happening at the 2016 conference. This sponsorship includes an on-camera interview, a 30-second advertisement, and your logo watermarked on all the video footage. Not only will you provide all the attendees with a dynamic, entertaining and informative video onsite, but your video will be posted on the America's SBDC YouTube Channel and the hotel channel. Check it out now! Sponsor attribution will be included in event collateral and onsite signage.

**Opening Buffet Lunch, Tuesday:** Welcome the attendees to the opening lunch on the Tradeshow Floor. Greet your guests with a short welcome message from your company at the doors of the exhibit area. Invite them to your booth to enter a drawing that will be done on Thursday before the show closes. Sponsor attribution will be included in event collateral and onsite signage.

**Buffet Lunch, Wednesday:** Welcome the attendees to lunch on the Tradeshow Floor. Greet your guests with a short welcome message from your company at the doors of the exhibit area. Announce the winner of your drawing from entries collected at your booth on Tuesday. Sponsor attribution will be included in event collateral and onsite signage.

**Buffet Lunch, Thursday:** Welcome the attendees to lunch on the Tradeshow Floor. Greet your guests with a short welcome message from your company at the doors of the exhibit area. Announce the winner of your drawing from entries collected at your booth on Tuesday and Wednesday. Sponsor attribution will be included in event collateral and onsite signage.

Prefer to create your own unique presence at America's SBDC Conference?

Let's talk about it. Contact Donna Ettenson – [donna@americasbdc.org](mailto:donna@americasbdc.org) or 703-764-9850

### **EXHIBIT ONLY: \$5,000**

This year we are pleased to offer exhibitors turn-key booth space on the tradeshow floor. What this means for you is NO shipping fees and NO drayage fees paid to a show decorator. You walk into your booth with your laptop and collateral and you are ready for business. America's SBDC has built out your booth for you with your graphic panel, wireless Internet, electricity, a 30" round highboy and 2 chairs.