



CALIFORNIA
SBDC

Small Business
Development Centers

Sponsorship Prospectus

for the

California SBDC Professional Development Conference, 2010

May 4 and 5, 2010 in Oakland, CA

In conjunction with



the **GOVERNOR'S
CONFERENCE** on
Small Business &
Entrepreneurship II

Invitation

Annually, center directors, business consultants, trainers, coaches and affiliates of the California Small Business Development Center (SBDC) convene for two days of networking and professional development. These business opinion leaders come to gather information on the best products, services and consulting techniques to assist California small businesses start, grow and thrive.

In 2010, the *2010 California SBDC State Conference* will be attended by approximately 200 SBDC representatives, who in turn provide business advice, consulting and training to **over 50,000 California business owners and entrepreneurs** annually. Sponsors and Exhibitors at this unique event have **significant interaction with the attendees**, as attendees are specifically coming to this conference to learn about new and improved ways to assist their clients.

Additionally, the *2010 California SBDC State Conference* is being **held in conjunction with the California Governor's Conference on Small Business and Entrepreneurship**. California SBDC is proud to be producing the Governor's Office event this year, offering unique sponsorship and exhibitor opportunities for organizations interested in both conferences! **Parties sponsoring or exhibiting at both events receive deep discounts and benefit from setting up their exhibit only one time for the two back-to-back conferences.**

The *California SBDC State Conference* will be held at the Marriott Convention Center in Oakland, California on May 4 and 5, 2010 followed by the *Governor's Conference on May 6th*. Following are a breakdown of opportunities for Sponsors, Exhibitors and Small Business Network Partners. In addition, you will see stand-alone marketing opportunities for companies that would like to support the conference but will not have representatives attending.

Sponsor Opportunities

Diamond Sponsor- ~~\$20,000~~ **\$16,000 until 4/19**

Additional information regarding options below available upon request. (Choose one option.)

- Luncheon/Plenary Session (May 5)
- Exhibit Hall Reception (May 4) **SOLD!**

Benefits:

- Presentation by designated representative at the sponsored function
- Introduction of sponsor attendees at the sponsored function
- VIP seating at all plenary sessions
- Written message in post-conference e-newsletter and hyperlink to sponsor's website
- Opportunity to add questions to post-conference survey
- Inclusion of one (1) sponsor designee on a breakout session panel
- Premiere logo placement on all pre-conference, at-conference and post-conference materials
- Up to two (2) exhibit spaces
- Up to ten (10) conference registrations
- Company listing and description in on-site program
- Banner placement in exhibit hall and ballroom (2 banners, 8')
- Complimentary tote bag insert
- Post-conference mailing list of attendees
- One full-page color ad in the conference program
- One year sponsor attribution on California SBDC website with hyperlink to sponsor's website
- Right of first refusal for Diamond Sponsorship of 2011 event

Platinum Sponsor- ~~\$15,000~~ **\$12,000 until 4/19**

Additional information regarding options below available upon request. (Choose one option.)

- Opening Plenary Session (May 4)
- Continental Breakfast/Morning Plenary Session (May 5)
- Closing Plenary Session (May 5)

Benefits:

- Brief comments by designated representative at the sponsored function
- Introduction of sponsor attendees at the sponsored function
- VIP seating at all plenary sessions
- Inclusion of one (1) sponsor designee on a breakout session panel
- Logo placement on all pre, post and at-conference materials
- Up to two (2) exhibit spaces
- Up to eight (8) conference registrations
- Company listing and description in on-site program
- Banner placement in exhibit hall and ballroom (2 banners, 6')
- Complimentary tote bag insert
- Post-conference mailing list of attendees
- One half-page color ad in the conference program
- One year sponsor attribution on California SBDC website with hyperlink to sponsor's website
- Right of first refusal for Platinum Sponsorship of 2011 event

Gold Sponsor- ~~\$10,000~~ **\$8,000 until 4/19**

Additional information regarding options below available upon request. (Choose one option.)

- Morning & Afternoon Hospitality Breaks (May 5)
- Tote Bags

Benefits:

- Logo placement on all pre, post and at-conference materials
- Up to two (2) exhibit spaces and six (6) conference registrations
- Company listing and description in on-site program
- Banner placement in exhibit hall and ballroom (2 banners, 6')
- Complimentary tote bag insert
- Post-conference mailing list of attendees
- One quarter-page color ad in the conference program
- One year sponsor attribution on California SBDC website with hyperlink to sponsor's website
- Right of refusal for Gold Sponsorship of 2011 event

Silver Sponsor- ~~\$5,000~~ **\$4,000 until 4/19**

Additional information regarding options below available upon request. (Choose one option.)

- Name Badge Lanyards
- Exhibit Hall Cyber Café

Benefits:

- Logo placement on all pre, post and at-conference materials
- Up to two (2) exhibit spaces four (4) conference registrations
- Company listing and description in on-site program
- Banner placement in exhibit hall (1 banners up to 6')
- Complimentary tote bag insert
- Post-conference mailing list of attendees
- One year sponsor attribution on website with hyperlink to sponsor's website
- Right of refusal for Silver Sponsorship of 2011 event

Bronze Sponsor- ~~\$3,000~~ **\$2,400 until 4/19**

Additional information regarding options below available upon request. (Choose one option.)

- On-Site Program (cover letter and full-page ad)
- Closing Session Attendee Gift
- Recycling Bins

Benefits:

- Logo placement on all pre, post and at-conference materials
- One (1) exhibit spaces and two (2) conference registrations
- Company listing and description in on-site program
- Complimentary tote bag insert
- Post-conference mailing list of attendees
- One year sponsor attribution on California SBDC website with hyperlink to sponsor's website
- Right of refusal for Bronze Sponsorship of 2011 event

Break Out Sponsor- ~~\$2,500~~ \$2,000 until 4/19

Additional information regarding options below available upon request. (Choose one option.)

- Helping Clients Win Contracts: State & Federal Procurement
- Helping Clients Win Contracts: Selling to Big Business
- Technology Geared Towards Small Businesses: What's Hot
- Social Media and Marketing: What's Hype, What's Helpful for Small Businesses
- Social Media and Marketing: Ways to Build a Stronger SBDC
- The "Greening" of Small Business: Is there a role for SBDC?
- Taking on International Trade: Why SBDCs Should Think Globally
- Raising Funds for the SBDC: What Cash Match Are You Overlooking?
- Educating Elected Officials: Why It Matters, Where to Start
- TBA (feel free to suggest ideas)
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Benefits:

- Brief comments at beginning of the breakout session and involvement as a panelist or presenter in the session
- Logo placement on all pre, post and at-conference materials
- One (1) exhibit spaces
- Two (2) conference registrations
- Company listing and description in on-site program
- Complimentary tote bag insert
- Post-conference mailing list of attendees
- One year sponsor attribution on website with hyperlink to sponsor's website

Patron Sponsor- ~~\$1,500~~ \$1,200 until 4/19

Benefits:

- One (1) exhibit space
- Two (2) conference registrations
- Company listing and description in on-site program
- Complimentary tote bag insert
- Post-conference mailing list of attendees
- One year sponsor attribution on website with hyperlink to sponsor's website

Custom Sponsorship Packages Available

Please contact Kristin Johnson to discuss your specific needs:
707-826-3919 or johnson@californiasbdc.org

Exhibitor Opportunities

All sponsorship packages listed above include exhibitor space(s). The following opportunities are specifically for non-sponsoring organizations interested in having a table in the Exhibit Hall.

Nonprofit/Government Exhibitor- ~~\$500~~ \$400 until 4/12

Special exhibitor pricing available for chambers of commerce, small business membership organizations, educational institutions, EDCs, community-based organizations, state governmental agencies, federal government affiliates and other not-for-profit entities providing free and low cost services to and advocacy for California's small businesses.

Benefits:

- One (1) exhibit space
- Two (2) conference registrations
- Company listing in on-site program
- On-site signage designating your organization as a "California Small Business Network Partner of the Governor's Office"
- Post-conference mailing list of attendees

Corporate Exhibitor- ~~\$1000~~ \$800 until 4/12

Benefits:

- One (1) exhibit space
- Two (2) conference registrations
- Company listing in on-site program
- Post-conference mailing list of attendees

"A La Carte" Marketing Opportunities

Not able to attend this year's conference? There are several marketing opportunities that will allow you to showcase your organization's support of California small businesses without having representatives at the event.

Post-Conference Registration List- Non-Exhibitors: \$1000 (Free for Sponsors/Exhibitors)

Receive a list of all conference attendees—including late registrants and those who registered on-site. Provided in Microsoft Excel format.

Tote Bag Insert- Non-Exhibitors: \$500 per insert (One Free Insert for Sponsors/Exhibitors)

Put your company's brochure, postcard, coupon or promotional gift in the hands of all attendees! The tote bag holds all conference materials including the on-site program and Exhibit Hall map.

Other Ideas? Let Us Know!

We would love to discuss your unique marketing needs. Give us a call!

On-Site Program Advertisements

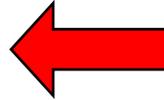
Advertising space in the on-site program is very limited. Only Diamond, Platinum and Gold Sponsors receive complimentary ad placement. Call today if you'd like to reserve one of few open spots.

Location	Cost	# Available
Back Cover	\$1,000	Only 1
Inside Front Cover	\$1,000	Only 1
Inside Back Cover	\$ 800	Only 1
Full Page	\$ 800	Up to 6
1/2 Page	\$ 500	Up to 8
1/4 Page	\$ 300	Up to 12

Take Advantage of Discounts!

Discount 1: Early Bird Commitment

All Sponsorships *committed and paid* by April 12 will be discounted 20%!



Discount 2: Combo-Conference Discount

By staying at the Oakland Marriott just 24 hours more, your organization could sponsor and/or exhibit at a second small business conference! All organizations are encouraged to find out about the Governor's Conference on Small Business and Entrepreneurship, taking place March 6th. The California SBDC State Conference and the Governor's Small Business Conference are scheduled back-to-back in the same venue and are both being produced by the same team. Think of the cost savings: less travel, less shipping, two conferences! **Full details about the 2010 Governor's Conference on Small Business and Entrepreneurship can be found in the complimentary prospectus sent as an accompaniment to this document.**

By Sponsoring Both Events, Take Advantage of the Following Discounts:						
Governor's Conference: Sponsor/Exhibitor Pricing		SBDC State Conference: Sponsor/Exhibitor Pricing		Both Conferences: Sponsor/Exhibitor Pricing		Combo Discount
Diamond Sponsor	\$40,000	Diamond Sponsor	\$20,000	Combo Diamond Sponsor	\$50,000	(\$10,000)
Platinum Sponsor	\$25,000	Platinum Sponsor	\$15,000	Combo Platinum Sponsor	\$32,500	(\$ 7,500)
Gold Sponsor	\$20,000	Gold Sponsor	\$10,000	Combo Gold Sponsor	\$25,000	(\$ 5,000)
Silver Sponsor	\$10,000	Silver Sponsor	\$ 5,000	Combo Silver Sponsor	\$12,500	(\$ 2,500)
Bronze Sponsor	\$ 7,500	Bronze Sponsor	\$ 3,000	Combo Bronze Sponsor	\$ 8,500	(\$ 2,000)
Breakout Session Sponsor -or- Story Telling Sponsor	\$ 5,000	Breakout Session Sponsor	\$ 2,500	Combo Breakout Session Sponsor (1 at each conference)	\$ 6,000	(\$ 1,500)
Patron Sponsor	\$ 2,500	Patron Sponsor	\$ 1,500	Combo Patron Sponsor	\$ 3,000	(\$ 1,000)
Corporate Exhibitor	\$ 2,000	Corporate Exhibitor	\$ 1,000	Combo Corporate Exhibitor	\$ 2,500	(\$ 500)
Small Business Network Exhibitor (nonprofit)	\$ 1,000	Nonprofit Exhibitor	\$ 500	Combo Nonprofit Exhibitor	\$ 1,250	(\$ 250)
Governmental Exhibitor	\$ 1,000	Governmental Exhibitor	\$ 500	Combo Governmental Exhibitor	\$ 1,250	(\$ 250)

Disclosures

- All funds paid for event sponsorship, exhibitor fees and marketing opportunities specifically go toward offsetting conference costs. Any funds remaining after all conference debts are settled will be used for assistance to California small businesses, provided by the nonprofit California Small Business Development Centers.
- All financial management for activities listed above is handled exclusively by the Northern California Small Business Development Center, a nonprofit program acting on behalf of the California SBDC.

For more information, please contact:

Kristin Johnson

State Chair

California SBDC

707-826-3919

johnson@californiasbdc.org