



Professional Development Conference, 2011

May 2 and 3, 2011
Los Angeles, CA

Sponsorship Prospectus



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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 2011, the *California SBDC State Conference* will be attended by approximately 250 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.

The *California SBDC State Conference* will be held at the LAX Marriott in Los Angeles on May 2 and 3. 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.

"In my SBDC Center, we present information to as many as 4,000 people in a year. I need to be up-to-date on what products and services are out there for them." - Lorraine DuVerney

Santa Rosa SBDC



"There is nothing like talking with the exhibitors at the SBDC conference. I get information first hand that can directly impact our clients." -Israel Serna

LA Regional SBDC



Sponsor Opportunities

Diamond Sponsor- ~~\$20,000~~ \$16,000 until 4/18

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

- Luncheon/Plenary Session (May 2)
- Luncheon/Plenary Session (May 3)

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 4/18

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

- Opening Plenary Session (May 2)
- Closing Plenary Session (May 3)

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 4/18

Additional information regarding options below available upon request.

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 2012 event

Silver Sponsor- ~~\$5,000~~ \$4,000 until 4/18

Additional information regarding options below available upon request.

Name Badge Lanyards

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 2012 event

Bronze Sponsor- ~~\$3,000~~ \$2,500 until 4/18

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

On-Site Program (cover letter and full-page ad)

Closing Session Attendee Gift

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 2012 event

Break Out Sponsor- ~~\$2,500~~ \$2,000 until 4/18

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

Helping Clients Win Contracts: Procurement Essentials

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

Equity Capital:

WebCATS: Essentials

WebCATS: Beyond the Basics

Engaging the Audience: Presentation Skills for the Already Skilled

Youth Entrepreneurship

Serving the Restaurant and Hospitality Sector

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 4/18

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



“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.

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.

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.

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

Other Ideas? Let Us Know!

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

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 California Small Business Development Centers.
- All financial management for activities listed above is handled by the Northern California Small Business Development Center, a nonprofit program acting on behalf of the California SBDC.

Sponsorship Registration

Company Name	Contact Name
Company Address	Contact Phone
	Contact Fax
Company Website	Contact Email

Check All That Apply

<input type="checkbox"/> Diamond Sponsor- __ Luncheon/Plenary (May 2) __ Luncheon/Plenary (May 3)	<input type="checkbox"/> Gold Sponsor	<input type="checkbox"/> Break Out Sponsor- __ Procurement Essentials __ Social Media for Small Biz __ Social Media for SBDC __ The “Greening” of Small Business __ International Trade __ Equity Capital __ WebCATS: Essentials __ WebCATS: Beyond Basics __ Engaging the Audience __ Youth Entrepreneurship __ Restaurant and Hospitality	<input type="checkbox"/> Patron Sponsor
	<input type="checkbox"/> Silver Sponsor		<input type="checkbox"/> Registration List Only
<input type="checkbox"/> Platinum Sponsor- __ Opening Plenary (May 2) __ Closing Plenary (May 3)	<input type="checkbox"/> Bronze Sponsor- __ Program (cover letter & ad) __ Closing Session Attendee Gift		<input type="checkbox"/> Tote Insert Only
			<input type="checkbox"/> Program Advertisement Location/format: _____
TOTAL PAYMENT			\$

Payment Information

Form of Payment:	Credit Card Information:	Authorization Signature:
<input type="checkbox"/> Please invoice me	Type of Card:	
<input type="checkbox"/> I am paying by credit card	Name on Card:	
<input type="checkbox"/> I will bring a check to the event	Card #:	
	Exp Date:	Signature Date