



NEW YORK – THURSDAY MAY 10, 2012

Small Business Expo Office:

1515 Broadway, 11th Floor
New York, NY 10036
212.404.2345
212.253.4123 FAX
TheSmallBusinessExpo.com
Info@theshowproducers.com

Expo Location:

Penn Plaza Pavilion
(across from Penn Station)
401 Seventh Avenue (at 33rd Street)
New York, NY 10001

Schedule:

Exhibitor Load-In: Wednesday May 9, 2012 from 1 PM – 5 PM
Thursday May 10, 2012 from 8 AM – 10 AM
Expo Hours: Thursday May 10, 2012 from 10 AM – 5 PM
Exhibitor Load-Out: Thursday May 10, 2012 from 5 PM – 8 PM

Please note that the Freight Entrance/Elevator is only available on Wednesday May 9th from 1-5 PM. No heavy equipment or large exhibitor set-ups are allowed to be set-up on Thursday May 10th. Thank you for your cooperation.

Important Deadlines:

ShowGuide Advertisement Artwork Deadline – April 6, 2012
Discounted Hotel Reservation through Small Business Expo Room Block – April 9, 2012
Lead Retrieval Barcode Scanner Requests** - May 4, 2012
Electrical/Internet Access Requests* - May 4, 2012
Table/Chair Orders* - May 4, 2012
Register booth staff – May 8, 2012
Gift Bag Inserts* – Delivered directly to the Penn Plaza Pavilion on May 8th between 9 AM – 2 PM.

*Requests after this date may incur a late fee.

**Scanners will be available for rent the day-of for an additional fee.

Online Banner/Small Business Expo Logo Advertisements:

If you would like to promote Small Business Expo to your clients via email blasts or on your website, you can download pre-approved banners and email content to use here:

<http://www.thsmallbusinessexpo.com/banners.html>

Electrical Drops:

If you purchased Electrical Power Drops with your Exhibitor Package, your electric will be dropped at your booth prior to your arrival. If you did not purchase an electrical drop and wish to purchase this service, please contact us at 212.404.2345 or you may fill out the order form at the end of this manual.

Internet Connectivity:

If you purchased Wireless Internet Access with your Exhibitor Package, you will be provided with a wireless internet network access code upon arrival. If you did not purchase internet access and wish to purchase this service, please contact us at 212.404.2345. Please note that if you require additional telecommunication needs (i.e., T1, analog phone lines, etc), please call us at 212.404.2345 or you may fill out the order form at the end of this manual.

VERY IMPORTANT!

Wireless Internet Access is not meant for streaming video. If you need to stream video, we highly recommend purchasing a T1 line for internet. Please contact us at 212.404.2345 if you would like to inquire about a hard line.

Wireless Handheld Lead Retrieval Barcode Scanners:

If you purchased a Wireless Handheld Lead Retrieval Barcode Scanner for use during the Expo, you may pick it up when you check-in at Exhibitor Check-in. You are responsible for the barcode scanner until the end of the Expo when you safely return the scanner back to us at Exhibitor Check-Out. When you check-out and return the scanner back to us, you will be emailed your digital file of all leads you scanned during the Expo. If you would like to rent a lead retrieval scanner, you may call us at 212.404.2345 or you may fill out the order form at the end of this manual.. Please note that **you will be required to provide a credit card with a \$250 security deposit (authorization only)** to pick up your scanner. Please note that if you use a Debit Card, your bank will hold these funds for approximately 5-7 business days.

Advanced Shipments:

You may ship your materials to us in advance at no additional charge.

FedEx is the suggested shipping courier for all of your shipping needs. For questions regarding shipping rates or to set up your own FedEx account, please visit FedEx.com or contact 1-800-GO-FEDEX.

FedEx Express:

Fast, reliable delivery of your time-sensitive documents, packages and palletized freight in the U.S. and around the world, supported by a money-back guarantee. Specify 1-, 2- or 3-business-day delivery by a certain time for documents and packages weighing up to 150 lbs., and palletized freight of 151 lbs. or more.

FedEx Ground:

Reliable, cost-effective, day-definite delivery to every business address in the U.S. and Canada with service supported by a money-back guarantee. Get delivery in 1 to 5 business days to every business address in the contiguous U.S. (3 to 7 business days to Alaska and Hawaii)

*Address to ship your materials to in advance (must arrive at this address **BY MAY 6TH**):*

If you are shipping in advance, please contact one of the below contacts to give our warehouse advanced notice of these shipments. Thank you!

Small Business Expo
Attn: Salvador Collado
[Insert your Company/Booth #]
550 Meadowlands Parkway
Secaucus, NJ 07094

Advanced Shipping Contacts:

Cyndi Pronevich 201-809-4884 cpronevich@classicpartyrentals.com
Salvador Collado 201-809-4852 scollado@classicpartyrentals.com
Ed Cordero 201-809-4855 ecordero@Classicpartyrentals.com

IMPORTANT!

**DO NOT SHIP YOUR MATERIALS TO
PENN PLAZA PAVILION OR HOTEL PENNSYLVANIA!**

If you do, we cannot guarantee that your materials will arrive at your booth space.

ShowGuide Advertising:

If you purchased a ShowGuide Advertisement with your package, please see the Ad Specifications and submission guidelines on the following page. ShowGuides are glossy magazines provided to each attendee upon entering the Expo. If you did not purchase an Ad and would still like to purchase one, please call us at 212.404.2345.

Late submissions will NOT be accepted.

Gift Bag Inserts:

If you purchased a gift bag insert with your package please have all of your inserts delivered to directly to the Penn Plaza Pavilion (address listed below) on May 8th between 9 AM -12 PM. If inserts are delivered after this time, we cannot guarantee that your inserts will be stuffed into the gift bags. You may provide as many inserts as you'd like (500, 1,000, or all 3,000, etc.). We provide gift bags to the first 3,000 attendees. Gift Bag Inserts can be postcards, fliers, pens with company logo, key chains, or any similar type of give-away that can be pre-stuffed into our bags. One insert per company (unless additional ones are purchased).

IMPORTANT! Do not ship your Gift Bag Inserts to the Penn Plaza Pavilion before May 8th. If you need to ship in advance, please refer to **ADVANCED SHIPMENTS** above.

LABEL EACH BOX WITH YOUR COMPANY NAME & "GIFT BAG INSERTS"
PLEASE do not deliver these inserts to Hotel Pennsylvania (Penn Pavilion is directly next door to the hotel)!

GIFT BAG INSERT DROP OFF (MAY 8th from 9 AM – 12 PM):

Attn: Small Business Expo
[Your Company Name]
GIFT BAG INSERTS
Penn Plaza Pavilion (Ground Floor)
401 Seventh Avenue
New York, NY 10001

If your company would like to provide the Gift Bags, please call us at 212.404.2345.

Exhibitor Booth Staff Registration:

Each person working at your exhibitor booth is required to wear an exhibitor solicitation badge. These badges are a different color than the other attendees so that our security knows you are an exhibitor at the show and are allowed to solicit attendees. This badge also gives you access to the show as well as other areas in the show such as workshops & seminars. Depending on the size of your booth determines how many complimentary exhibitor badges you receive:

8x10 = 4 Complimentary Exhibitor Badges
8x20 = 8 Complimentary Exhibitor Badges
16x20 & More = 16 Complimentary Exhibitor Badges

Additional badges may be purchased for \$20 each online when you register your staff.

TO REGISTER YOUR BOOTH STAFF:

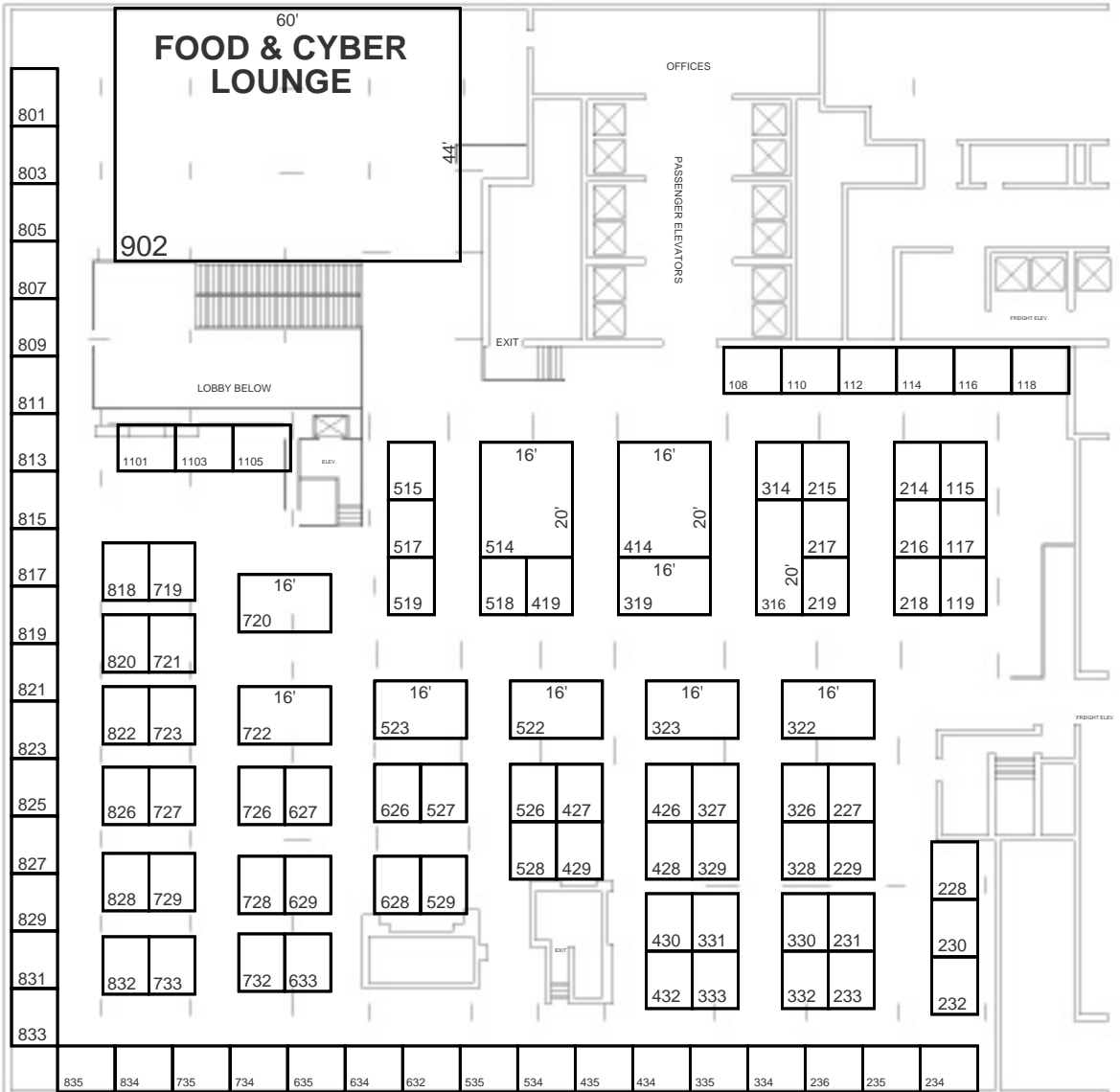
By now you should have received an email with your log in details to register your booth staff. If you haven't, please visit <http://www.RegisterBoothStaff.com> and fill out the "forgotten password" form and your user information will be emailed to you. If this doesn't work, you can also call us at 212.404.2345.

Once you register your booth staff, exhibitor badges will be emailed to you. Please print these badges and bring them with you to the show. We will provide you with lanyards and badge holders on site when you arrive.

Small Business Expo NYC

May 10, 2012

Penn Plaza Pavilion, New York City, NY



SHOWGUIDE ART SPECS

DEADLINE: APRIL 6, 2012

HALF PAGE

\$399 for Exhibitors
\$599 for Non-Exhibitors

FULL PAGE

\$699 for Exhibitors
\$899 for Non-Exhibitors

TO ADVERTISE IN THE SHOWGUIDE,
PLEASE CALL US AT 212.404.2345



FULL PAGE

- Trim Size (8.5" x 11")
- Bleed Area (0.125" all around)
- Live Area (10" x 7.5")



HALF PAGE

- Live Area (7.5" x 4.75")

Note: Half Page Ads DO NOT bleed.



QUARTER PAGE

- Live Area (3.6" x 4.75")

SENDING YOUR ARTWORK TO US

Email: info@theshowproducers.com; Subject: Small Business Expo ShowGuide Artwork
Large Files can be sent via mailbigfile.com

We only accept TIFF, PDF or high resolution JPG (300 dpi, CMYK) **We cannot accept** EPS, GIF, QuarkXpress, inDesign, CorelDraw, FrontPage, Office, Word or PowerPoint files. Small Business Expo accepts no liability for poor reproduction quality if materials are not supplied to our recommended specifications. Note: Small Business Expo reserves the right to not publish an ad in the ShowGuide if they do not meet the quality & specifications required to be published.

GRAPHIC DESIGN SERVICES: Small Business Expo offers graphic design services from \$75/hour. Ads typically take about 2-3 hours (depending on revisions).

SPONSORSHIP OPPORTUNITIES

TO TAKE ADVANTAGE OF ANY OF THESE OPPORTUNITIES, CALL US AT (212) 404-2345



May 10, 2012 10-5PM

**PENN PLAZA PAVILION,
NEW YORK CITY**

November 8, 2012 10-5PM

**CALIFORNIA MARKET CENTER,
DOWNTOWN LOS ANGELES**

PRESENTING SPONSOR

1 available in each market

(Small Business Expo presented by YOUR COMPANY)

1 Market for **\$25,000** / NYC & LA **\$40,000**

- Top Billing next to Small Business Expo logo wherever our logo is displayed (print ads, email blasts, press releases)
- Premium Booth Placement (320 sq feet)
- 1 Lead Retrieval Barcode Scanner
- Inside Front Cover of attendee ShowGuide
- Checkbox Option on Registration (attendees can check off a box requesting for more info about your company - we then provide you the list)
- Complete Registrant List via Excel Spreadsheet of everyone who registered
- Exhibitor Hall Naming Rights

PLATINUM SPONSOR

5 available in each market

1 Market for **\$15,000** / NYC & LA **\$25,000**

- 50% larger than Gold Sponsor logo placement (where-ever possible: print ads, email blasts, press releases),
- Premium Booth Placement (160 sq feet)
- 1 Lead Retrieval Barcode Scanner
- Full Page ad in attendee ShowGuide
- Checkbox Option on Registration (attendees can check off a box requesting for more info about your company - we then provide you the list)
- Complete Registrant List via Excel Spreadsheet of everyone who registered

GOLD SPONSOR

10 available in each market

1 Market for **\$10,000** / NYC & LA **\$18,000**

- Logo Placement as Gold Sponsor (where-ever possible: print ads, email blasts, press releases)
- Premium Booth Placement (160 sq feet)
- 1 Lead Retrieval Barcode Scanner
- Full Page ad in attendee ShowGuide
- Complete Registrant List via Excel Spreadsheet of everyone who registered

MARKETING OPPORTUNITIES

TO TAKE ADVANTAGE OF ANY OF THESE OPPORTUNITIES, CALL US AT (212) 404-2345



HOST THE NETWORKING AFTER PARTY (1 Available) - **\$9,999**

Be the official host of the networking after party directly after the Expo. Held at a local nightclub/restaurant/bar, this is the perfect place to brand your company in front of business professionals.

BADGE LANYARDS - **\$3,499** (1 Available) Must commit by March 1, 2012

Every attendee gets a badge, which means every attendee will be looking at these lanyards! This fee includes the cost of a one color, one logo imprint on our lanyards.

CYBER LOUNGE **\$4,999 and up** (1 Available)

Be the official host of the Cyber Lounge where attendees can check email and relax. Your company Pamphlets and information may be left for attendees to take.

45-MINUTE WORKSHOP (Limited Availability) - **\$2,999**

This package guarantees your company a 45-minute workshop as part of the Workshop Series. This package includes 8x10 Exhibitor Package in the Exhibitor Hall.

PENS - **\$2,999** (1 Available) Must commit by March 1, 2012

Everyone needs a pen. Whether to take notes in the workshops or write contact info when they meet an important contact! These pens are distributed at the entrance to the show! Fee includes One color logo imprint on pens.

LOGO IMPRINT ON BADGES **\$3,499** (1 Available) Must commit by March 1, 2012

Every attendee gets a badge, which means every attendee will be looking at their badge! This fee includes the cost of a black & white, one logo imprint on our paper badges.

REGISTRATION AREA - **\$2,999** (1 Available)

Be the first thing everyone sees when attendees arrive! Your company banners will be hung in the Registration area. Company pamphlets and information may also be left for attendees to take.

DEMONSTRATION STAGE NAMING RIGHTS (1 Available) **\$2,499**

Be at the center of the Expo! This demonstration stage is the home where awesome new products are showcased for the industry.

EXHIBITOR HALL NAMING RIGHTS (1 Available) **\$2,999**

Your company's logo, tagline & booth # will be highlighted on the entrance to the Exhibitor Hall.

FREE-STANDING PLASMA SCREEN W/ COMPANY COMMERCIAL & LOGO AT ENTRANCE/EXIT (2 Available) - **\$1,999 each**

ATTENDEE CONFIRMATION EMAIL **\$1,499** (1 Available)

90% of our attendees pre-register to attend. Your company logo, 50-word blurb and direct link to your website will appear at the bottom of each confirmation email once someone registers to attend.

GIFT BAGS - **\$2,999** (we provide printing) **\$2,499** (bags provided by you) 1 Available Must commit by March 1, 2012

Every attendee gets a bag when he/she arrives at the show. Your logo (and only your logo!) and tag line will be prominently displayed on the center of the bag. This fee includes a one color imprint.

LOGO ON EXHIBITOR MAP

\$999 (5 Available)

Every attendee gets a map when they enter the show. Your company logo and booth # will be listed on this map.

REGISTRANT LIST

\$999 for Exhibitors, **\$1,399** for Non-Exhibitors

This list contains every person who registered to attend the Expo along with their contact information.

WORKSHOP ROOM(S)

\$999 Each or **\$2,499** FOR ALL 3 ROOMS

Target the attendees who are attending workshops throughout the Expo. Your company banner may be hung inside each room as well as your company fliers on each chair before each workshop starts.

BANNERS (Full Color - includes printing)

Strategically placed throughout Expo.
Limit 3 per sponsor.

3 x 4 - \$799

4 x 6 - \$899

4 x 8 - \$999

SHOW GUIDE ADVERTISING

PREMIUM ADVERTISING:

BACK COVER **\$3,999**

INSIDE FRONT COVER **\$2,999**

INSIDE BACK COVER **\$2,999**

2 PAGE CENTER SPREAD **\$2,499**

STANDARD ADS:

FULL PAGE

\$699 for Exhibitors; **\$899** for Non-Exhibitors

HALF PAGE

\$399 for Exhibitors; **\$599** for Non-Exhibitors

QUARTER PAGE

\$299 for Exhibitors; **\$499** for Non-Exhibitors

BOOTH EQUIPMENT ORDER FORM

If you need to rent additional equipment for your booth,
please fill out the below form and fax/email it back to us.

COMPANY NAME: _____ BOOTH #: _____

CONTACT NAME: _____ PHONE #: _____

SHOW NAME & DATE: _____

POWER DROP(S)	PRICE	QUANTITY	TOTAL
500 Watts (Standard)	\$199		
1,000 Watts	\$399		
20 Amps	\$699		
30 Amps	\$799		
40 Amps	\$899		
	TOTALS:		

INTERNET	PRICE	QUANTITY	TOTAL
Wireless Internet	\$99		
Shared/Fractional T1 Hard Line	\$699		
Dedicated T1 Hard Line	\$999		
Analog Telephone Line	\$499		
	TOTALS:		

BOOTH ADD-ONS	PRICE	QUANTITY	TOTAL
Lead Retrieval Barcode Scanner	\$199		
Gift Bag Insert	\$299		
½ Page Color Ad in ShowGuide	\$399		
Full Page Color Ad in ShowGuide	\$699		
Registrant List (Excel Format)	\$899 before show / \$999 after show		
Online Banner Ads on Website	\$249/quarter		
Dedicated Email Blast	\$999		
	TOTALS:		

ORDER FORM CONTINUED ON FOLLOWING PAGE....

FURNITURE	PRICE	QUANTITY	TOTAL
Skirted 6' Rectangular Table w/ 2 Chairs	\$129		
Chair	\$19		
Skirted 6' Rectangular Table	\$99		
30" Round Hightop (42" high)	\$149		
30" Round Sit-Down	\$149		
Barstool	\$79		
Easel	\$49		
Couch	\$599		
Coffee Table	\$299		
Booth Carpeting (Specify Color)			
<i>Black, White, Tan, Red, Blue (other colors available – please call us)</i>			
8x10	\$249		
8x20	\$449		
16x20	\$849		
	TOTALS:		

A/V EQUIPMENT	PRICE	QUANTITY	TOTAL
Dell Laptop	\$195		
DVD Player	\$85		
4500 Lumens Projector	\$500		
Projection Screen w/ Dress Kit	\$350		
HD Plasma			
42" HD Plasma	\$450		
52" HD Plasma	\$600		
61" HD Plasma	\$850		
71" HD Plasma	\$1350		
Plasma Floorstand	\$175		
TOTALS (add \$75 pick-up/delivery fee):			

TOTAL POWER:	\$
TOTAL INTERNET:	\$
TOTAL BOOTH ADD-ONS:	\$
TOTAL FURNITURE:	\$
TOTAL A/V EQUIPMENT:	\$
TOTAL DUE:	\$

BOOTH EQUIPMENT

CREDIT CARD CHARGE AMOUNT (FROM TOTAL DUE): _____

COMPANY: _____

BOOTH #: _____

CREDIT CARD AUTHORIZATION:

CREDIT CARD #	EXP DATE	SEC CODE	ZIPCODE

I authorize Small Business Expo to charge the card listed above for the full amount listed in the TOTAL DUE section above. I understand there are no refunds.

Cardholder Signature

Print Name

**Please fax this entire 3 page order form to (212)253.4123.
Questions? Please call (212)253-4123**