SPONSORSHIP

ENGAGE WITH OVER 1.2 MILLION ENTREPRENEUR & SMALL BUSINESS SUBSCRIBERS WITH HUGE PURCHASING POWER!

Atlanta
Austin
Boston
Brooklyn
Chicago
Dallas
Houston
Los Angeles
Miami
New York City
Orlando
Philadelphia
Phoenix
San Diego
San Francisco

SOME RECENT SPONSORS

State Farm
AT&T Business
yelp
Google
verizon
GEICO
Wells Fargo
ADT
dun & bradstreet
Xero
STAPLES
SHARK TANK

TheSmallBusinessExpo.com
212.651.0706
Why Sponsor Small Business Expo?

**America’s BIGGEST Business Networking Event for Business Owners & Entrepreneurs.**

- Hosted in the Largest Business Hubs across the Country.
- Connect your brand with over 1.2 Million Small Business & Entrepreneur Subscribers
- Reach buyers with Purchasing Power
- Year-round Branding Opportunities
- Generate Sales Leads

**WHY DO BUSINESS OWNERS & TOP MANAGERS ATTEND?**

**FIND NEW VENDORS/SUPPLIERS - SHOP & DISCOVER**

Discover hundreds of Business Products & Services
Fortune 1,000 and local Business Demos

**EDUCATION**

Main Stage Speaking opportunities
25+ Business Critical Workshops on the most timely and useful topics
Leading Speakers & Powerful Main Stage Presentations
Participate in Meet-Ups & Group Discussions

**NETWORKING OPPORTUNITIES**

Multiple Speed Networking Sessions
Meet & Greet Attendee Lounge
Business Card Exchange
Audition for ABC’s Shark Tank (select markets)
Vendor / Supplier Booths - Meetings
Late Afternoon “Happy Hour” Cocktail Reception
The Small Business Expo Story  
by Zach Lezberg, CEO

A tribute to my Mom 🔸

This Show is a Tribute to my Mom, who saw just the first few of our shows... I think she would be unbelievably happy and proud.

I've always wanted to Produce a Great Show!

As a kid, I watched my mom produce Great Events. That was my start! Years later, as an employee of one the Producers for the Blockbuster Broadway Musical, ‘Wicked’, I realized early on, that, to fulfill my dream of Producing my own great Show, I’d have to set off on my own. And that’s exactly what I did in 2008.

My Aha moment...

I Produced a Show for the Film, Theatre, and TV Industry, then quickly realized, that the Universe of Film & Theatre companies wasn’t big enough. So, in 2008, the Show morphed into what has now become the Small Business Expo. This was my ‘Aha!’ moment! I saw the opening and I took my shot. I wanted to reach and impact more passionate Small Business Owners. The Small Business Expo grew very quickly from 1 city in 2009, to today in 17 cities throughout the U.S.A.

No easy way for a small business owner to shop for resources and vendors all in one day.

In 2008, it was clear to me that there was no easy opportunity for a small business to shop, in just one location, in just one day, for all of the different types of products and services that a business start-up or on-going experienced businesses needed. There was no easy way to find new suppliers or to power network, all in one day in interesting, innovative ways.

Therein lies the POWER of Small Business Expo

I quickly discovered that by having a major Show Presence, in a large number of the Top Cities in the U.S., we were also Creating and would be able to Provide a National Expo Network that could evolve and become a Nationwide, Advertising and Marketing Medium.

This National Small Business Expo Network provides Sponsors and Marketers, the fabulous opportunity to use the Small Business Expo as a Professional Advertising Platform, on the scale of National TV or Social Media.

This is Your opportunity to grow your company and enhance your Brand using the Powerful Medium of The National Small Business Expo Network!

Our Commitment to You is that your company will be represented around the U.S., in the Top Business Markets that represent over 25% of the over 29 million Small Businesses in the U.S.! Branding and Advertising Calls to Action are the lifeblood of The Small Business Expo.

I welcome you, and want to personally Invite your company to Partner with us in our effort to become one of the most Vital Branding Media opportunities in the Country!

Thank you, and I sincerely look forward to partnering with you to help you with achieving your Company’s goals.

Best regards,

Zachary Lezberg, Producer & CEO
Connect Your Brand

Trade Shows are a Multi Billion $ Market
Reach Qualified Buyers with Huge Purchasing Power!

In 2018, trade shows were ranked as effective for marketing as TV and radio combined.

- 44.9% of marketing budgets are allotted to trade shows (2016 data)
- 30% planned to increase spending on trade shows
- 47% planned to spend at least as much as last year on trade shows

Approximately $12.7 billion in revenue spent on trade shows annually.

Approximately $12.7 billion in revenue spent on trade shows annually.

On average, U.S. business owners attend 5.9 trade shows every year.

More than half of attendees said that they planned to purchase within 1 year.
Reach Your Buyers

Who’s Attending Small Business Expo?

**ANNUAL REVENUE**

- 62% under $2.5 Million
- 12% over $10 Million
- 26% 2.5 Million - $10 Million

**JOB TITLE**

- 14% Miscellaneous
- 81% Owners & C-Level Executives

**COMPANY SIZE**

- 6% 50+ Employees
- 62% 10 - 49 Employees
- 34% 1 - 9 Employees

**4,000+**

AVERAGE REGISTERED ATTENDEES PER MARKET

**54/46**

GENDER SPLIT

**RATED ONE OF AMERICA’S FASTEST-GROWING COMPANIES**

- 32% $100,000 - $150,000
- 25% $150,000+
- 16% $75,000 - $100,000

**4 YEARS IN A ROW**

73% OF ATTENDEES MAKE OVER $75,000 ANNUALLY

Dana@TheShowProducers.com

212.651.0706
HOW DO WE ATTRACT MORE ATTENDEES?

- Social Media: Over 200 Million Impressions
- Email Blasts/Newsletter: Over 1.2 Million Subscribers
- Telemarketing Campaigns
- Text Blasts
- Major Partnerships: SBA, SCORE, Chambers, NAWBO, Media
- Top Trade Publications
- Government Agencies
- Professional Associations
- Print, TV & Radio: CNN, FOX, CNBC, ESPN, CBS
- Popular Event Calendars: Local & National
- Public Relations
- Webinars

DEMOGRAPHICS

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Reach</th>
<th># of Impressions</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 - 34 (Millennials*)</td>
<td>16 Million</td>
<td>99.4 Million</td>
<td>6.2x</td>
</tr>
<tr>
<td>35 - 44</td>
<td>8.1 Million</td>
<td>47.2 Million</td>
<td>5.8x</td>
</tr>
<tr>
<td>45 - 65</td>
<td>9.5 Million</td>
<td>49.6 Million</td>
<td>5.2x</td>
</tr>
<tr>
<td>Totals:</td>
<td>33.6 Million</td>
<td>196.2 Million</td>
<td>5.7x</td>
</tr>
</tbody>
</table>

*over 50% of Millennials classify themselves as entrepreneurs.

Attendee & Exhibitor feedback is very important to Small Business Expo. Here's what our clients are saying:

- 81% say trade shows help them become aware of new products & services.
- 90% say they will recommend Small Business Expo and return next year.
- 91% say they get their most useful buying info from trade shows.
# National Sponsorships

## Logo Placement

<table>
<thead>
<tr>
<th>Sponsor Block for Print &amp; Digital</th>
<th>1st Position</th>
<th>2nd Position</th>
<th>3rd Position</th>
<th>4th Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Show Email Blasts</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
<td></td>
</tr>
<tr>
<td>TV, Print &amp; Digital Ads</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
</tr>
<tr>
<td>Attendee Badges</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
<td></td>
</tr>
<tr>
<td>Registration Landing Page Banner</td>
<td>☑️</td>
<td></td>
<td>☑️</td>
<td></td>
</tr>
<tr>
<td>Registration Confirmation Email Ad</td>
<td></td>
<td>☑️</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Top of Registration</td>
<td></td>
<td>☑️</td>
<td>☑️</td>
<td></td>
</tr>
<tr>
<td>Logo Attached to SBE Logo as Presenting Sponsor</td>
<td>☑️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Step &amp; Repeat</td>
<td></td>
<td>☑️</td>
<td>☑️</td>
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</tbody>
</table>

## Premium Booth & Workshop Placement

<table>
<thead>
<tr>
<th>Prime Show Floor Placement</th>
<th>20x20</th>
<th>20x20</th>
<th>10x20</th>
<th>10x10</th>
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</thead>
<tbody>
<tr>
<td>Workshop Presentation During Prime Time</td>
<td>☑️</td>
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<td></td>
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</tbody>
</table>

## Registration

<table>
<thead>
<tr>
<th>Feature</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration List with Complete Contact Info</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
</tr>
<tr>
<td>Your Company’s Materials at Front of Show</td>
<td>☑️</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes/No Mandatory Lead Question on Registration</td>
<td>☑️</td>
<td>☑️</td>
<td></td>
</tr>
<tr>
<td>Registration Area Sponsor (If Available)</td>
<td>☑️</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postcards Distributed at Registration Desks</td>
<td>☑️</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dedicated Branded Table with Materials in Registration</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Digital

<table>
<thead>
<tr>
<th>Feature</th>
<th>Platinum</th>
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<th>Silver</th>
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</thead>
<tbody>
<tr>
<td>Webinar</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
</tr>
<tr>
<td>Social Media Posts &amp; Announcements</td>
<td>☑️</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lead Scanner App</td>
<td>☑️</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rotating Banner Ads on SBE Website</td>
<td>☑️</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preferred Partner Listing on SBE Website</td>
<td>☑️</td>
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<td></td>
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</tbody>
</table>

## Email & SMS Text Blasts

<table>
<thead>
<tr>
<th>Feature</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMS Enhanced Text Blast to City List</td>
<td>☑️</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dedicated Email Blast to Full City List (1 Per Market)</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

## Advertising

<table>
<thead>
<tr>
<th>Feature</th>
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<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>Press Release Announcement</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
</tr>
<tr>
<td>2-Page Full Color Spread in Digital Showguide</td>
<td>☑️</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page Full Color Ad in Printed Program</td>
<td>☑️</td>
<td>☑️</td>
<td></td>
</tr>
</tbody>
</table>

## Main Stage Exposure

<table>
<thead>
<tr>
<th>Feature</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>MC Announcements</td>
<td>☑️</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Branding Around Main Stage Seating Area</td>
<td>☑️</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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Dana@TheShowProducers.com

CALL US FOR PRICING: (212)651-0706

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212.651.0706
Sponsored Show Destinations

Registration Area

First Impressions Are Everything

In-Pavilion Workshops

Conduct Expert Demos & Workshops All Day Long

Coffee Break

Be a Popular Destination & Refuel the Show Floor

Drawings not to scale. Furniture, configuration & signage vary by city.

Dana@TheShowProducers.com

CALL US FOR PRICING: (212)651-0706
Sponsored Show Destinations

Meet & Greet Lounge

Conduct Important Meetings & Drive Engagement

Speed Networking

Reach Business Owners with Purchasing Power

Business Card Exchange

The Central Business Hub of Small Business Expo

Drawings not to scale. Furniture, configuration & signage vary by city.
CALL US FOR PRICING: (212)651-0706

Speaking Opportunities

The Main Stage

VIP PANEL: TOP BUSINESS & PHILANTHROPIC GLOBAL LEADERS
- Darrisaw Cheeks: Reach Customers Online with Google
- Walsh: Internet Marketing Master Class
- John Formica: Business to Earn Customers Through Links
- Brien: Book Writing Master Class
- Brandon: Get Your Own American Idol
- Bill Walsh: Create Your Own American Idol

11:30 AM
- VIP Expert Panel
- 12:30 PM

The Main Stage

Workshops

Business Visionaries Welcome Breakfast

In-Booth Pavilion Workshops
Sponsorship Opportunities

Aisle Logo Decals

Networking Mixer

Speed Networking

Gift Bags

Step & Repeat

OTHER GREAT OPPORTUNITIES

- Exhibitor Space
- Email Blasts
- SMS Text Alerts
- Registration List
- Yes/No Mandatory Question on Registration
- Website Banners
- Email Newsletter
- Webinars
- The Best of Small Business Awards™
- ShowGuide Advertising

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Thank you for your interest in Sponsoring Small Business Expo. If you’d like to talk more about connecting your Brand with over 1.2 Million Small Business & Entrepreneurial Subscribers, please contact me.

Regards,

Dana Carey
Director of Sponsorship
212.651.0706
Dana@TheShowProducers.com