



YOU ARE INVITED TO EXHIBIT!

Gain exposure to a prized audience of over a thousand influential professionals in the small business development arena. These individuals are responsible for training and consulting with nearly 600,000 small business owners nationwide each year. Approximately 55% of the consulting clients are existing business owners with about 45% start-up business owners. A larger, more targeted audience of small business professionals cannot be found!

SHOWCASE YOUR PRODUCTS & SERVICES

Increase your marketing opportunities. Exhibitors make valuable contacts with key decision makers in the small business community. With over 1,000 attendees, the ASBDC Annual Conference is the perfect venue to showcase your products and services and develop new business opportunities.

Meet the nation's small business professionals who use your services, products and equipment, and influence the purchasing decisions of small business entrepreneurs across our country. Attendees include:

- SBDC State and Regional Directors
- SBDC Associate State and Regional Directors
- SBDC Center Directors
- Professional Trainers and Small Business Counselors
- Procurement Specialists
- Manufacturing Experts
- SBDC Resource Partners

Conference attendees seek knowledge and innovation. They look for better, more efficient ways to

accomplish their clients' business objectives. This is your opportunity to show them how your products and services can help!

EXHIBIT/SPONSORSHIP OPPORTUNITIES

Reap the benefits of our exhibit and sponsorship opportunities at ASBDC's 30th Annual Conference. It is a unique opportunity to interface with Small Business Development Center professionals from across the country. Take advantage of this one-of-a kind opportunity by completing and returning the appropriate **Application & Contract for Sponsor or Exhibitor** to ASBDC. Call us at (703) 764-9850 if you have any questions. Once we receive your completed Application & Contract, we will contact you to finalize any details. We look forward to working with you!



EXHIBITOR PROSPECTUS

ASBDC 30th Annual Conference
San Antonio, Texas

EXHIBITOR BENEFITS

When you purchase an Exhibit booth at the ASBDC Conference, you receive:

- 10' x 10' booth in the Exhibit Hall – includes: 8' high background pipe and drape, 36" high side rail pipe and drape divider(s), standard 7" x 14" identification sign, two chairs, a 6' draped table and a wastebasket.
- Exhibit Hall is carpeted; additional carpeting optional.
- Two (2) full conference registrations, which include admission to all meals served at the conference as well as admission to conference sessions. Additional booth staff may attend for an additional fee.
- Your company description in the Conference Program* and on the ASBDC website.
- Pre-and post-conference mailing lists of all conference attendees e-mailed to you in MS Excel format sent approximately four (4) weeks prior to the show and two (2) weeks following the conference.
- Appropriate signage at the conference.
- Complimentary wireless internet connection in the Exhibit Hall.
- Discounted fee for attendee tote bag inserts.
- Daily aisle cleaning.
- And, last, but not least, TRAFFIC ... with conference attendees plus 6 hours when the show will be open to the local small business community.

Additional carpeting (optional), booth items, labor and shipping are extra. Special features or fixtures, audio-visual equipment, telephone lines, flowers, and plants may be rented from the official service contractors designated for the conference. A complete **Exhibitor Service Kit** will be provided to all exhibitors. Orders for furnishings, services, utilities, etc. must be placed by the stated deadline dates on the order forms. **One complimentary wireless internet connection provided for each Exhibitor/Sponsor upon request.**

BOOTH FEES

The fee for your 10' x 10' booth is \$3,500. Selection of space is on a first-come, first-serve basis. Simply complete the appropriate Application & Contract and return to ASBDC with full payment **no later than July 16, 2010.*** After that date, ASBDC cannot guarantee inclusion of company information in the on-site program or on conference signage. **Payment in full must accompany your application.**

EXHIBITOR REGISTRATION DETAILS

Exhibitors are provided two (2) full conference registrations and are permitted up to two (2) additional EXHIBIT ONLY credentials at a discount rate of \$250 each. The EXHIBIT ONLY credential does not include workshops or general session meal functions. If an individual wants to attend all conference functions, they should register at the appropriate full conference registration fee of \$595. **Shared or exchanged badges are not permitted.**

Names of all company representatives attending the conference **MUST** be received at ASBDC no later than **August 19, 2010.**

** Late sign-ups (after July 16) are not guaranteed benefit items that are time sensitive to production schedules, i.e., banners, signage, on-site program, etc.*