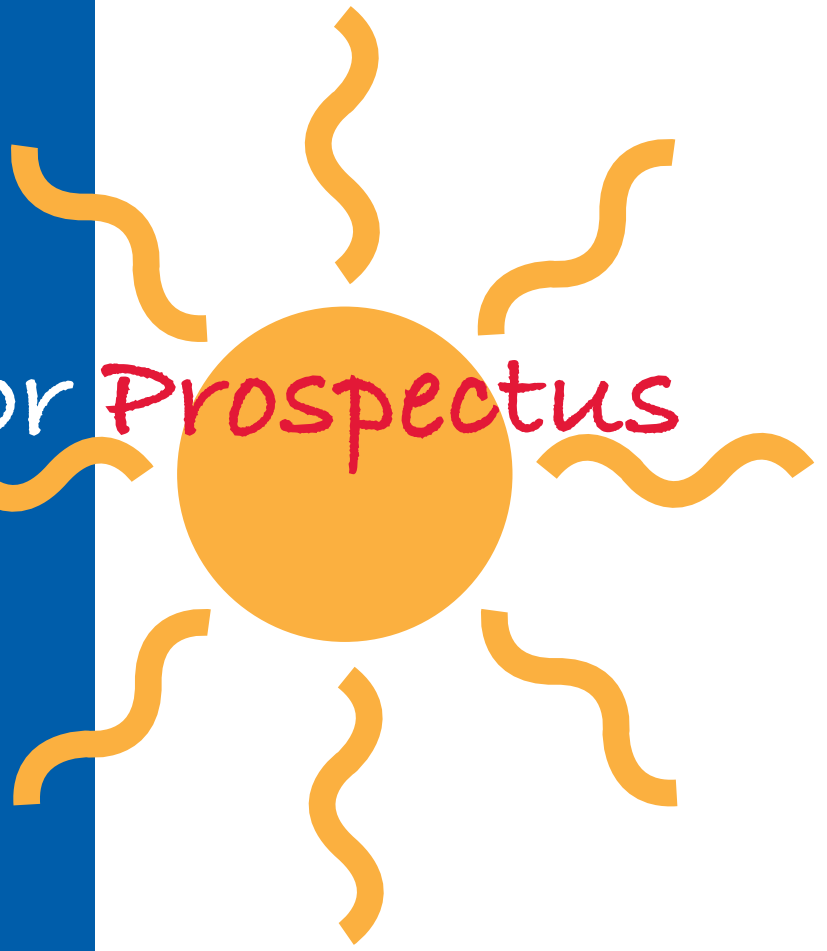


Exhibitor Prospectus



San Diego



2011



ASBDC 31st ANNUAL CONFERENCE

September 6-9, 2011

MANCHESTER GRAND HYATT
San Diego, California

About



American Small Business Your Success is Our Business

Small business is the engine of economic growth. There are more than 27 million small businesses in America. Small business accounts for 99% of all U.S. businesses. Small businesses employ 50% of the private sector workforce and contribute over half of the nation's private gross domestic product.

Did you know



55% of the SBDC consulting clients are existing business owners



45% of the SBDC clients are start up businesses

ASBDC is the national association recognized by the federal government, by statute, as the representative of America's Small Business Development Center (ASBDC) Network. Established as a public/private partnership by Congress in 1980, the Small Business Development Center program is the most comprehensive, efficient, and effective small business assistance network in the nation. Our mission is to help new entrepreneurs realize their dream of business ownership and existing small businesses remain competitive and profitable in the complex marketplace of an ever-changing global economy.

ASBDC

FACTS

- Nearly 1,000 centers nationwide
- SBDC centers reach more than 1.1 million Small Businesses Nationwide
- In 2008 generated nearly \$5.6 billion in new sales
- In 2008 saved an additional \$6.4 billion in sales
- Created 12,124 new businesses between 2007-2008
- Created 58,501 new fulltime jobs
- Saved an additional 88,889 jobs

*Sources of statistics: SBA; and Economic Impact of Small Business Development Center Counseling Activities in the United States: 2007-2008 by James J. Chrisman.

What the SBDC's Offer

- ✓ FREE face-to-face business consulting
- ✓ At-cost training
- ✓ Help with writing business plans
- ✓ Assistance accessing capital
- ✓ Marketing
- ✓ Regulatory compliance
- ✓ Technology development
- ✓ International trade
- ✓ And MORE!

Small Business Development Centers (SBDC's)

are hosted by colleges, universities, state governments, chambers of commerce and economic development agencies. The centers are funded by state and local partnerships to match U.S. Small Business Administration support. America's SBDC network delivers nationwide educational assistance to strengthen small/medium business management, thereby contributing to the growth of local, state and national economies.

Exhibitor Prospectus
ASBDC 31st Annual Conference - San Diego, California



Join the ASBDC Network

Connect with 900+ SBDC centers and 3,000+ Counselors who serve over a million Small Businesses annually.

Association of Procurement Technical Assistance Centers (APTAC)

Baldrige National Quality Program - NIST

Bank of America

BizBuySell

BizFilings

Bizillo, Inc.

BoeFly, LLC

Borrego Springs Bank, NA

Business Resource Services

Campaigner

Center Dynamics

Constant Contact

Corporate Turnaround

Education To Go (ed2go)

Entrepreneur's Source

Ewing Marion Kauffman Foundation

Ford Motor Company

FranklinCovey

FranNet

Google

Guidant Financial Group

Hearsay Labs, Inc.

International Franchise Association

Intuit, Inc.

Kauffman FastTrac

M-Palm

Microsoft Corporation

MultiFunding, LLC

My Sales Hero (Acxiom)

National Association for the Self-Employed (NASE)

National Association of Premier Lenders (NAPL)

NIST - Manufacturing Extension Partnership (MEP)

Northeast Entrepreneur Fund/Core Four

NxLevel Education Foundation

Outreach Systems and Division of Softshare

Palo Alto Software

The Planning Shop

Rate Point

RMA (The Risk Management Association)

Riviera Finance

Sage Software

Sageworks

SBDCGlobal.com

SBDC National Information Clearinghouse

SBDCshop.com

Social Security Administration

Space Alliance Technology Outreach Program

Spellmann & Associates

Sprint

Staples

Sutus, Inc.

Ultimate Business

U. S. Census Bureau

U. S. Census Bureau - Foreign Trade Division

U. S. Department of Agriculture (USDA)

U. S. Department of Commerce

U. S. Department of Homeland Security/ E-Verify

U. S. Department of Veterans Affairs, Center for Veterans Enterprise

U. S. Small Business Administration

Vision Software Solution

Webs.com

Winmark Business Solutions

Exhibitor Benefits



The 31st Annual ASBDC Conference will take place in sunny San Diego, CA

Rooms available for \$192/night + taxes and fees
Manchester Grand Hyatt
1 Market Place
San Diego, CA 92101

ASBDC Conference

This premiere event brings together over 1,300 Small Business Development Center professionals, trainers, consultants, management, and administrative personnel. Interact with them through professional development workshops, roundtables, general sessions and, of course, the exhibit hall.

ASBDC Sponsorship Packages Maximize Exposure

At the ASBDC we understand the value of face-to-face interaction to your marketing efforts. That's why we offer a multitude of opportunities to connect attendees and sponsors. You'll reach our network of 3,000+ counselors and nearly one million small business clients through the 1,300+ SBDC center representatives who attend this event. Whether you choose to exhibit or sponsor, being involved in this premiere event is invaluable to increasing your visibility and inspiring customer loyalty in the small business community.

Sponsor Benefits Are Unparalleled.

- ▶ 14 hours of face-to-face exhibiting time to promote your company and services
- ▶ Dozens of workshops and seminar opportunities provide the perfect setting for sponsors to teach and/or learn important need-to-know small business content.
- ▶ All packages boast all-inclusive pre and post conference marketing materials, print and online.
- ▶ Full Conference Registrations in all sponsor packages.
- ▶ Multiple networking and meal functions.
- ▶ Custom packages available.

EXHIBITOR PACKAGE - \$3,500

July 8, 2011
Deadline for
Exhibit application

July 15, 2011
Payment DUE

July 22, 2011
Company info,
logo, and attendee
information DUE

August 4, 2011
Hotel room rate
cut-off Date

- 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.
- Exhibitors are provided two (2) full conference registrations (include all meal functions and sessions) and are permitted up to two (2) additional exhibit only credentials at a discount rate of \$250 each.
- Your company description in the Conference Program and on the ASBDC website.
- Pre-and post-conference mailing lists of all conference attendees
- Appropriate signage at the conference.
- Complimentary wireless internet connection in the Exhibit Hall.
- Discounted fee for attendee tote bag inserts.
- Daily aisle cleaning.

Exhibitor Prospectus
ASBDC 31st Annual Conference - San Diego, California



TENTATIVE CONFERENCE SCHEDULE

Tuesday, September 6

Freight Move-In
Contractor Set-up
Hang Banners/Signs
Exhibit Entrance Set
Exhibitor/Sponsor Registration
Large/Special Booth Set-up

Wednesday, September 7

Exhibitor/Sponsor Registration
Exhibitor Booth Set-up
Exhibit Hall Open
Ribbon Cutting
Welcome Reception

Thursday, September 8

Exhibit Hall Open
Continental Breakfast
Exhibit Hall Open

Friday, September 9

Exhibit Hall Open
Continental Breakfast
Dismantle

Want to take your
Exhibitor Package
to the next level?

Check out our sponsorship packages on page 4! Fantastic values, great exposure and fun ways to get involved.

FOR MORE INFORMATION

visit the ASBDC Conference page!


GOT A QUESTION?

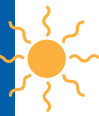
Call us at (703) 764-9850

FOR REAL-TIME UPDATES from the ASBDC



click on logos above to link to ASBDC

	PATRON \$5,000	SILVER \$10,000	GOLD \$15,000	PLATINUM \$25,000	DIAMOND \$35,000	TITANIUM \$50,000
	Footprints to their booth (6)	Hotel Keycards Premium Badge Lanyards State Star Reception Conference T-shirts	Hospitality Break Continental Breakfast/Drawing on Snowfloor (2) Cyber Cafe	Electronic Message Board/Giveaway (2) Go Green Water Bottles ASBDC Networking Event Tote Bags	Opening Luncheon General Session Luncheon	Opening Reception Closing Gala
Exhibition Booths	1	1	1	Up to 2	Up to 4	Up to 6
Full Conference Attendee Registrations	2	4	6	8	10	12
Free Wi-Fi at Booth	✓	✓	✓	✓	✓	✓
Special Sponsor Sign for Booth	✓	✓	✓	✓	✓	✓
Sponsor Ribbon for Lanyard	✓	✓	✓	✓	✓	✓
Company Listing in On-site Program	✓	✓	✓	✓	✓	✓
Signage at Conference	✓	✓	✓	✓	✓	✓
Complimentary Tote Bag Insert	✓	✓	✓	✓	✓	✓
Pre- and Post-conference mailing lists	✓	✓	✓	✓	✓	✓
Full Year Sponsor Attribution on ASBDC Website	✓	✓	✓	✓	✓	✓
Ginormous: ASBDC Educational Platform	✓	✓	✓	✓	✓	✓
ASBDC Sponsor Webpage	✓	✓	✓	✓	✓	✓
Color Ad in ASBDC Conference On-site Program	Biz Card ad or \$250-\$1,000	Biz Card ad or \$250-\$1,000	1/2 page ad	1/2 page ad	Full page ad	2 page spread or cover ad
Message Board Ad	\$150	✓	✓	✓	✓	✓
Ballroom Foyer 8' Meter Board Sign	\$750	✓	✓	✓	✓	✓
Banner Ad on ASBDC Conference Webpage	\$750-\$1,000	\$750-\$1,000	✓	✓	✓	✓
Ad in Special Edition ASBDC Conference Newsletter	\$250	\$200	\$150	✓	✓	✓
Workshop/Seminar Time	Call us to learn more! Donna Ettenson - (703) 764-9850					
Option to purchase items outside packages at an additional fee Custom packages are available. For more information contact Donna Ettenson at (703) 764-9850. NOTE: Items highlighted in gold are included in Sponsorship package. Additional booth display materials may be rented at an additional cost. For more information please contact the ASBDC. A complete Exhibitor Service Kit will be provided to all exhibitors	These sponsorships are available in co-sponsorships					
	Up to 2	Up to 2	Up to 3			



I. Company Info

Company Name _____
 (as you wish it to appear at the conference)
 Address _____
 Website: http://www. _____ Phone _____

II. Primary Company Contact

Name _____ Title _____
 Company _____ Check if using same address as above
 Address _____
 Phone _____ Fax _____ E-mail _____

Check if attending the conference.
 *If not attending the conference, provide information for Company Contact at Conference Below.

III. Sponsorship

All sponsorship requests will be considered on a first-come, first-selected basis. Please fill in the event(s) you wish to sponsor. See page 4 for selection.

Titanium Sponsor @ \$50,000	Event/Activity: _____
Diamond Sponsor @ \$35,000	Event/Activity: _____
Platinum Sponsor @ \$25,000	Event/Activity: _____
Gold Sponsor @ \$15,000	Event/Activity: _____
Silver Sponsor @ \$10,000	Event/Activity: _____
Patron @ \$5,000	Event/Activity: _____

IV. Exhibit Only

Yes, we want to exhibit at the Conference. Exhibitors \$3,500.

V. Company Attendees

The amount of attendees included in sponsorship packages varies by package and is listed on page 5. Exhibitors are permitted up to TWO (2) Exhibit Only registrations. Please list attendees below.

*1. Name _____ Title _____
 E-mail _____ Phone _____
 Check if this will be the primary contact person at conference.

2. Name _____ Title _____
 E-mail _____ Phone _____
 Additional Registrations: A full list of all personnel must be forwarded to ASBDC no later than July 1, 2011

3. Name _____ Title _____
 E-mail _____ Phone _____
 Exhibit Only Full Registration

4. Name _____ Title _____
 E-mail _____ Phone _____
 Exhibit Only Full Registration



5. Name _____ Title _____
 E-mail _____ Phone _____
 Exhibit Only Full Registration

6. Name _____ Title _____
 E-mail _____ Phone _____
 Exhibit Only Full Registration

To submit information on additional attendees please attach a separate sheet with the above information for each person.

VI. Exhibit Space Location Preference

1st _____ 2nd _____ 3rd _____ 4th _____

Competitors from whom we desire booth separation: _____

VII. Company Description and Logo (Must be Submitted no later than July 22, 2011)

Check if you would like to use a previous description and logo already submitted to the ASBDC

1. Company description should be no more than 50 words.
2. Company logo in jpeg format should also be supplied.
3. Submit description and logo to Ann Maltese at ann@asbdc-us.org

VIII. Summary of Fees

SPONSORSHIP PACKAGES

Titanium Sponsor @ \$50,000	(includes up to 12 attendees)	\$ _____
Diamond Sponsor @ \$35,000	(includes up to 10 attendees)	\$ _____
Platinum Sponsor @ \$25,000	(includes up to 8 attendees)	\$ _____
Gold Sponsor @ \$15,000	(includes up to 6 attendees)	\$ _____
Silver Sponsor @ \$10,000	(includes up to 4 attendees)	\$ _____
Patron @ \$5,000	(includes up to 2 attendees)	\$ _____
Exhibit Booth Registration _____	@ \$3,500 (per booth, includes 2 attendees)	\$ _____

Additional company representatives:

Exhibit Only Registration _____	@ \$250 each	\$ _____
Full Registration _____	@ \$595 each	\$ _____

Check if you would like **FREE** Wi-Fi at your booth.

Additional Marketing Opportunities

Please check your sponsorship or exhibit benefit package before signing up for items listed below

Tote Bag Insert: Exhibitors @ \$500 (Size/weight restrictions may apply to avoid additional charges.)	\$ _____
Program Book Advertisement Opportunity (1/2 pg. \$250 1 pg. \$500 Spread \$1,000 Cover/Back \$1,250)	\$ _____
Message Board Ad @ \$150	\$ _____
Banner Ad on ASBDC Conference Registration Page @ \$250	\$ _____
Ad in ASBDC Special Edition Conference Newsletter @ \$250	\$ _____
8' Meter Board Signage in Ballroom Foyer - Exhibitors @ \$750	\$ _____
Other _____	\$ _____

TOTAL AMOUNT DUE (by July 15, 2011) \$ _____



IX. Method of Payment

Check for \$ _____ enclosed.

Make check payable to: **ASBDC/Association of Small Business Development Centers.** (Include Tax ID #)

Charge \$ _____ to my:



Credit Card # _____ Exp. Date _____

Name on Card _____ Phone _____

Signature _____

Cardholder Billing Address _____

X. Terms & Conditions

WE, THE UNDERSIGNED, DO HEREBY AGREE TO THE FOLLOWING:

- 1) Agree to all provisions of the ASBDC Show Rules and Regulations as posted on the ASBDC website. ([Click here to review](#))
- 2) Exhibit booth fee includes two (2) full conference registrations, exhibit space rental costs, 2 chairs, a 6' draped table, wastebasket, pipe and drape and standard 7" x 14" identification sign, plus one optional wireless internet connection. The Exhibit Hall is carpeted. Additional carpet (optional), additional internet connections, furnishings, labor; services, shipping and hotel arrangements must be made individually.
- 3) Shared or exchanged badges are not permitted.
- 4) Exhibit only credential does not include workshops or general session meal functions.
- 5) Payment by credit card or check. Checks should be made payable to ASBDC.
- 6) Payment is due by July 15, 2011
- 7) The sign-ups after July 15, 2011 are not guaranteed benefit items that are time sensitive to production schedules, i.e.: banners, signage, on-site program, etc.
- 8) Selection of exhibit space is on a first-come, first-serve basis. Booths will not be assigned until full payment is received.
- 9) No display may be dismantled before show closing at 1:30 pm on Friday, September 9, 2011. It is the exhibitors' responsibility to arrange for packing and removal of exhibit materials prior to leaving the Exhibit Hall. Any exhibitor requiring packing and removal after 6 pm may incur overtime labor charges.
- 10) Cancellation of Exhibit Space: All cancellations must be made in writing. Cancellations received by July 15, 2010 will receive all payments rendered with the exception of a \$450 professional handling fee. There will be no refunds for cancellations after July 16, 2011.

Authorized Company Representative (*Please Print*) _____

Phone _____

Signature _____ Date _____

Return this Agreement to: (No later than 7/8/2011)

ASBDC
8990 Burke Lake Road, 2nd Floor
Burke, VA 22015

Phone: 703-764-9850 | Fax: 703-764-1234
e-mail: ann@asbdc-us.org
Website: <http://www.asbdc-us.org>

Thank you for your support of
AMERICA'S SMALL BUSINESS DEVELOPMENT CENTERS

