

32nd Annual Conference

ASBDC

NEW ORLEANS



EXHIBITOR
PROSPECTUS

SBDC's
Lighting America's Future

September 11-14, 2012

Hilton New Orleans Riverside

About



America's Small Business Development Center Network

ASBDC is the national association representing of America's Small Business Development Center (SBDC) 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 entrepreneurs realize their dream of business ownership and remain competitive in the complex marketplace of an ever-changing global economy.

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 the 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.

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!

SBDC FACTS

Economic Growth: 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.

- 55% of the SBDC consulting clients are existing business owners
- 45% of the SBDC clients are small businesses

- In 2009 generated nearly \$4.7 billion in new sales
- In 2009 saved an additional \$5.1 billion in sales
- Created 12,124 new businesses between 2008-2009
- Created 61,213 new fulltime jobs
- Saved an additional 69,363 jobs

*Sources of statistics: SBA and Economic Impact of Small Business Development Center Counseling Activities in the United States: 2008-2009 by James J. Chrisman.

Join the ASBDC Network

Connect with the nearly 1,000 SBDC centers and 4,000+ network professionals who serve over a million Small Businesses annually.

Association of Procurement Technical Assistance Centers

Baldrige Performance Excellence Program - NIST

BeneTrends

BizBuySell.com

BizFilings & Business Owner's Toolkit

BoeFly, LLC

Borrego Springs Bank, N.A.

Braddock Communications/Elicere

Business Resource Services

Center Dynamics

Constant Contact

Corporate Turnaround

DHS/FEMA

Education To Go (ed2go)

Entrepreneur's Source

Franklin Covey

FranNet

Funding Roadmap.com

Google Inc.

Healthcare Leadership Council

Hilliard Management Group

Hoover's

IBISWorld, Inc.

Insperity

Intuit

Inventors-of-America LLC

Kauffman Foundation/Kauffman FastTrac

M-Palm

Manufacturing Extension Partnership

Microsoft Corporation

My Own Business, Inc.

National Association for the Self-Employed

National Association of Premier Lenders (NAPL)

NxLevel Education

OutreachSystems a Division of Softshare

Palo Alto

PlanGuru

Planning Shop

Profit Think Tank

RatePoint

Riviera Finance

Sage Software, Inc.

Sageworks Inc.

SBDC Net

SBDCGlobal.com

Spellmann & Associates

Sprint Nextel

Startup Company NYC Inc.

U.S. Census Bureau

U.S. Department of Agriculture - Rural Development

U.S. Export Pavilion

U.S. Postal Service

U.S. Small Business Administration

Uni-Data & Communications, Inc.

USCIS: E-Verify

Winmark Business Solutions



ASBDC Conference

The 32nd Annual ASBDC Conference will take place in exciting New Orleans, LA.

This premiere event brings together over 1,400 Small Business Development Center professionals, trainers, consultants, management, and administrative personnel. Interact with them through professional workshops, roundtables, general sessions, and, of course the exhibit hall.

ASBDC 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 4,000+ network professionals and nearly one million small business clients through the 1,400+ 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.

TAKE YOUR PACKAGE TO THE NEXT LEVEL!

Sponsor Benefits Are Extraordinary

- ▶ 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.
- ▶ Plus, custom packages are available!

EXHIBITOR PACKAGE - \$3,500 (Government Rate \$3,000)

- 10'x10' booth - includes: 8' background pipe and drape, 36" side rail pipe and drape divider(s), 7"x14" sign, two chairs, a draped table and wastebasket
- Exhibit Hall is carpeted; additional carpeting optional.
- Exhibitors get two (2) full conference registrations and up to two (2) exhibit only credentials at \$250 each.
- Your company description in the ASBDC Conference Program, website, and App.
- Pre-and post-conference mailing lists of all conference attendees
- Appropriate signage at the conference.
- Complimentary wireless internet in the Exhibit Hall.
- Discounted fee for tote bag inserts.
- Daily aisle cleaning.

TENTATIVE CONFERENCE SCHEDULE

Tuesday, September 11

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

Thursday, September 13

Exhibit Hall Open
Continental Breakfast
Exhibit Hall Open

Wednesday, September 12

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

Friday, September 14

Exhibit Hall Open
Continental Breakfast
Dismantle

KEY DATES

May 15, 2012

Registration & Room
Block Open

July 16, 2012

Sponsor/Exhibitor
Application Due

July 23, 2012

Sponsor/Exhibitor
Payment Due

July 30, 2012

Exhibitor/Sponsor
Info Packet Due

August 21, 2012

Hotel room rate
cut-off Date

HOTEL INFORMATION

The Hilton New Orleans Riverside
2 Poydras Street
New Orleans, LA 70130

Room Rates

Standard \$178/night + taxes & fees
Executive \$218/night + taxes & fees
Room block opens May 15, 2012

FOR MORE INFORMATION

Call us at (703) 764-9850

Visit the [ASBDC Conference page!](#)

VISIT US ON




or



Check out our sponsorship packages on the next page!

EXHIBITOR PROSPECTUS

ASBDC 32nd Annual Conference - New Orleans, Louisiana

	PATRON \$5,000	BRONZE \$7,500	SILVER \$10,000	GOLD \$15,000	PLATINUM \$25,000	DIAMOND \$35,000	TITANIUM \$50,000
		<input type="checkbox"/> Hospitality Break w/giveaway <input type="checkbox"/> Hospitality Break w/giveaway	<input type="checkbox"/> Hotel Keycards <input type="checkbox"/> Premium Badge Lanyards	<input type="checkbox"/> State Star Reception <input type="checkbox"/> Continental Breakfast (2) <input type="checkbox"/> Cyber Cafe <input type="checkbox"/> Conference App	<input type="checkbox"/> ASBDC Networking Event <input type="checkbox"/> Tote Bags	<input type="checkbox"/> Closing Event	<input type="checkbox"/> Opening Reception <input type="checkbox"/> Opening Luncheon <input type="checkbox"/> General Session Luncheon
Exhibition Booths	1	1	1	1	Up to 2	Up to 4	Up to 6
Full Conference Attendee Registrations	2	3	4	6	8	10	12
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	✓	✓	✓	✓	✓	✓	✓
Recognition on ASBDC Conference Webpage	✓	✓	✓	✓	✓	✓	✓
Entry in ASBDC Gateway	✓	✓	✓	✓	✓	✓	✓
Article Submission ASBDC Blog			✓	✓	✓	✓	✓
Color Ad in ASBDC Conference On-site Program	Biz Card ad or \$250-\$1,000	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
Ballroom Foyer 8' Meter Board Sign	\$750	\$500	✓	✓	✓	✓	✓
Banner Ad on ASBDC Conference Webpage	\$500-\$1,000	\$500-\$1,000	\$500-\$1,000	✓	✓	✓	✓
Ad in Special Edition ASBDC Conference Newsletter	\$500	\$250	\$125	\$75	✓	✓	✓
Creative Consultation w/ ASBDC Staff					✓	✓	✓
Company Interview in ASBDC Conference Newsletter						✓	✓
Workshop/Seminar Time	1	1	up to 2	up to 2	up to 3	up to 3	up to 3
NOTE: Items highlighted in gold are included in Sponsorship package. Option to purchase items outside packages at an additional fee Additional booth display materials may be rented at an additional cost. A complete Exhibitor Service Kit will be provided to all exhibitors.							

EXHIBITOR PROSPECTUS

ASBDC 32nd Annual Conference - New Orleans, Louisiana

I. Company Info

Company Name _____
(as you wish it to appear at the conference and in printed material)
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: _____
- Bronze @ \$7,500 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 _____
First Name on Badge _____

Check if this will be the primary contact person at conference.

2. Name _____ Title _____
E-mail _____ Phone _____
First Name on Badge _____

3. Name _____ Title _____
E-mail _____ Phone _____
 Exhibit Only Full Registration • First Name on Badge _____

4. Name _____ Title _____
 E-mail _____ Phone _____
 Exhibit Only Full Registration • First Name on Badge _____

5. Name _____ Title _____
 E-mail _____ Phone _____
 Exhibit Only Full Registration • First Name on Badge _____

6. Name _____ Title _____
 E-mail _____ Phone _____
 Exhibit Only Full Registration • First Name on Badge _____

Additional Registrations: A full list of all personnel must be forwarded to ASBDC no later than July 30, 2012
 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. Exhibitor/Sponsor Info Packet (Must be Submitted no later than July 30, 2012)

The complete info packet is due no later than July 30, 2012. There are no exceptions, for more info see Terms & Conditions on page 7

- Check if you would like to use a previous description and logo already submitted to the ASBDC
1. Company description (no more than 50 words) "
 2. Company logo in vector format
 3. Completed Company Info Questionnaire
 4. ASBDC Gateway entry information (1-2 sentences on product/service, link to offer or webpage)
 5. Workshop Info (Title, description, workshop length (1.5 hr or 3 hr)
 6. Company signage in vector format
- For additional information on the Exhibitor/Sponsor packet email 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)	\$ _____
Bronze Sponsor @ \$7,500	(includes up to 3 attendees)	\$ _____
Patron @ \$5,000	(includes up to 2 attendees)	\$ _____
Exhibit Booth Registration	@ \$3,500 (per booth, includes 2 attendees)	\$ _____
<i>Additional company representatives:</i>		
Exhibit Only Registration	@ \$250 each	\$ _____
Full Registration	@ \$595 each	\$ _____

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

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

- Tote Bag Insert: Exhibitors @ \$250 Non-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) \$ _____
- Banner Ad on ASBDC Conference Webpage @ \$500 \$ _____
- Ad in ASBDC Special Edition Conference Newsletter @ \$500 \$ _____
- 8' Meter Board Signage in Ballroom Foyer - Exhibitors @ \$750, Non Exhibitors @ \$1000 \$ _____
- Other \$ _____
- TOTAL AMOUNT DUE (by July 23, 2012)** \$ _____

IX. Method of Payment

Check for \$ _____ enclosed.

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

Charge \$ _____ to my:    **DISCOVER**

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 23, 2012
- 7) The sign-ups after July 23, 2012 are not guaranteed benefit items that are time sensitive to production schedules, i.e.: banners, signage, on-site program, etc.
- 8) The Exhibitor/Sponsor Info Packets are due no later than July 30, 2012. This is a hard deadline and there is no room for exceptions as we must meet required printing deadlines.
- 9) No display may be dismantled before show closing at 12:00 pm on Friday, September 14, 2012. 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 23, 2012 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 7/16/2012)

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