

MT. PLEASANT AREA CHAMBER OF COMMERCE

Business & Community  
**2017 EXPO** SPONSOR OPPORTUNITIES



# 2017 Business & Community Expo

## **IMPORTANT DEADLINES & INFORMATION**

**Event Date/Location:** Thursday, October 12, 2017 at Comfort Inn & Suites Hotel and Conference Center

**Sponsorship Commitment Deadline:** Friday, September 8, 2017

**Attendance Goal:** 350-400

**Event History/Details:** This annual trade show and networking event, typically held in early October, is designed to give local businesses and the community the chance to see the latest and greatest in the Mt. Pleasant Area marketplace. Chamber of Commerce members have the opportunity to grow their professional network, meet customers, introduce the Mt. Pleasant community to their products and services, and share what's new with their business.

All business types are welcome to exhibit. Booth prices and sponsorship opportunities are posted toward the end of summer each year, and entrance is FREE to community members! There is no better way to immerse yourself in the Mt. Pleasant area business community. Invite your clients, your colleagues, and your business partners. You will make important business contacts, both business-to-business and business-to-public.

### **Event Features:**

- Optional Expo Breakfast buffet (not included in booth pricing) with keynote speaker, 8:00 – 9:30 am.
- Business-to-Business Networking hour one hour prior to Expo opening to public; prize to be won!
- Business & Community Expo open and FREE to the public from 4-7 pm
- Best Booth Contest: 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place prizes for winners
  - Judging Criteria: Visual Presentation, Sales Appeal, and Interactivity
- Musical Entertainment, Cash Bar, Food Samples, Drawings for Prizes, and Giveaways
- Pre-Sale Raffle Tickets Available – 200 sold @ \$20 each: 1<sup>st</sup> = \$1,000; 2<sup>nd</sup> = \$750; 3<sup>rd</sup> = \$250

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Sponsorships shaded in gray are taken.

## SPONSORSHIPS

**Premier Sponsor..... \$1,700**  
*(3 Premier Sponsors)*

**NOTE: 2 of 3 Premier Sponsorships Filled**

1. FREE booth rental (*\$275 value*)
2. Primary choice of booth location (*first confirmed get first choice*)
3. (4) complimentary Expo Breakfast event entries (*\$100 value*)
4. Placement of sponsor logo on Stamp Card, ensuring a visit from attendees (*\$200 value*)
5. Opportunity for mic time at Expo; "live audio commercial"
6. Multiple announcements at Expo acknowledging sponsor and encouraging visitors to stop by
7. Mention on all Expo radio advertisements, played on both 104.3 WCZY-FM and 95.3 WCFX-FM
8. Sponsor rep invited to record short radio promotion for own business -- included in Expo spots
9. Sponsor receives own *individual* large banner with logo, prominently displayed
10. Highlighted listing in Expo event program and on Expo map
11. Optional event program advertisement
12. Sponsor logo on all print advertising related to event, including full-page ad in Morning Sun
13. Banner advertisement on Chamber website for 4 months
14. Facebook post week of Expo for each individual sponsor promoting booth location
15. Sponsor name or logo on all promotion in Chamber e-newsletter, which reaches over 1,100
16. Mention in Thank You article in Chamber e-newsletter, including sponsor logo

**TOTAL VALUE: \$2,080**

**Breakfast Keynote Sponsor.....\$1,200**  
***(1 Breakfast Keynote Sponsor - Filled)***

1. FREE booth rental (*\$275 value*)
2. (2) complimentary Expo Breakfast event entries (*\$50 value*)
3. Placement of sponsor logo on Stamp Card, ensuring a visit from attendees (*\$200 value*)
4. Opportunity for sponsor rep to introduce Keynote Speaker at Expo Breakfast event
5. Sponsor recognition at podium during introduction of sponsor rep or Keynote Speaker
6. Option to place sponsor materials on every table
7. Logo printed on table tents to be placed on every table at Expo Breakfast event
8. Sponsor recognition, including logo, in Expo Breakfast program
9. Highlighted listing in Expo event program and on Expo map
10. Sponsor recognition in all online/print promotional efforts & materials
11. Mention in Thank You article in Chamber e-newsletter

**Breakfast Sponsor..... \$1,000**

**(1 Breakfast Sponsor - Filled)**

1. 50% off booth rental (\$140 value)
2. (2) complimentary Expo Breakfast event entries (\$50 value)
3. Placement of sponsor logo on Stamp Card, ensuring a visit from attendees (\$200 value)
4. Opportunity for sponsor rep 2-min. mic time during Welcome at Expo Breakfast event
5. Option to place sponsor materials on every table
6. Logo printed on table tents to be placed on every table at Expo Breakfast event
7. Sponsor recognition, including logo, in Expo Breakfast program
8. Highlighted listing in Expo event program and on Expo map
9. Sponsor recognition in all online/print promotional efforts & materials
10. Mention in Thank You article in Chamber e-newsletter

**Booth Awards Sponsor..... \$750**

**(1 Booth Awards Sponsor - Filled)**

1. 20% off booth rental (\$55 value)
2. Placement of sponsor logo on Stamp Card, ensuring a visit from attendees (\$200 value)
3. Opportunity for sponsor rep to participate in Expo Booth Award presentations (1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>)
4. Opportunity for mic time at start of presentations with Expo emcee
5. Sponsor recognition by Expo emcee during Expo Booth Award presentations
6. Opportunity for sponsor rep to participate in booth judging
7. Sponsor logo on each Expo Booth Award certificate
8. Starred listing in Expo event program and on Expo map
9. Sponsor recognition in all online/print promotional efforts & materials
10. Mention in Thank You article in Chamber e-newsletter

**Business-to-Business Networking Sponsor..... \$600**

**(1 Business-to-Business Networking Sponsor - Filled)**

1. 10% off booth rental (\$30 value)
2. Placement of sponsor logo on Stamp Card, ensuring a visit from attendees (\$200 value)
3. Opportunity for mic time and welcoming exhibitors to Business-to-Business Networking hour
4. Sponsor logo on each Business-to-Business Networking form, one for every exhibitor
5. Opportunity for sponsor rep to draw to determine which exhibitor wins B2B Networking prize
6. Business-to-Business Networking hour poster with sponsor logo placed on main stage 3-4 pm
7. Starred listing in Expo event program and on Expo map
8. Sponsor recognition in all online/print promotional efforts & materials
9. Mention in Thank You article in Chamber e-newsletter

**Entertainment Sponsor..... \$600**

**(1 Entertainment Sponsor)**

1. 10% off booth rental (\$30 value)
2. Placement of sponsor logo on Stamp Card, ensuring a visit from attendees (\$200 value)

3. Sponsor recognition by Expo emcee prior to performances
4. Opportunity for mic time prior to introduction of musical talent
5. Opportunity for sponsor rep to introduce musical talent (optional)
6. Entertainment poster with sponsor logo placed on main stage during all performances
7. Starred listing in Expo event program and on Expo map
8. Sponsor recognition in all online/print promotional efforts & materials
9. Mention in Thank You article in Chamber e-newsletter

**Food Vendor Sponsor..... \$500**  
*(1 Food Vendor Sponsor)*

1. 10% off booth rental (\$30 value)
2. Placement of sponsor logo on Stamp Card, ensuring a visit from attendees (\$200 value)
3. Sponsor logo on 11x17 poster at each of up to (4) food stations throughout Expo
4. Sponsor recognition by Expo emcee throughout event
5. Starred listing in Expo event program and on Expo map
6. Sponsor recognition in all online/print promotional efforts & materials
7. Mention in Thank You article in Chamber e-newsletter

**Beverage Sponsor..... \$500**  
*(1 Beverage Sponsor)*

1. 10% off booth rental (\$30 value)
2. Placement of sponsor logo on Stamp Card, ensuring a visit from attendees (\$200 value)
3. Sponsor logo on 11x17 poster at cash bar for duration of B2B Networking and Expo event
4. Sponsor recognition by Expo emcee throughout event
5. Starred listing in Expo event program and on Expo map
6. Sponsor recognition in all online/print promotional efforts & materials
7. Mention in Thank You article in Chamber e-newsletter

**Program Sponsor..... \$400**  
*(1 Program Sponsor - Filled)*

1. 10% off booth rental (\$30 value)
2. Placement of sponsor logo on Stamp Card, ensuring a visit from attendees (\$200 value)
3. Primary placement of sponsor logo in Expo event program, given to every Expo attendee
4. Starred listing in Expo event program and on Expo map
5. Sponsor recognition in all online/print promotional efforts & materials
6. Mention in Thank You article in Chamber e-newsletter

**Exhibitor Map Sponsor..... \$400**  
*(1 Exhibitor Map Sponsor - Filled)*

1. 10% off booth rental (\$30 value)
2. Placement of sponsor logo on Stamp Card, ensuring a visit from attendees (\$200 value)
3. Primary placement of sponsor logo on Expo exhibitor map, given to every Expo attendee

4. Starred listing in Expo event program and on Expo map
5. Sponsor recognition in all online/print promotional efforts & materials
6. Mention in Thank You article in Chamber e-newsletter

**Stamp Card Only..... \$200**

*(Limit of 4) – (1 of 4 Filled)*

1. Placement of exhibitor logo on Stamp Card, ensuring a visit from attendees