

21ST ANNUAL Business EXPO

OCT 26, 2016

FREDERICK INDOOR SPORTS CENTER ~ 9:00AM-4:00PM

Make sure your company or organization is seen and heard; register to exhibit at the Expo today!

A Roaring '20s theme takes the stage at this year's Expo. The early 1920s were a time of great prosperity as the economy boomed after World War I. The nation was intent on having fun; a jazz obsession swept the country; and prohibition did little to dampen the national spirit. Your business could be sittin' pretty on October 26th, being seen by more than 130 exhibitors and more than 1,000 business professionals who are expected at Frederick County's version of a "consumer society".

~ SPONSORSHIP OPPORTUNITIES ~

THE BIG CHEESE | \$5,000 **SOLD**

This exclusive sponsorship is for the spiffy joint hosting the Expo location.

THE CAT'S PAJAMAS | \$2500

This nifty sponsorship tells everyone you know your onions!

- Premium booth & placement
- Prominently placed color logo-link on event web page
- Color logo-link in applicable promo emails
- Facebook post and Twitter mention
- 60-day ad-link on Chamber website
- Color ad in Expo guidebook (3.5" w x 1.75"h)
- Strategically placed floor decals with your logo
- Logo on event sponsor board
- Mailing list of exhibiting companies and attendees

THE BEE'S KNEES | \$1500

Want to create a buzz at the Expo? Then this sponsorship was made for you!

- Featured color logo-link on event web page
- Color logo-link in applicable promo emails
- Facebook post and Twitter mention
- 30-day ad-link on Chamber website
- Black & white logo in Expo guidebook
- Logo on event sponsor board
- Mailing list of exhibiting companies and attendees

THE REAL MCCOY | \$750

A genuine sponsorship to get your business name in front of hundreds of potential customers!

- Text-link on event web page
- Text-link in applicable promo emails
- Facebook post and Twitter mention
- Logo on event sponsor board
- Mailing list of exhibiting companies and attendees

THE BOOTLEGGER | \$500

Attendees roam at the Expo, so why not get your company name in front of them as they move about the exhibit hall? Choose to sponsor the exhibit hall stages; a café area; welcome desk; recycling stations; hand sanitizing stations; Wi-Fi connection name; or water stations.

- Text-link on event page
- Facebook post and Twitter mention
- Logo on event sponsor board
- Mailing list of exhibiting companies and attendees

THE FLAPPER | \$250

You'll be the butterfly's boots with this general sponsor level. Perfect for those who want a little more exposure for just a few clams.

- Text-link on event page
- Twitter mention
- Text name on event sponsor board

IN-KIND SPONSOR

Benefits based on value of donation. Call us for details (301) 662-8493.

Would you like to sponsor a specific Expo detail? Call us to find out how to sponsor things such as the event signage; event décor; florals & plants; the grand prize; or the Expo Guidebook.

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**Business
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~ SPONSORSHIP AGREEMENT
& ORDER FORM ~

SELECT YOUR SPONSORSHIP

☐ THE BIG CHEESE [\$5000] **SOLD**

☐ THE CAT'S PAJAMAS [\$2500]

☐ THE BEE'S KNEES [\$1500]

☐ THE REAL MCCOY [\$750]

☐ THE BOOTLEGGER [\$500]

Select one

☐ Cafe (2 available)

☐ Hand-sanitizing Station
(1 available)

☐ Recycling Services
(1 available)

☐ Stage (2 available)

☐ Water Stations (1 available)

☐ Welcome Desk (1 available)

☐ W-Fi (1 available)

☐ THE FLAPPER [\$250]



**CHAMBER
FREDERICK**
Making connections since 1912

PLEASE PRINT AND SEND TO THE CHAMBER

BASIC INFORMATION

COMPANY: _____

CONTACT NAME: _____

ADDRESS: _____

CITY: _____

STATE: _____

ZIP: _____

WEBSITE: _____

EMAIL: _____

PAYMENT INFORMATION

AMOUNT DUE: _____

METHOD: ☐ VISA ☐ MC ☐ AMEX ☐ Send Invoice ☐ Check Enclosed

NAME ON CARD: _____

CARD NUMBER: _____

EXP. DATE: _____

SECURITY CODE: _____

BILLING ADDRESS: _____

CITY: _____

STATE: _____

ZIP: _____

EMAIL: _____

Signature below represents agreement to all sponsorship terms, policies, and procedures as dictated by the Frederick County Chamber of Commerce. I have authority to execute this agreement on behalf of the company listed above. See Terms & Conditions.

SIGNATURE: _____

PRINT NAME: _____

YOUR TITLE: _____

DATE: _____

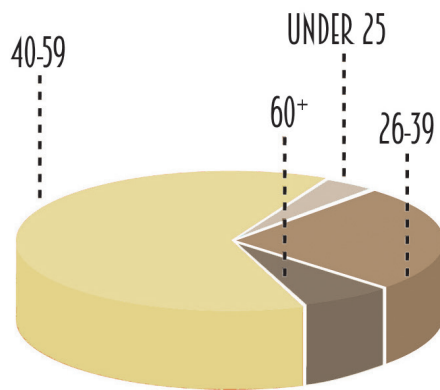
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~ DEMOGRAPHICS & TARGET AUDIENCE ~

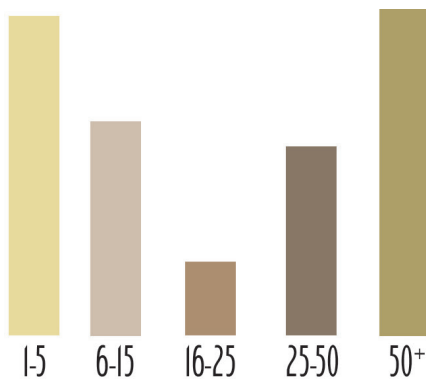
ATTENDEE AGE



ATTENDEE GENDER



NUMBER OF EMPLOYEES AT ATTENDEE'S WORKPLACE



HOW ATTENDEES HEAR ABOUT THE EXPO

INTERNET: SOCIAL MEDIA, EMAIL, WEBSITE

46% → 100%

MAGAZINES & ADVERTISEMENTS

14% → 100%

WORD OF MOUTH

40% → 100%

~ BUSINESS EXPO TERMS & CONDITIONS ~

Event sponsors must be current Chamber members. All sponsorships must be paid in full with order form. If the send invoice option is selected, invoices must be paid in full by September 16, 2016. Sponsorships not paid in full by this date will be forfeited. A confirmation for receipt of approved sponsorship(s) will be sent via email; please provide valid contact information. If you do not receive a response from the Chamber within two weeks of submission, call 301.662.4164. Benefits not utilized before October 26, 2017 cannot be traded or refunded. Use of sponsorship benefits are the sole responsibility of the sponsor. Sponsorship registration is separate from exhibitor registration and sponsorship does not include exhibit space unless noted. All required exhibit registrations must be submitted separately. Current logos (EPS/vector) and URLs should be sent immediately to take advantage of pre-event benefits. Send logos, URLs, and (if applicable) PDF ads for the program book via email to editor@frederickchamber.org no later than September 16, 2016.