

24th annual  
**WASHINGTON STATE BIZ FAIR**  
*An All Virtual Event*

*Navigating the New Normal*  
Tuesday, November 10, 2020  
7am - 5pm

PRESENTED BY:



Greater Seattle



# SPONSOR/EXHIBITOR PROSPECTUS

SPONSOR | EXHIBIT | ADVERTISE



To participate or discuss customized participation options:

Email [info@bizfair.com](mailto:info@bizfair.com)

## BACKGROUND

The Washington Small Business Fair, or “Biz Fair,” began in 1997 as a collaborative effort of local, state, and federal government agencies and local trade organizations to put on a free, **one-day one-place** event for aspiring and current small business owners to gain access to the knowledge and resources they need to start, grow, and thrive. After a successful first Biz Fair in 1997 and continued demand from the small business community, the partner agencies formed an ongoing Biz Fair Planning Committee that has organized the event every year.

The Biz Fair has been comprised of two parts:

**Resource Center Exhibitors:** Where attendees gain valuable access to free small business information from the Biz Fair exhibitors. Exhibitors include local, state, and federal government agencies, as well as non-profit and community organizations that support small business.

**Seminars:** Where attendees sharpen their business skills by attending 60-minute seminars taught by savvy business experts who share their knowledge and real-life experiences. Seminar topics have included:

- Small Business Ownership: Tips for Success
- Starting A Business
- Business Law Essentials
- DIY Market Research
- Financing & Crowdfunding Panel
- Package & Price Your Services to Maximize Revenue
- Drive Traffic to Your Website
- Food Truck Business Basics
- Developing A Business Plan
- Sell to The Government
- Slay the Social Media Dragon
- Register, License, Go!
- Business Filing 101
- Keys to Creating A Business Boosting Website
- Taxes and The Small Business Owner
- Selling Online
- DIY Website
- Marketing Tips & Advice
- Quickbooks Basics
- Buying A Business
- Avoiding Predatory Lending

## About the 2020 VIRTUAL Washington State Biz Fair

### GOING VIRTUAL

*Just as small businesses are facing unique challenges in navigating a new and evolving “normal” as a result of the ongoing COVID-19 pandemic, all events such as the Washington State Biz Fair are having to transition from a traditional in-person to an all-virtual format. Here are some of the new opportunities afforded by “going virtual.”*



### Expanded pre and post event exposure and attendance

**Pre-event:** After 23 successful in-person events with attendance averaging between 250 – 500 attendees, the virtual event will allow us to invite 300,000+ current small business owners as well as aspiring entrepreneurs across the state of Washington.

**During the event:** We are anticipating that the virtual nature of the event will expand event attendance to 1,000 – 2,500 attendees from across the state.

**Post event:** The event content will also be available to attendees for 3 months after the end of the event.

### Digital marketplace

In addition to Washington state government and nonprofit resource exhibitors, we are pleased to add a digital marketplace exhibitor area where for-profit companies who have critical services for small business can engage in “chats” with attendees, provide product demos and promote their products and service offerings.

### Expanded networking opportunities before, during and after the event

The virtual event environment allows for highly effective ways of connecting all attendees before, during and after the event. During the event we will be able to establish topic or geographic-focused networking lounges/venues and then keep people connected after the event.

### PROGRAMMING FOCUS - Three programming tracks

- **Starting a small business**
- **Growing a small business**
- **Building Business Resiliency**

# VIRTUAL EXHIBIT HALL

Attendees can visit the Virtual Exhibit Hall and browse exhibitor information. Exhibitors and sponsors can upload marketing materials and videos to allow attendees to learn more about their products and services.

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## Exhibit Hours

**Tuesday, November 10, 2020 | 7:00am – 5:00pm**

Attendees can search using filters based on their interests and contact exhibitors directly to set up a call or web conference during or after conference hours.

## Exhibitor Benefits

### Virtual Booth

Each sponsor and/or exhibitor will receive their own personal portal where you can upload your logo and organization description, register booth staff, upload videos etc.

Robust reporting provides exhibitors detailed analytics on the number of visitors to your virtual exhibit booth, attendee registration types and views on uploaded content.

### Organization Recognition

100 Word Listing including contact information:

- Downloadable Program Guide PDF
- On the Biz Fair website exhibitor page

## Exhibitor Costs

**For-profit companies | \$600**

## Other Promotional Opportunities

Demo your product or service throughout the event.

**Host a virtual demo room | \$750**

## Ads in the Program Guide

To ensure inclusion in the event program guide, ads must be received by **October 20, 2020**.

**Full-page ad | \$300**

**1/2-page ad | \$150**

**1/4-page ad | \$75**

# SPONSORSHIP OPPORTUNITIES

## *Maximize your visibility*

Be front and center to show your support for and showcase your programs and services to small business owners and aspiring entrepreneurs across the state of Washington.

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### **Platinum Sponsor (1 available)**

#### **What the sponsor provides:**

- Sponsor fee: \$15,000
- Promote the Biz Fair through their communication channels

#### **What the sponsor receives:**

- **Logo recognition as Platinum Sponsor**
- Marketing materials/email blasts to 300,000+ current and aspiring business owners in Washington state
- Biz Fair event website home page
- Biz Fair event landing page
- Cover of Biz Fair PDF program guide
- Event plenary session background
- Online Event banner ad displayed during the event

#### **Three (3) sessions/presentations**

- Two sessions in main program
- One session in demo room

#### **Program guide PDF**

- 500-word organization description and contact information
- Two, complimentary full-page ads (or one, 2-page spread)

#### **Virtual booth**

- One, complimentary virtual booth

#### **Other**

- Verbal recognition at opening plenary session
- Opportunity to send 5 follow up emails to event attendees

### **Gold Sponsor (2 available)**

#### **What the sponsor provides:**

- Sponsor fee: \$10,000
- Promote the Biz Fair through their communication channels

#### **What the sponsor receives:**

- **Logo recognition as Gold Sponsor**
- Marketing materials/email blasts to 300,000+ current and aspiring business owners in Washington state
- Biz Fair event website home page
- Biz Fair event landing page
- Cover of Biz Fair PDF program guide
- Event plenary session background
- Online Event banner ad displayed during the event

#### **Two (2) sessions/presentations**

- One session in main program
- One session in demo room

#### **Program guide PDF**

- 500-word organization description and contact information
- One, complimentary full-page ad

#### **Virtual booth**

- One, complimentary virtual booth

#### **Other**

- Verbal recognition at opening plenary session
- Opportunity to send 4 follow up emails to event attendees

# SPONSORSHIP OPPORTUNITIES

## Silver Sponsor (3 available)

### What the sponsor provides:

- Sponsor fee: \$7,500
- Promote the Biz Fair through their communication channels

### What the sponsor receives:

- **Logo recognition as Silver Sponsor**
- Marketing materials/email blasts to 300,000+ current and aspiring business owners in Washington state
- Biz Fair event website home page
- Biz Fair event landing page
- Cover of Biz Fair PDF program guide
- Event plenary session background

### One (1) session/presentation

- One session in main program or demo room

### Program guide PDF

- 500-word organization description and contact information
- One, complimentary full-page ad

### Virtual booth

- One, complimentary virtual booth

### Other

- Verbal recognition at opening plenary session
- Opportunity to send 3 follow up emails to event attendees

## Bronze Sponsor (5 available)

### What the sponsor provides:

- Sponsor fee: \$5,000
- Promote the Biz Fair through their communication channels

### What the sponsor receives:

- **Logo recognition as Bronze Sponsor**
- Marketing materials/email blasts to 300,000+ current and aspiring business owners in Washington state
- Biz Fair event website home page
- Biz Fair event landing page
- Cover of Biz Fair PDF program guide
- Event plenary session background

### One (1) demo session/presentation

- One session in demo room

### Program guide PDF

- 500-word organization description and contact information
- One, complimentary full-page ad

### Virtual booth

- One, complimentary virtual booth

### Other

- Verbal recognition at opening plenary session
- Opportunity to send 2 follow up emails to event attendees

# SPONSORSHIP OPPORTUNITIES

## Event Sponsor

### What the sponsor provides:

- Sponsor fee: \$3,500
- Promote the Biz Fair through their communication channels

### What the sponsor receives:

- Logo recognition on marketing materials/email blasts, event home page, cover of program guide, plenary session background
- Online Event banner ad
- Organization description and contact information in the program guide
- Verbal recognition at opening plenary session
- One virtual booth
- One virtual demo or host networking room
- Opportunity to provide one online discount coupon
- Event attendee mailing list

## Event Co-Sponsor

### What the sponsor provides:

- Sponsor fee: \$2,000
- Promote the Biz Fair through their communication channels

### What the sponsor receives:

- Logo recognition on marketing materials/email blasts, event home page, cover program guide, plenary session background
- Online Event banner ad
- Organization description and contact information in the program guide
- Verbal recognition at opening plenary session
- One virtual booth
- Opportunity to provide one online discount coupon

## Networking Room Sponsor

### What the sponsor provides:

- Sponsor fee: \$1,200
- Promote the Biz Fair through their communication channels

### What the sponsor receives:

- Logo recognition associated with marketing & listing of the networking room and “in” the networking room
- Opportunity to present or moderate in the networking room throughout the event
- One virtual booth
- One virtual demo or host networking room
- Networking room attendee emails

## Small Business Champion

### What the sponsor provides:

- Sponsor fee: \$500
- Promote the Biz Fair through their communication channels

### What the sponsor receives:

- Logo recognition on marketing materials/email blasts, sponsor page on event website, sponsor page in event program guide,
- Opportunity to purchase one virtual booth at 50% discount (\$300)