

24th annual
WASHINGTON STATE BIZ FAIR
An All Virtual Event

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

PRESENTED BY:



Greater Seattle



PARTICIPATION OPTIONS FOR

Economic Development agencies • Chambers of Commerce

Port Districts • Cities • Counties

Non-Profits • Associations



To participate or discuss customized participation options:

Email 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**

PARTICIPATION OPTIONS

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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Logo recognition

If you choose either **Level 1** or **Level 2** option below, your organization's logo will be recognized by size of logo commensurate with the contribution level as follows:

Supported by

Organization logo (Level 1)

or

Organization logo (Level 2)

LEVEL 1 - Logo recognition

What the organization provides:

- Participation fee: \$1,000
- Promote the Washington State Biz Fair through their communications channels

What the organization receives:

- Logo recognition on marketing materials/email blasts, event home page, cover of program guide
- Organization description and contact information in the program guide
- Verbal recognition at opening plenary session
- One complimentary virtual booth
- One complimentary full-page ad in the program guide

LEVEL 2 - Logo recognition

What the organization provides:

- Participation fee: \$500
- Promote the Washington State Biz Fair through their communications channels

What the organization receives:

- Logo recognition on marketing materials/email blasts, event home page
- Organization description and contact information in the program guide
- One complimentary virtual booth
- One complimentary half-page ad in the program guide

PARTICIPATION OPTIONS

Resource Booth only

What the organization provides:

Booth fee: \$250

- Promote the Washington State Biz Fair through their communications channels

What the organization receives:

- Detailed analytics on the visitors to your virtual exhibit booth
- 100 Word Listing plus contact information on the exhibitor page in the program guide and website

Promotional supporter

What the organization provides:

Fee: \$0

- Promote the Washington State Biz Fair through their communications channels

What the organization receives:

- Recognition as promotional supporter in in the program guide and website

Ads in the Program Guide

To ensure inclusion in the event program guide, ads must be received by **October 9, 2020**.

Full-page ad	\$200
1/2-page ad	\$100
1/4-page ad	\$50