

25th annual  
**WASHINGTON STATE BIZ FAIR**

*An All Virtual Event*

*Be Resilient and Thrive*

Tuesday, October 12, 2021  
7am - 5pm



Greater Seattle



PRESENTED BY:



# 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. The aim was 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:

**BizFair exhibitors:** Where attendees gain valuable access to free small business information from the Biz Fair exhibitors. Resource Center Exhibitors include local, state, and federal government agencies, as well as non-profit and community organizations that support small business. Digital Market Exhibitors include for-profit companies who have critical services for 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. Examples of previous sessions:

- 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 2021 VIRTUAL Washington State Biz Fair

### GOING VIRTUAL

*In 2020, just as small businesses were facing unique challenges in navigating a new and evolving “normal” because of the COVID-19 pandemic, events such as the Washington State Biz Fair transitioned from a traditional in-person to an all-virtual format. Several new opportunities were afforded to us by “going virtual” which we will leverage again in 2021.*



### Virtual Event Platform

We will be using [Swapcard](#) as our virtual event platform for BizFair 2021 and [here](#) is a short video introduction to the platform.

### Expanded pre and post event exposure and attendance

**Pre-event:** After 23 successful previous in-person events with attendance averaging between 250 – 500 attendees, the 2020 virtual event allowed us to reach 300,000+ current small business owners as well as aspiring entrepreneurs across the state of Washington.

**During the event:** The virtual nature of the event in 2020 enabled us to expand event attendance to 2,000 attendees from across the state. We anticipate expanding event attendance again in 2021 to 10,000 – 15,000 attendees.

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

### Digital marketplace

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 - Multiple Small Business program tracks along the themes of:**

- **Setting up a New Business**
- **Digital Marketing**
- **Marketing & Selling Your Services**
- **Making Your Business with Employees More Successful**
- **Special, Industry or Local Sessions**
- **Diversity & Inclusion**

# 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.

**To participate:**

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

## Exhibit hours

**Tuesday, October 12, 2021 | 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 on the Biz Fair website exhibitor page.

## Exhibitor Cost \$150

# SPONSORSHIP OPPORTUNITIES

## *Maximize your visibility*

Be front and center to show your support 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.
- Event keynote session background.
- Online event banner ad displayed during the event.

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

- Three sessions in main program.

#### **Virtual booth**

- One complimentary virtual booth.

### **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.
- Event keynote session background.
- Online event banner ad displayed during the event.

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

- Two sessions in main program.

#### **Virtual booth**

- One complimentary virtual booth.

# 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.
- Event keynote session background.
- Online event banner ad displayed during the event.

### One (1) session/presentation

- One session in main program

### Virtual booth

- One complimentary virtual booth.

## 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.
- Event keynote session background.
- Online event banner ad displayed during the event.

### Virtual booth

- One complimentary virtual booth.

# SPONSORSHIP OPPORTUNITIES

## Event Sponsor (2 available)

### What the sponsor provides:

- Sponsor fee: \$3,000.
- Promote the Biz Fair through their communication channels.

### What the sponsor receives:

- Logo recognition on marketing materials/email blasts, event home page, keynote session background.
- Online event banner ad.
- One virtual booth.

## 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.
- Opportunity to purchase one virtual booth at 50% discount (\$75).



# SPONSORSHIP BENEFITS

	<u>Platinum</u>	<u>Gold</u>	<u>Silver</u>	<u>Bronze</u>	<u>Event Sponsor</u>	<u>Small Business Champion</u>
# Available	1	2	3	5	2	-
<b>Logo recognition</b>						
- <i>In conference</i>	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor		
- <i>Marketing materials</i>	√	√	√	√	√	√
- <i>Email blasts</i>	√	√	√	√	√	
- <i>Event home page</i>	√	√	√	√	√	√
- <i>Sponsor page on event website</i>	√	√	√	√	√	√
- <i>Keynote session background</i>	√	√	√	√	√	
Marketing materials/email blasts to 300,000+ current & aspiring business owners in state	√	√	√	√		
BizFair event website home page	√	√	√	√		
BizFair event landing page	√	√	√	√		
Event keynote session background	√	√	√	√		
Online event banner ad displayed during the event	√	√			√	
Sessions/Presentations	3 (main program)	2 (main program)	1 (main program)			
Virtual booth	1 (comp)	1 (comp)	1 (comp)	1 (comp)	1	1 (\$75)
Sponsor Fee*	\$15,000	\$10,000	\$7,500	\$5,000	\$3,000	\$500

\*Sponsor promotes BizFair through their communication channels