



2012 Business Expo and Small Business Conference Sponsorships Exhibition Hall at the Alliant Energy Center, April 24, 2012

The Greater Madison Chamber of Commerce offers these valuable sponsorships for the 2012 Business Expo and Small Business Conference, the largest business-to-business event in the region. Last year, more than 1,950 Chamber members, guests and other business people for a day of great networking, learning and fun! Your company will benefit from exceptional visibility and one-of-a-kind perks including exhibition booth, tickets, and special recognition before, during and after the Expo and much more.

Gold Sponsorship

Gold Sponsorship Benefits - \$6,000

- Double exhibit booth (20' wide x 10' deep) with premium location
- Special Gold Sponsorship signage at booth
- One-eighth page, full color ad in event program distributed to attendees
- 50 Business Expo tickets to distribute to employees and customers
- Your company logo on:
 - Sponsorship page in event program distributed to Expo attendees
 - Business Expo promotional ads in Chamber publications and website
 - Sponsorship signage at the event
- Sponsorship mention in Chamber publications eight times and on the Chamber website for two months prior to the event.
- Three months of a full size web ad banner for your company on the Chamber website, available March - December, 2012
- One electronic data file containing Business Expo attendee mailing info. No email information.

Silver Sponsorship

Silver Sponsorship Benefits - \$3,000

- Double exhibit booth (20' wide x 10' deep)
- Special Silver Sponsorship signage at booth
- Business card size, full color ad in event program distributed to attendees
- 40 Business Expo tickets to distribute to employees and customers
- Your company name on:
 - Sponsorship page in event program distributed to Expo attendees
 - Business Expo promotional ads in Chamber publications
 - Sponsorship signage at the event
- Sponsorship mention in Chamber publications eight times and on the Chamber website for two months prior to the event.
- Three months of a one-third size web ad banner for your company on the Chamber website, available March - December, 2012

Bronze Sponsorship

Bronze Sponsorship Benefits - \$1,000

- One exhibit booth (10' wide x 10' deep)
- Special Bronze Sponsorship signage at booth
- 25 Business Expo tickets to distribute to employees and customers
- Your company name on:
 - Sponsorship page in event program distributed to Expo attendees
 - Business Expo promotional ads in Chamber publications
 - Sponsorship signage at the event

Registration Sponsorship

Registration Sponsorship Benefits - \$3,500

- Exclusivity – only one sponsorship
- Special sponsorship signage at Business Expo registration area
- One exhibit booth (10' wide x 10' deep)
- Special Registration Sponsorship signage at your booth
- Business card size, full color ad in event program distributed to attendees
- 40 Business Expo tickets to distribute to employees and customers
- Your company logo on:
 - Sponsorship page in event program distributed to Expo attendees
 - Business Expo promotional ads in Chamber publications and website
 - Sponsorship signage at the event
- Sponsorship mention in Chamber publications eight times and on the Chamber website for two months prior to the event.
- Three months of a one-third size web ad banner for your company on the Chamber website, available March - December, 2012
- One electronic data file containing expo attendee mailing info. No email info.

Pavilion Sponsorship

Pavilion Sponsorship Benefits - \$5,000

- Quad exhibit booth (20' wide x 20' deep) in Pavilion area
- Special Pavilion Sponsorship signage at booth
- Reserved table at Breakfast program and Post Expo Celebration
- Two minutes of welcome remarks by a company spokesperson to breakfast attendees
- Business card size, full color ad in event program distributed to attendees
- 40 Business Expo tickets to distribute to employees and customers
- Your company logo on:
 - Sponsorship page in event program distributed to Expo attendees
 - Business Expo promotional ads in Chamber publications
 - Sponsorship signage at the event
- Sponsorship mention in Chamber publications eight times and on the Chamber website for two months prior to the event.
- Three months of a full size web ad banner for your company on the Chamber website, available March - December, 2012

Expo Kickoff Breakfast Sponsorship

Expo Kickoff Breakfast Sponsorship Benefits - \$3,500

- Exclusivity – only one sponsorship
- Two minutes of welcome remarks by a company spokesperson to breakfast attendees
- Special sponsorship signage at Expo Kickoff Breakfast area
- One exhibit booth (10' wide x 10' deep)
- Special Breakfast Sponsorship signage at booth
- Reserved table at Breakfast program
- Business card size, full color ad in event program distributed to attendees
- 40 Business Expo tickets to distribute to employees and customers
- Your company logo on:
 - Sponsorship page in event program distributed to Expo attendees
 - Business Expo promotional ads in Chamber publications and website
 - Sponsorship signage at the event
- Sponsorship mention in Chamber publications eight times and on the Chamber website for two months prior to the event.
- Three months of a one-third size web ad banner for your company on the Chamber website, available March - December, 2012

Expo After Hours Celebration Sponsorship

Post Expo Celebration Sponsorship Benefits - \$3,500

- Exclusivity – only one sponsorship
- Special sponsorship signage in Post Expo Celebration area
- One exhibit booth (10' wide x 10' deep)
- Special Expo After Hours Celebration Sponsorship signage at booth
- Reserved table at Expo After Hours Celebration program
- Business card size, full color ad in event program distributed to attendees
- 40 Business Expo tickets to distribute to employees and customers
- Your company logo on:
 - Sponsorship page in event program distributed to Expo attendees
 - Business Expo promotional ads in Chamber publications and website
 - Sponsorship signage at the event
- Sponsorship mention in Chamber publications eight times and on the Chamber website for two months prior to the event.
- Three months of a one-third size web ad banner for your company on the Chamber website, available March - December, 2012

Lounge Sponsorship

Lounge Sponsorship Benefits - \$600 and furniture and accessories to accommodate a minimum of twelve people from 8:00 am to 4:00 pm.

- Only four sponsorships available
- Display area 20' wide X 20' deep
- 25 Business Expo tickets to distribute to employees and customers
- Your company name in:
 - Sponsorship page in event program distributed to Expo attendees
 - Sponsorship signage at the event

Small Business Conference Seminar Room Sponsorship

Small Business Conference Seminar Room Sponsor Benefits - \$1,500

- Only four sponsorships available
- One exhibit booth (10' wide x 10' deep)
- Sponsorship of one of four seminar rooms
- Two minutes of welcome remarks by a company spokesperson to attendees at three sessions in sponsored seminar room
- Small Business Conference Seminar Room Sponsorship signage at booth and in conference area.
- 25 Business Expo admission tickets to distribute to employees and customers
- Your company name on:
 - Sponsorship page in event program distributed to Expo attendees
 - Sponsorship signage at the event
- Sponsorship mention in Chamber publications eight times and on the Chamber website for two months prior to the event.

For more information and to reserve your sponsorship contact:

Maurice Cheeks 608-443-1951
mocheeks@greatermadisonchamber.com

Jennifer Bruhn 608-443-1945
jbruhn@greatermadisonchamber.com