

## **B2B EXPO 2012**

Thursday, March 29, 2012 - 9am - 5pm  
Morris Lawrence Building - Washtenaw Community College

The Ann Arbor – Ypsilanti Regional Business 2 Business Expo seeks to promote business success, economic development and entrepreneurship in Washtenaw County by providing a quality event that offers area businesses an opportunity to gain exposure for their business services and products as well as network with peers.

*Only Three Available*

### **Associate Sponsor: \$1,200 (\$2000 Value)**

#### **Recognition & Branding**

- Listed as major sponsor on AnnArbor.com B2B Expo website with hyperlink
- Sponsor recognition on all event-related materials
- Logo placement and sponsor recognition in the 8 page glossy B2B Expo program
- 100 Expo invitations for you to invite your prospects
- Ability to utilize B2B brand in (approved) radio & print ads to promote your participation in the Expo
- List of registered attendees

#### **Advertising**

*All ad units must be utilized between March 18 - 31, 2012*

- 2.3" x 2.5" color ad on inside cover of B2B program (distributed at Expo & in AnnArbor.com prior to Expo)
- Ad in Business Review Newsletter for two weeks
- 20k in one-liner ad units ROS on AnnArbor.com
- Topic Exclusive 300x250 online Business Review for 1 day (aprox. 13K impressions)

#### **At the B2B Expo**

- 8x10 booth space at event
- Logo recognition on event signage at Expo
- 2 tickets to Economic Outlook Luncheon
- 2 passes to Hospitality Room

Signature \_\_\_\_\_ Date \_\_\_\_\_

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Upon receipt of sponsorship agreement, you will be provided an invoice with payment instructions. Payments may be made via check or credit card.