

## **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 One Available*

### **Executive Sponsor: \$3,000 (\$4500 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
- 400 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*

- Full color ad on back of B2B Expo program (distributed at expo and in AnnArbor.com prior to Expo)
- Ad in Business Review Newsletter for four weeks
- Online Affiliate ad for 1 week in Business Review Topic
- 80k in one-liner ad units ROS on AnnArbor.com
- Topic Exclusive 300x600 online Business Review for 3 days (aprox. 40K impressions)
- Topic Exclusive 300x250 online Business Review for 3 days (aprox. 40K impressions)
- Topic Exclusive 728x90 Leaderboard online Business Review for 7 days (aprox. 21K impressions)

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

- 8x10 booth space at event
- Logo recognition on event signage at Expo
- 4 tickets to Economic Outlook Luncheon
- 6 passes to Hospitality Room
- Ability to present seminar topic at Expo

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.