



# DIGITAL TRANSFORMATION



Sponsor and Exhibitor  
Opportunities



## **A Mission-Driven, Results-Oriented Partnership That Drives Small Business Success**

America's SBDC is a non-profit association representing America's nationwide network of small business development centers (SBDCs), the most comprehensive small business assistance network in the United States and its territories.

Our annual professional development conference brings together over 1,000 SBDC Directors, Staff, and Advisors for four days of education, networking, and training to help them better serve their clients. This much-anticipated conference is in its 45th year.

## **Why Sponsor?**

### **Aligning to Support Small Businesses**

Sponsoring the America's SBDC National Conference aligns with our mission to empower and educate advisors, playing an essential role in their professional growth. This partnership boosts your brand's visibility within the SBDC network and expands your influence across the small business community.

### **A Turn-Key Experience for Sponsors**

The America's SBDC National Conference ensures a hassle-free, all-inclusive experience for sponsors, delivering a 'white glove' experience. This approach guarantees an effective engagement strategy and a transparent, straightforward investment—no surprises!

### **Extensive Engagement and Networking Opportunities**

As a sponsor, your involvement is key to enriching the conference experience, promoting valuable connections, and the opportunity to share insights within a community committed to small business growth and innovation.

### **Dedicated Spaces for Maximum Connection**

Our specialized exhibit hall, with meal and drink buffets, creates an ideal environment for sponsors to interact with attendees and fosters enhanced engagement and participation.

Discover the unique opportunity to align with shared goals, the transformative power of education, and the robust network within the SBDC community at America's SBDC National Conference. Your sponsorship is crucial to the success of this key event.

# High-value sponsorship opportunities that deliver brand exposure, networking and success

Our turn-key booth packages save our supporters well over a thousand dollars in fees. All our packages include opportunities for you and your team to enjoy multiple well-attended events designed for engagement and fun.

## TITANIUM

### SPONSORSHIP

**\$75,000**

Sponsorship includes:

- VIP Sponsor Status
- General Session speaking opportunity to 1,400 attendees.
- 12ft x 12ft booth space
- Up to 8 full attendee registrations
- Up to 4 (75-minute) workshops during key conference days.
- Up to 1 pre-con workshop.
- Virtual Booth in the Event App
- Premiere placement in the conference event app.
- Attribution through America's SBDC website.
- Attribution on-site printed and digital signage.
- Promotional content on social media.
- Booth giveaway opportunity.
- Full access to Happy Hours, Lunches, and Receptions.

## PLATINUM

### SPONSORSHIP

**\$50,000**

Sponsorship includes:

- VIP Sponsor Status
- Speaking opportunity at Ribbon Cutting ceremony, or Closing Reception
- 12ft x 12ft booth space
- Up to 6 full attendee registrations
- Up to 3 (75-minute) workshops during key conference days.
- Up to 1 pre-con workshop.
- Virtual Booth in the Event App
- Premiere placement in the conference event app.
- Attribution through America's SBDC website.
- Attribution on-site printed and digital signage.
- Promotional content on social media.
- Booth giveaway opportunity.
- Full access to Happy Hours, Lunches, and Receptions.



## GOLD

### SPONSORSHIP \$35,000

Sponsorship includes:

- VIP Sponsor Status
- Branded items for attendees at registration. Registration or event attribution on/in high-traffic virtual or in-person space. Possible sponsor of 40 Under 40 event.
- 9ft x 9ft booth space
- Up to 4 full attendee registrations
- Up to 3 (75-minute) workshops during key conference days.
- Up to 1 pre-con workshop.
- Virtual Booth in the Event App
- Premiere placement in the conference event app.
- Attribution through America's SBDC website.
- Attribution on-site printed and digital signage.
- Promotional content on social media.
- Booth giveaway opportunity.
- Full access to Happy Hours, Lunches, and Receptions.

## SILVER

### SPONSORSHIP \$20,000

Sponsorship includes:

- Attribution on attendee hotel keycards or attendee lanyards.
- 9ft x 9ft booth space
- Up to 4 full attendee registrations
- Up to 2 (75-minute) workshops during key conference days.
- Up to 1 pre-con workshop.
- Virtual Booth in the Event App
- Premiere placement in the conference event app.
- Attribution through America's SBDC website.
- Attribution on-site printed and digital signage.
- Promotional content on social media.
- Booth giveaway opportunity.
- Full access to Happy Hours, Lunches, and Receptions.

## COPPER

### SPONSORSHIP

**\$15,000**

Sponsorship includes:

- 9ft x 9ft booth space
- Up to 2 full attendee registrations
- Up to 2 (75-minute) workshops during key conference days.
- Up to 1 pre-con workshop.
- Virtual Booth in the Event App
- Premiere placement in the conference event app.
- Attribution through America's SBDC website.
- Attribution on-site printed and digital signage. Promotional content on social media.
- Booth giveaway opportunity.
- Full access to Happy Hours, Lunches, and Receptions.

## EXHIBIT BOOTH

**ONLY  
\$7,500\***

Exhibit Booth only includes:

- 9ft x 9ft booth space
- 2 full attendee registrations
- Virtual Booth in the Event App
- Attribution in event communications and onsite signage.

\*Government booth rate \$5,000.

## BRONZE

### SPONSORSHIP

**\$10,000**

Sponsorship includes:

- 9ft x 9ft booth space
- Up to 2 total attendee registrations
- Up to 1 (75-minute) workshop during key conference days.
- Up to 1 pre-con workshop.
- Virtual Booth in the Event App
- Attribution through America's SBDC website.
- Attribution on-site printed and digital signage.
- Booth giveaway opportunity.
- Full access to Happy Hours, Lunches, and Receptions.





## Sponsor and Exhibitor Opportunities at a Glance

	Titanium*	Platinum**	Gold***	Silver****	Copper	Bronze	Exhibit only†
VIP Sponsor Status	X	X	X				
Booth space	12 x 12	12 x 12	9 x 9	9 x 9	9 x 9	9 x 9	9 x 9
Full attendee registrations	8	6	4	4	2	2	2
75-minute workshops during key conference days	4	3	3	2	2	1	
1 pre-con workshop	X	X	X	X	X	X	
Virtual Booth in the Event App	X	X	X	X	X	X	X
Premiere placement in the conference event app	X	X	X	X	X		
Attribution through America's SBDC website	X	X	X	X	X	X	
Attribution on-site printed and digital signage	X	X	X	X	X	X	
Promotional content on social media	X	X	X	X	X		
Booth giveaway opportunity	X	X	X	X	X	X	

\* General Session speaking opportunity on Wednesday to 1,400 attendees

\*\* Speaking opportunity at Ribbon Cutting ceremony, or Closing Reception

\*\*\* Branded item for attendees at registration. Registration or event attribution on/in high traffic virtual or in-person space. Possible sponsor of 40 Under 40 event.

\*\*\*\* Attribution on attendee hotel keycards or attendee lanyards.

† Attribution in event communications and onsite signage

## TURN-KEY BOOTH PACKAGE INCLUDES:

- The side walls are plexiglass wings and the back wall consists of three 3'x9' panels.
- The Center panel will be a graphic of your design and printed by the show decorator.
- The two side panels will be plexiglass.
- We are in a carpeted ballroom, so unless you need a particular color for your booth, you are all set.
- Each booth will be set with a round highboy table and two stools.
- Wi-Fi and 110 electrical access are also included.

Anything not listed above is not included in your booth package. If you choose to edit or upgrade your package you must make those arrangements and payments through the Exhibitor Services Kit.

Shipping to/from the hotel for the event must be arranged and paid for independently through the Exhibitor Services Kit. FedEx Kinkos Business Center on property is open M-F 7AM-7PM, 9AM-5PM Sat. and Sun.

## ADD-ONS:

- Additional booth personnel can be added at \$300.00 pp (this is a tradeshow pass only)
- Additional full access registration can be added at \$1,125 pp.
- Registration Check-in collateral distribution can be purchased for \$750 per item. Printed material must be created and shipped to the Association before the start of the event for distribution at attendee check-in.

## DEADLINES and KEY DATES:

- July 12** Exhibitor and sponsor Registration Deadline.
- July 26** Booth graphics & signage deadline (all signage sent after the deadline incurs additional fees).
- July 26** Workshop Details Deadline.
- July 26** Virtual Exhibit Booth Deadline.
- August 5** Room Block Deadline.
- August 26** Official Conference Countdown Begins.
- September 9** Booth Build-Out.
- September 9** VIP Reception with SBDC Leadership.
- September 10** Tradeshow Ribbon Cutting & Opening Luncheon.
- September 11** Exhibit Hall Closes 7:00PM Wednesday.

To learn more about our event visit: [www.conference.americassbdc.org](http://www.conference.americassbdc.org)

Have a question or ready to sign-up? Simply email April Youngblut, [april@americassbdc.org](mailto:april@americassbdc.org)





## Does your organization need event support? Meet Dave!

We'd like to introduce you to Dave Delaney. Dave is a keynote speaker and workshop facilitator specializing in improving communication, networking, and leadership skills with his company, Futureforth.com. Dave was a speaker for Google's Grow with Google program for five years when he served many SBDCs nationwide, teaching thousands of our clients. He recently launched a new service called 10X Conference Coaching that he is keen to discuss with you. [▶ LEARN MORE](#)