

## Lake Norman Chamber of Commerce Business Expo 2012

### Sponsorship Opportunities:

By supporting the Lake Norman region's premier business trade show, sponsoring firms are recognized through extensive marketing and promotion of the event.

#### Presenting Sponsor at \$5,000 (*SOLD*)

- Includes all benefits of Gold, Silver and Bronze levels plus....
- CEO or company representative on agenda to extend a welcome at the start of Expo.
- Top billing on all promotional material developed by the Chamber for the Expo.
- First choice in booth placement.

#### Gold Co-Sponsor at \$3,000

- Includes all benefits of Silver and Bronze levels plus....
- Larger logos on promotional posters and social media.
- Choice in booth placement after Presenting Sponsor (by registration date).

*This sponsorship available to only three companies.*

#### Silver Co-Sponsors at \$1,500

- Includes all benefits of Bronze level plus....
- Sponsor information at registration desk (information about your company-the day of Expo).
- Upgrade to double-sized booth (10 x 20) in general booth area.
- Logos and prominent identification on promotional posters.
- Featured in ads appearing in local media and the Chamber Lake Link.
- Promotion on local cable ad
- Recognition from the podium during event.
- Choice in booth placement after Presenting & Gold Sponsors (by registration date).

*This sponsorship available to only six companies.*

#### Bronze Co-Sponsors at \$500

- Identification on front of promotional poster or ad (30,000+ printed) via a local paper and The Chamber of Commerce Lake Link.
- Signage at the event (rolling giant video screen-behind the center stage).
- Expo booth (8 x 10) in general booth area.
- No charge for electricity if needed.
- Ability to direct booth placement after Presenting, Gold & Silver sponsors. (by registration date).
- Featured on Expo home page ([www.lakenorthernexpo.com](http://www.lakenorthernexpo.com)).
- Recognition in the Chamber Lake Link Newsletter December 2011 through March 2012
- VIP Sponsor-only reception party held at the Chamber.
- Trade Show Sales Training – “*Effective Trade Show Selling*” for sponsors only by Sandler Sales Institute

\* The Chamber of Commerce reserves the right to change marketing resources and media partners.