



February 4, 2010

The Southern Tier Small Business Expo
Success Network/BCC's Entrepreneurial Assistance Program
Cheryl DeVoe, First V.P. Success Network

Dear Sir or Madam:

According to local statistics, small businesses provide the majority of jobs in our area. That job creation is more important than ever in the current economic climate. To help local small businesses thrive and provide jobs, Success Network, a local networking and referral group, and BCC's Entrepreneurial Assistance Program, are co-sponsoring a trade expo on October 9, 2010. Knowing that your organization is committed to the growth and stability of our area's business community, we'd like to offer you the opportunity to be an event sponsor.

As a sponsor you would receive the following based on the amount of sponsorship, as well as all the benefits of the show, for example, a large amount of media coverage with internet, radio and TV news. We expect the show to be well attended as its being held in the Oakdale Mall – a central, easy to access venue with its own traffic. Our offer to you as a show sponsor:

\$500 +	A full page advertisement in the program, business listed on our sponsor page, a verbal thank-you at the expo, your business name/logo on our event bags and one complimentary vendor space.*
\$250 - \$500	A half page advertisement in the program and business listed on our sponsor page
\$100 - \$250	A quarter page advertisement in the program and business listed on our sponsor page
\$25 - \$100	Business listed on our sponsor page

The Southern Tier Small Business Expo will be held October 9, 2010 at the Oakdale Mall. We anticipate having room for up to 100 vendors. These are small businesses that are operating in our local community – providing invaluable services, employing local people and helping to keep the Greater Binghamton economy going. Many may be your current clients or customers.

Success Network is a non-profit business association organized to assist entrepreneurs in building their businesses. The Entrepreneurial Assistance Program is an intensive, hands-on course at BCC that helps those looking to start a new business.

We welcome your support of the area's local small businesses. Your sponsorship will help bring recognition to local small businesses, support your current customers and give you the opportunity to obtain exposure to new customers by advertising for your business. We will be giving you a call shortly to discuss whether you'd like to be a sponsor of the Small Business Expo and to answer any questions you might have regarding the event. Thank you for your time in reading our letter.

Respectfully,

A handwritten signature in black ink, appearing to read "Cheryl E DeVoe". The signature is fluid and cursive, with the first letters of each word being capitalized and prominent.

Cheryl DeVoe
First Vice President
Success Network
607-321-9054

Enclosures: Vending Regulations and Show Schedule

Vending Regulations:

1. Payment and a completed registration form are required to secure a vendor space.
2. At the Trade Show, a maximum of two business types will be permitted. This does not apply to sponsors and the steering committee reserves the right to make exceptions to insure the success of the event.
3. Vendors' company name will be listed in the program if a signed vendor registration form and payment are returned by September 9, 2010
4. If you register for a half-table (4 feet of a table), your form must be submitted along with your table partner.
5. All tables must be draped and skirted.
6. Vendors will be permitted to set up displays from 8-10 am on Saturday, October 9th, 2010.
7. Vendors are **required to check in On October 9th by 9 am and be completely set up by 10:00 am.**
8. Vendor spaces must be manned during trade show hours (noted on schedule).
9. No refunds will be given after September 30, 2010
- 10. Vendors are *required* to have a current NYS Sales Tax Certificate (if applicable).**
11. No electricity will be provided for this event, please plan accordingly.
- 12. Insurance for the event is required and vendor must show proof of insurance with application, or application will be denied.**
13. Conference organizers, sponsors and the Oakdale Mall will not be held responsible for any lost or damaged goods.

Schedule:

8:00 – 10:00 Sign-Ins and display set-up
10:00 – 5:00 Trade Show Display

Door Prizes:

Donating a door prize will give your business added visibility and an extra listing in our Program Book.
YES NO - If yes, please bring the door prize with you to the show and submit at registration



SPONSOR REGISTRATION FORM

The Southern Tier Small Business Expo

“See How Big Small Business Can Be!”

Presented by Success Network and BCC’s Entrepreneurial Assistance Program

Saturday, October 9th, 2010

The Oakdale Mall: Center Court – Johnson City

Please complete this form and return with your sponsorship payment.

To confirm your sponsorship, please complete this form and return it with your check to: **Success Network, Attn: Cheryl DeVoe, PO Box 141, Chenango Bridge, NY 13745**

Make checks payable to: **Success Network**

Sponsor Information:

Sponsor’s Signature: _____ Date: _____

I agree that the completed registration form is a contract committing my company to sponsorship of the 2010 Southern Tier Small Business Trade Show. Also, I agree to the terms listed on the vendor registration form (if applicable).

Company Name (as it should appear in program): _____

Contact person/title: _____

Mailing Address: _____

E-mail: _____ Phone: _____

My check for \$ _____ is enclosed.

Additional comments: _____

