

Embracing fear and
**FAILING
FORWARD**

Keynote: **Jacob Brown**

**2024 Small Business
Summit & Annual
Meeting**

**THURSDAY,
JUNE 13, 2024**

8AM-2PM

LANSING CENTER
333 E MICHIGAN AVE
LANSING, MI 48933



**Sponsor
Guide**

SMALL BUSINESS
Association of MICHIGAN

SMALL BUSINESS ASSOCIATION OF MICHIGAN

SMALL BUSINESS SUMMIT & ANNUAL MEETING

Thursday, June 13, 2024
8am-2pm | Lansing, MI

The SBAM Small Business Summit & Annual Meeting invites all 32,000 members to celebrate the impact small businesses have on our state. Sponsors enjoy the benefits of pre-event promotions, and special features during the event. This Small Business Summit is a great opportunity to showcase your organization and bring your products and services to life. Features include our exhibit floor, networking, express learning sessions, luncheon and keynote speaker.

SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR \$10,000

- Two tables of 6 at event
- Stage recognition at event
- Logo title placement on SBAM.org event page
- Logo on all event promotions
- Logo displayed in A/V displays
- Feature on SBAM social media
- Feature on SBAM Small Business Briefing
- Logo in event program
- Logo on event signage
- Exhibitor booth
- Exhibitor description on exhibit hall floorplan

SPEAKER SPONSOR \$10,000

- Introduce Keynote Speaker at Event
- Logo placement on SBAM.org event page
- Logo placement on all speaker-related promotions
- Logo in event program
- Logo on event signage
- Exhibitor booth
- Exhibitor description on exhibit hall floorplan

EXPRESS LEARNING SESSIONS



EXHIBIT FLOOR & NETWORKING



LUNCHEON & KEYNOTE SPEAKER



ADDITIONAL SPONSORSHIP OPPORTUNITIES

Gold Sponsor \$5,000

- Two tables of 6 at event
- Stage recognition at event
- Logo on SBAM.org event page
- Logo on all event promotions
- Logo displayed in A/V displays
- Logo in event program
- Logo on event signage
- Gold level social media post
- Exhibitor booth
- Exhibitor description on exhibit hall floorplan

Sign Sponsor \$2,099

- 4 event tickets
- Special signage at event
- Logo in Express Learning Sessions
- Logo on SBAM.org event page
- Logo displayed in A/V displays
- Logo in event program
- Exhibitor booth
- Exhibitor description on exhibit hall floorplan

Registration Sponsor \$1,599

- 4 event tickets
- Special signage at event
- Logo on SBAM.org event page
- Logo displayed in A/V displays
- Logo in event program
- Exhibitor booth
- Exhibitor description on exhibit hall floorplan

Break Sponsor \$1,599

- 4 event tickets
- Special signage at event
- Logo on SBAM.org event page
- Logo displayed in A/V displays
- Logo in event program
- Exhibitor booth
- Exhibitor description on exhibit hall floorplan

Centerpiece Sponsor \$899

- Exhibitor Booth
- 2 event tickets
- Name recognition in event program
- Exhibitor description on exhibit hall floorplan
- Sign next to centerpiece on tables

Silver Sponsor \$2,599

- One table of 6 at event
- Logo on SBAM.org event page
- Logo on all event promotions
- Logo displayed in A/V displays
- Logo in event program
- Logo on event signage
- Silver level social media post
- Exhibitor booth
- Exhibitor description on exhibit hall floorplan

Express Learning Sessions Sponsor \$2,099

- 4 event tickets
- Logo on SBAM.org event page during event
- Name recognition in A/V displays
- Introduce speaker at each session

Beverage Sponsor \$1,599

- 4 event tickets
- Special signage at event
- Logo on SBAM.org event page
- Logo displayed in A/V displays
- Logo in event program
- Exhibitor booth
- Exhibitor description on exhibit hall floorplan

Lounge Sponsor \$1,599

- 4 event tickets
- Special signage at event
- Logo on SBAM.org event page
- Logo displayed in A/V displays
- Logo in event program
- Exhibitor booth
- Exhibitor description on exhibit hall floorplan

Lanyard Sponsor \$899

- Exhibitor Booth
- 2 event tickets
- Name recognition in event program
- Exhibitor description on exhibit hall floorplan
- Logoed lanyards

Water Station Sponsor \$2,099

- 4 event tickets
- Logo on signage during event
- Name recognition in A/V displays
- Logo in event program
- Exhibitor booth
- Exhibitor description on exhibit hall floorplan

Wellness Sponsor \$1,599

- 4 event tickets
- Special signage at event
- Logo on SBAM.org event page
- Logo displayed in A/V displays
- Logo in event program
- Extra Large Exhibitor booth Space
- Exhibitor description on exhibit hall floorplan

WiFi Sponsor \$1,599

- 4 event tickets
- Special signage at event
- Logo on SBAM.org event page
- Logo displayed in A/V displays
- Logo in event program
- Exhibitor booth
- Exhibitor description on exhibit hall floorplan

Bronze Sponsor \$1,099

- 4 event tickets
- Organization name on SBAM.org event page
- Organization name on all event promotions
- Organization name displayed in A/V displays
- Organization name in event program
- Bronze level social media post
- Exhibitor booth
- Exhibitor description on exhibit hall floorplan

Exhibitor \$599

- Exhibitor Booth
- 2 event tickets
- Name recognition in event program
- Exhibitor description on exhibit hall floorplan

For details or to secure your sponsorship, contact:

Heather Hamilton | Director of Membership Retention & Sales Enablement

517-492-1230 | heather.hamilton@sbam.org

SPONSOR EXHIBITOR REGISTRATION FORM



My display will be: Tabletop Exhibit Free Standing Display

Organization: _____

Contact Name: _____

Title: _____

Phone Number: _____

Mailing Address: _____

City State ZIP: _____

Email Address: _____

Please provide a brief 25-word description of your company for the on-site exhibitor floorplan:

Does your booth require: Table Skirt

BOOTH SPACE INCLUDES:

- One 8' table and two chairs; skirt provided by request
- Recognition in on-site event program
- Option to purchase electricity directly through the Lansing Center at: www.lansingcenter.com/services-forms/utilities-order-form
- Complimentary WiFi access

SPONSOR TICKET ALLOCATION:

As a sponsor, you receive attendee tickets for both the luncheon and exhibit booth. Please provide all names to Heather Hamilton by June 5, 2024.

Total Tickets Allocated

- Platinum & Gold Sponsors: 12
- Silver Sponsors: 6
- Bronze / Break / Water Station / Sign / Beverage / Lounge / Registration / WiFi / Wellness / Express Learning Sponsors: 4

**VIP & Elite members receive a complimentary ticket to the luncheon. Please contact Heather Hamilton for more information at 517-492-1230 or heather.hamilton@sbam.org

EXHIBITOR ONLY REGISTRATION FORM

My display will be: **Tabletop Exhibit** **Free Standing Display**

Organization: _____

Contact Name: _____

Title: _____

Phone Number: _____

Mailing Address: _____

City State ZIP: _____

Email Address: _____

Please provide a brief 25-word description of your company for the on-site exhibitor floorplan:

Does your booth require: **Table** **Skirt**

Names and Email Addresses of Attendees: (2 Lunch Tickets Provided)

Name _____

Email _____

Attending Luncheon

Name _____

Email _____

Attending Luncheon

_____ **Dietary Restrictions***

*We will do our best to accommodate your needs.

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Exhibit Cost: \$599

Payment Method: Credit Card Check Enclosed Sponsor Using Exhibit Space

Card Number: _____

Expiration Date: _____

Name on Card: _____

Signature: _____

By checking this box I agree to the Application Guideline governing the SBAM Annual Meeting & Small Business Expo. Please return completed form to **Heather Hamilton** at heather.hamilton@sbam.org or 101 S. Washington Sq Ste 900 Lansing MI 48933

I would like to purchase additional luncheon tickets.

Early Bird: \$75 Members / \$100 Non-Members | After May 17th: \$85 Members / \$125 Non-Members

Total Amount Enclosed: _____

****VIP & Elite members receive a complimentary ticket to the luncheon. Please contact Heather Hamilton for more information at 517-492-1230 or heather.hamilton@sbam.org**

MOVE IN

Wednesday, June 12, 3:00-5:00 p.m. **OR** Thursday, June 13, 7:00-8:00 a.m.

TEAR DOWN

After the luncheon at 2:00 p.m. on Thursday, June 13

DAY OF: If you are experiencing symptoms related to illness, please do not attend this event. Alternative staff may attend in your place.

Exhibits will be confined to the exhibit area assigned by SBAM and must conform to fire regulations, not obstruct passageways, or block the view of other exhibits. All business and distribution of literature will take place only in the exhibitor's designated area.

Exhibitors may not give, exchange, or sublet any or all of their assigned space(s).

The exhibitor agrees to indemnify and hold harmless SBAM and the Lansing Center (event facility) from and against any and all liability and expenses for personal injury and property damage or loss arising from or out of, the use by the exhibitor of its exhibit space or its activities in connection therewith.

Space will be assigned according to the order requested and payment received. Every effort will be made to avoid assigning competing companies to nearby booths.

No refund will be made if the space engaged is not used, nor will any refund be made for space used part-time.

A refund for the space contracted will be made only if the cancellation request is made in writing to the SBAM office at least 30 days prior to the event.

The exhibitor is responsible for damage to property. No signs or other articles may be affixed, nailed, or otherwise attached to walls, doors, etc in such a manner as to deface or damage them. Likewise, no attachments may be made to the floors by nails, screws, or any other device which would damage or mar them. Neither SBAM nor the Exhibit Facility assumes any responsibility for destruction, loss, or damage to the exhibitor's property from any cause. The exhibitor hereby agrees to assume all risks relating to such property.

The exhibit facility does not provide storage space for exhibits. Exhibit equipment and display materials that can be hand-carried may be brought in and set up by the exhibitor without any conflict with facility employees.

SBAM shall have the final determination and enforcement of all rules, regulations, and conditions. It is mutually agreed that the rules and regulations are part of this contract to which the exhibitor agrees to be bound.