

## everythingjersey: business

Statewide Conference & Expo

October 22, 2009

Garden State Exhibit Center, Somerset, NJ

9 a.m. to 4 p.m.



The New Jersey Chamber of Commerce and The Star-Ledger will once again partner on October 22 for the **3<sup>rd</sup> Annual Everything Jersey: Business** statewide conference and expo. The event was a major success benefiting our sponsors, 150 exhibitors and over 1,000 attendees. The feedback was extremely positive, with many commenting they have secured long-lasting business partnerships.

We would like you to join us as a sponsor or exhibitor this year's conference, which will be held at the Garden State Exhibit Center in Somerset, and will feature more cross-industry exhibitors, increased matchmaking and networking opportunities, special prize drawings, high-level keynote speakers, and procurement specialists from corporations and government to attract business owners.

We anticipate that sponsorships and exhibit space will sell out quickly this year, since we are also partnering with local and regional chambers of commerce in order to boost attendance even more. We are extending an invitation to you first, so you may secure your sponsorship and exhibit space early.

The major benefit of partnering with the Star-Ledger is that they provide constant promotion of the event in their daily newspaper. In fact, they will provide a minimum of \$500,000 in advertising in the months leading up to the show. If you choose to become a sponsor, depending on the level you choose, you will receive advertising, viewed by hundreds of thousands Star-Ledger readers. Your company name or logo will be in every advertisement and you will receive premium positioning at the expo. Sponsors will also have a speaking opportunity. Packages can be customized to fit your company's needs; several of the most popular packages are enclosed.

Don't miss this exciting opportunity to showcase your company and to participate in an event that focuses on the needs and interests of the business community. Please complete the attached form and mail it back or complete online at [www.njchamber.com](http://www.njchamber.com). Details are explained on the form, but should you have any questions, please contact Carol Gabel at (609) 989-7888 ext. 117 or e-mail her at [carol@njchamber.com](mailto:carol@njchamber.com).

Sincerely,

JOAN VERPLANCK

President  
NJ Chamber of Commerce

BOB PROVOST

Director of Marketing  
The Star-Ledger

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Please print and fax to (609) 989-9696 or scan and e-mail to [carol@njchamber.com](mailto:carol@njchamber.com).

## Exhibit Opportunities

### STANDARD 10 x 10 EXHIBIT SPACE – PRICE: \$895 Chamber Member; \$995 Non-Member.

INCLUDES:

- One 6 x 24 decorated display table (white vinyl top, 3 sides of pleated skirting)
- Two folding chairs
- One wastebasket
- Background and side divider drapery 8 ft. high with 3 ft. side curtains
- 9" x 40" identification sign
- Up to four Exhibitor badges per 10 x 10 space
- Exhibitor listing and internet link in the official Expo website
- One business card sized advertisement

### NON-PROFIT ORGANIZATION EXHIBIT SPACE – PRICE: \$495 Chamber Member; \$695 Non-Member.

INCLUDES: All of the standard Exhibit Space features listed previously in the STANDARD OPTION.

A 501(c)(3) status is required to obtain the non-profit rate.

**MULTIPLE BOOTH DISCOUNTS:** Deduct \$50 from each 10 x 10 Exhibit Space selection if two or more 10 x 10 spaces are contracted for.

**Electricity, telephone lines, and internet connection are not included in the price of a booth. A complete exhibitor package will be sent to all exhibitors.**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Our check in the amount of \$ \_\_\_\_\_ is enclosed.

Make check payable to: NJ Chamber of Commerce. Mail form and check to: NJ Chamber of Commerce, 216 West State Street, Trenton, NJ 08608 or please charge my  Visa  MasterCard  AMEX  Discover

Account No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Cardholder's Name \_\_\_\_\_ Signature \_\_\_\_\_

**Charged reservations may be faxed to (609) 989-9696**  
**Questions? Please call Carol Gabel at (609) 989-7888**

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### Different sponsorship levels include:

#### \$15,000 – Gold Package

##### Advertising Benefits

- One 3 column by 10 inch ad in process color in the Business Expo special supplement to be published in the Star-Ledger and online at NJ.com.
- An additional 3 column by 10 inch ad in process color to be published in the Star-Ledger at the sponsor's discretion on or before October 22, 2009.
- The opportunity to submit a 150-word company profile to be published in the Business Expo special supplement.
- Enlarged logo in all advertising identifying company as Gold Sponsor.

##### Event Marketing Benefits

- 20x20 premium exhibit space with table, two chairs, identification sign and a wastebasket.
- Logo on all promotional materials, signage and handouts at event.
- Logo on sponsor banner to be hung in the exhibit hall.
- Opportunity to hang a banner in a premium location at the event.
- Opportunity to present an educational seminar at the event.

##### Additional Benefits

- Eight passes for exhibitor personnel and an additional 15 complimentary passes to the event.
- Link from conference web site to your site.
- An attendance list for post-conference follow-up.
- Recognition in Chamber newsletter as a Gold Sponsor.

Approximate value: \$34,500

## \$10,000 – Silver Package

### **Advertising Benefits**

- One 3 column by 10 inch ad in the Business Expo special supplement to be published in the Star-Ledger and online at NJ.com.
- The opportunity to submit a 100-word company profile to be published in the Business Expo special supplement.
- Logo in all advertising identifying company as Silver Sponsor.

### **Event Marketing Benefits**

- 10x10 exhibit space with table, two chairs, identification sign and a wastebasket in prime location.
- Logo on all promotional materials, signage and handouts at event.
- Logo on sponsor banner to be hung in the exhibit hall.
- Opportunity to hang a banner in the exhibit hall.
- Opportunity to present an educational seminar at the event.

### **Additional Benefits**

- Four passes for exhibitor personnel and an additional 10 complimentary passes to the event.
- Link from conference web site to your site.
- An attendance list for post-conference follow-up.
- Recognition in the Chamber newsletter as a Silver Sponsor.

Approximate value: \$18,500

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## \$5,000 – Bronze Package

### **Advertising Benefits**

- One 2 column by 6 inch ad in the Business Expo special supplement to be published in the Star-Ledger and online at NJ.com.
- Logo in all advertising identifying company as Bronze Sponsor.

### **Event Marketing Benefits**

- 10x10 exhibit space with table, two chairs, identification sign and a wastebasket in a prime location.
- Logo on all promotional materials, signage and handouts at event.
- Logo on sponsor banner to be hung in the main ballroom
- Opportunity to hang banner in the exhibit hall.

### **Additional Benefits**

- Four passes for exhibitor personnel and an additional 6 complimentary passes to the event.
- Link from conference web site to your site.
- An attendance list for post-conference follow-up.
- Recognition in the chamber newsletter as a Bronze Sponsor.

Approximate value: \$11,750

**For more information, call Carol Gabel at (609) 989-7888 or [carol@njchamber.com](mailto:carol@njchamber.com).**

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## Event Co-Sponsor Registration Form

- Yes, I would like to be an event co-sponsor of the Everything Jersey: Business - Statewide Conference & Expo.

### Please check one of the following sponsorship packages:

- Gold Package – \$15,000
- Silver Package – \$10,000
- Bronze – \$5,000

### Sponsorship Payment Information

Name \_\_\_\_\_

Title \_\_\_\_\_

Business \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

E-mail \_\_\_\_\_

- I will mail a check made out to the New Jersey Chamber of Commerce to **216 West State Street, Trenton, NJ 08608**

Our check in the amount of \$ \_\_\_\_\_ is enclosed (Check made out to: NJ Chamber of Commerce)

Charge to my: Visa  MasterCard  AMEX  Discover  Acct. No \_\_\_\_\_

Exp. Date \_\_\_\_\_ Cardholder's Name \_\_\_\_\_ Signature \_\_\_\_\_

**You may fax this form to (609) 989-9696 • Call Carol Gabel at (609) 989-7888 with questions.**