



What Is the Loudoun Small Business Conference?

The Loudoun Small Business Conference, now in its fourth year, was created for members of the local small business community. The event has grown year-over-year and in 2020, we expect a record high attendance! Conference participants can expect to engage in key networking opportunities and walk away with knowledge pertaining to business growth and key steps to long-term success.

The dynamic schedule features everything from a keynote talk on habits of successful business owners to interactive workshops where attendees will learn and enhance skills needed to take their business to the next level.

Why Sponsor?

With 200+ attendees expected, this is THE opportunity to introduce your brand and make face-to-face connections with potential customers and collaborators.

This year's theme, "Level Up" will focus on ways to enhance business models and create additional opportunities for success. Show attendees how your business can help them through this journey! Join us as an exhibitor, take advantage of one of our sponsorship packages or work with us to create a custom package that works with your marketing strategy and budget.

Who to Contact?

Sponsorship Contact



Susan Henson, Regional Director
Mason Enterprise Center - Leesburg
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Conference Contacts



Eric Byrd, SBDC Manager and Lead Business Advisor
Mason Enterprise Center - Leesburg
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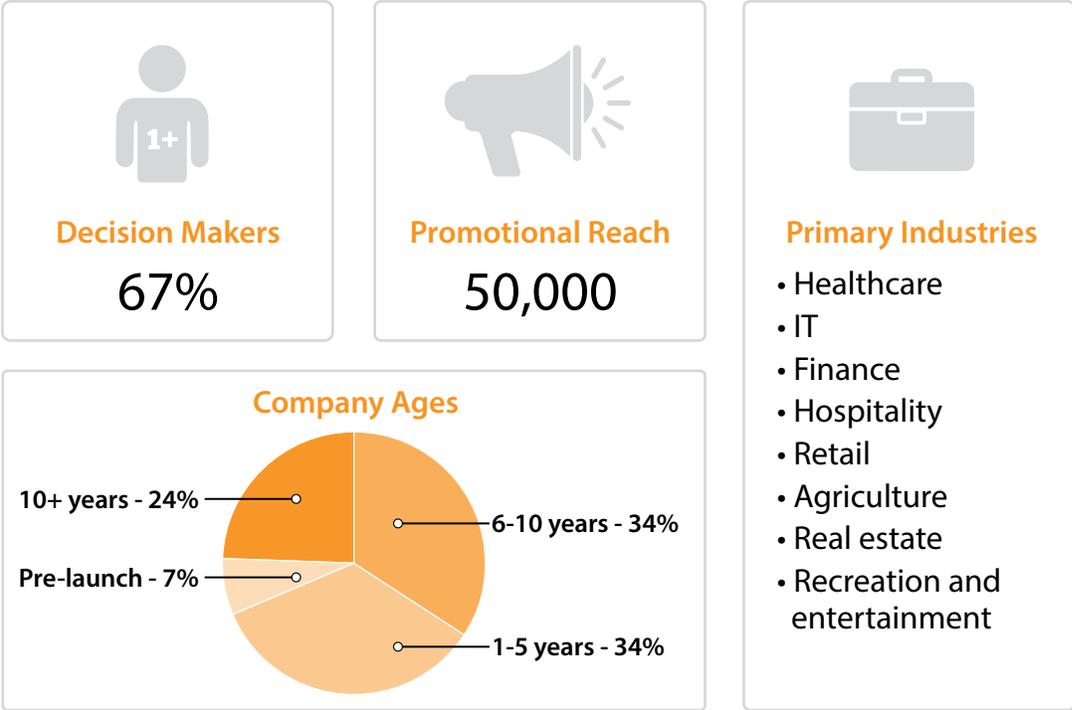


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Who Is the Audience?

Loudoun County's robust entrepreneurial ecosystem supports more than 10,000 businesses with fewer than 20 employees. Representing diverse industries from high-tech to agriculture, advanced manufacturing to government contracting, you are certain to find your ideal next client in the conference crowd. Here is a closer look at the profile of conference attendees.



Sponsorship Opportunities

Whether you are looking to showcase your products or services, promote your brand, or show support for small business growth, we have a number of packages that will fit your needs!

You may also choose to create your own package. Examples include a gaming corner, donut wall or specialty branded item to giveaway to attendees. Please see the chart on page 4 to see additional benefits by level.

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GOLD

Small Business Development Program | \$10,000

Opportunity to have your program promoted leading up to the conference (January-May). Speaking time from the main stage and opportunity to announce and award the winners.

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SILVER

Registration | \$5,000

Become the first thing that attendees see by becoming the registration sponsor. Recognition includes: logo and hyperlink on the official conference registration page, as well as a company logo on all digital registration confirmations. Also, receive special signage with your company logo on-site at the registration desk.

Charging Station | \$4,000

Give the attendees the opportunity to re-charge by sponsoring the charging station. Guests can leave their device in one of ten lockers and keep it safe using a four digit code. Sponsor will have the opportunity to display a video, logo or message on the 9.7" display.

Break Sponsor | \$4,000

Attendees look forward to lunch and grabbing refreshments between sessions. The break sponsor will receive special signage during all breaks, mentions from the stage, as well as space to place any promotion items or flyers. Tables will feature napkins with your company's logo!

BRONZE

Conference Bag | \$3,000

Logo on official conference tote bag given out to all attendees.

Conference Badge/Program Book | \$3,000

Every attendee is a walking promotion with your company logo placed on the back of each badge. This badge also doubles as the conference program and contains all the "must-have" information for the day including schedule, speaker bios etc. Sponsors will also be given a full page logo within the program book.

Wi-Fi Sponsor | \$2,500

Your company is branded as the Wi-Fi sponsor for the event. Select the passcode of your choice and have your company logo appear on the opening landing page after each login.

Lanyard | \$2,500

Ensure your brand is literally part of the conference fabric by having your logo placed on all attendee lanyards.

Notebook | \$2,500

Your logo appears on the official conference notebook given out to all attendees.

SUPPORTER

Logo Package | \$1,000

Create visibility and brand recognition by having your logo include on the conference website, e-newsletters and onsite signage (including a slide on the main stage and in the conference program)

Supporter+ | \$1,200

Get the visibility of the logo package plus the face-to-face interaction of an exhibit booth. This package includes a 6-foot exhibit table as well as the logo package that includes your company logo on the conference website, e-newsletters and onsite signage. You will also receive one complimentary registration.

EXHIBITOR

Exhibit Table | \$500

Receive a 6 foot table to showcase your product, host a fun activity and get fact-to-face time with attendees.



Sponsorship Categories and Additional Benefits

The chart below outlines the standard benefits that come within each sponsorship level:

Benefit	GOLD \$10,000+	SILVER \$5,000+	BRONZE \$2,500+	SUPPORTER \$1,000	EXHIBITOR \$500
Comp tickets	5	3	2	1	1
Inclusion in press release	■				
Speaking opportunity	■				
Chair drop	■				
Featured story in MEC newsletter	■	■			
Item in bag	■	■	■		
Exhibit table*	■	■	■		■
Logo Package**	■	■	■	■	

* Exhibitors will be recognized by name in the program but do not receive the logo package. If you would like add this package to your exhibit space, we can offer a discounted rate of \$1,200.

**Logo Package includes- company logo on conference website, e-newsletters and onsite signage (including a slide on the main stage and in the conference program)

