



**Triad Business and Innovation Expo  
September 15, 2011**

*M.C. Benton Convention Center, Winston-Salem, NC*

## Introducing the Expanded Triad Business and Innovation Expo

Joe Girard is considered “The World’s Greatest Salesman” by the Guinness Book of World Records. *The Law of 250* is Girard’s belief that everyone knows 250 people in his or her life who are important to their success. If you know 250 people, they each know 250 people. That’s 62,500 second-line contacts who could potentially help your business.

The Chamber’s expanded *Triad Business and Innovation Expo* is the region’s largest, most exciting promotion and networking event, attracting more than 1,800 business owners and managers who are working to grow their businesses. Expo offers your company the chance to start taking advantage of the *Law of 250*.

In 2011, the expanded Expo will feature insights and innovations from the area’s most dynamic businesses, from start-ups to established companies. Expo will showcase green industries and will include the Chamber’s most popular tech event, its annual *Tech Briefing* which gives you insights into the latest developments in all aspects of technology.





## Expo Details

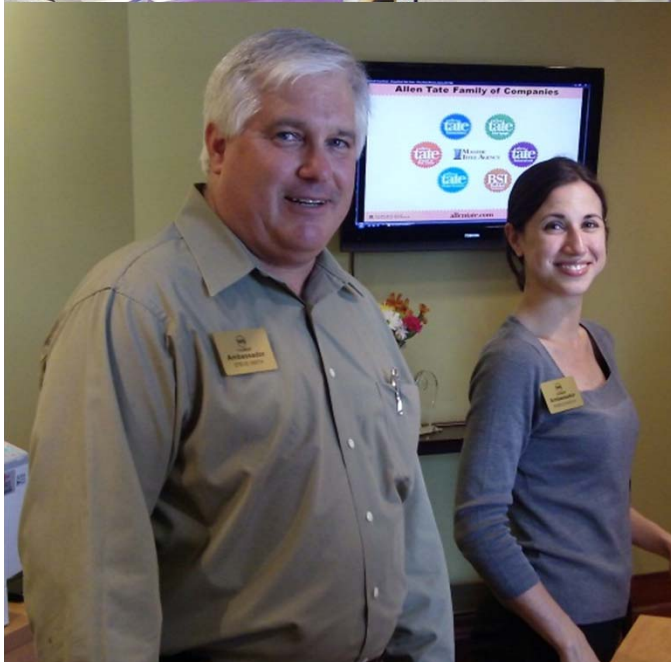
- ***NEW for 2011!*** Learn about new Innovations taking place right here in Winston-Salem at the annual Tech Briefing, to be held the morning of the Expo on the show floor!
- ***NEW for 2011!*** Learn how to incorporate eco-friendly solutions into your business in our new Green City, a special section of the Expo that focuses on Green Issues and Sustainability.
- ***NEW for 2011!*** Gain business intelligence and insights at our business seminars.
- ***NEW for 2011!*** Make new Triad-wide connections for your business through an extensive digital marketing campaign.
- Be inspired to grow and succeed.
- Gain exposure to other potential exhibitors and attendees through our website by registering early.



## Marketing Triad Business and Innovation Expo

- The Winston-Salem Chamber of Commerce will market the Triad Business and Innovation Expo to more than 9,000 businesses and other community leaders in Winston-Salem and Forsyth County.
- The Chamber will promote the program via print, television, radio, web, and e-marketing to generate visibility to a wide spectrum of business and community leaders in the area.

**Reach more than  
9,000 business people  
with your message.**



- The Tech Briefing and two Expo Business Seminars, will offer three additional reasons for business owners and managers to come to the Expo, beyond learning about interesting and innovative companies in the Triad area.
- Photo highlights of the entire day will be shown on the Chamber's website which is viewed by 1.9 million visitors annually.





## Sponsorship Opportunities

The Chamber is *the* leading organization for business connections, insights and intelligence in Winston-Salem and Forsyth County. Sponsors of the Chamber's *Triad Business and Innovation Expo* have the opportunity to be part of the Chamber's largest single event of the year. It combines the Chamber's overall economic development initiatives and educational programs with our valuable connecting opportunities.

Sponsorships are available at the following levels.

- **Title Sponsor for the 2011 *Triad Business and Innovation Expo* \$6,500**
- **Corporate Sponsors \$1,400 (12 available) 5 SOLD**
- **Mid-day Mingle Sponsor \$2,000 SOLD, BB&T**
- **Green Pavilion Sponsors \$2,500 (2 available) 1 SOLD, Piedmont Natural Gas**





## Title Sponsorship

- Title Sponsor will be recognized in all advertising for the *Triad Business and Innovation Expo* offering brand visibility to more than 9,000 area business and community leaders
- Sponsor will have a premier display booth, measuring 10' X 16' in a high visibility location
- Sponsor logo (with link to company webpage on Chamber's site) and company description will be advertised in President's Letter and information emailed to more than 3,100 Winston-Salem Chamber contacts, upon execution of sponsorship contract
- Sponsor logo with link to company website will be prominently advertised on [www.winstonsalem.com](http://www.winstonsalem.com) in the Chamber events section. Our website averages 160,000 page views per month
- Sponsors will be recognized in press materials via print, television, radio, web, and e-marketing
- Sponsors will be recognized in social marketing posts on sites reaching people interested in business and economic development topics throughout North Carolina.
- Sponsors can advertise the event in their own advertising
- Opportunity to receive discount price on WXII promotional spots
- Opportunity to attend Booth Camp, to increase your ROI





## Corporate Sponsorship

- Corporate Sponsors will be recognized in all advertising for the *Triad Business and Innovation* offering brand visibility to more than 9,000 area business and community leaders.
- Sponsors will have a premier display booth, measuring 10' X 16' in a high visibility location
- Sponsors' logos (with link to company's webpage on Chamber's site) and program description will be advertised in President's Letter, up to two months prior to the event, and information emailed to more than 3,100 Winston-Salem Chamber contacts.
- Sponsors' logos with link to companies' websites will be prominently advertised on [www.winstonsalem.com](http://www.winstonsalem.com) in the Chamber Events section. Our website averages 160,000 page views per month.
- Sponsors will be recognized in press materials via print, television, radio, web, and e-marketing
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## Green City Sponsorship

- *Green City* Sponsors will be recognized in all advertising for *Triad Business and Innovation Expo* offering brand visibility to more than 9,000 area business and community leaders.
- Sponsors will have a premier display booth, measuring 8' X 20' in the *Green City* area.
- Sponsors' logos (with link to company's webpage on Chamber's site) and program description will be advertised in President's Letter and information emailed to more than 3,100 Winston-Salem Chamber contacts.
- Sponsor logos with link to companies' websites will be prominently advertised on [www.winstonsalem.com](http://www.winstonsalem.com) in the Chamber events section. Our website averages 160,000 page views per month.
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