



SPONSORSHIP

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Massachusetts' largest & most important export event bringing together resources, training & information for the local community!

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Thursday and Friday, January 25-26, 2024



A partnership program with the U.S. Small Business Administration and the Massachusetts Office of Business Development under cooperative agreement SBAOEDSB250001-01-00 through the University of Massachusetts Amherst, Isenberg School of Management. SBDCs are a program supported by SBA and extended to the public on a non-discriminatory basis. SBA cannot endorse any products, opinions or services of any external parties or activities. Funded in part through a cooperative agreement with SBA. By contacting our office at 617-973-6610 and requesting at least two weeks in advance, every attempt will be made to reasonably accommodate persons with disabilities and those who need translation services.



The Massachusetts Export Center's Export Expo is the state's largest and most important export event of the year, bringing together export resources, training, and information for the local exporting community! This year's Export Expo will be offered in a convenient and safe virtual format, which will provide export service providers with opportunities to connect with exporting firms and meet with key export decision-makers! Sponsors and exhibitors will include law firms, banks, freight forwarders, consultants, translation firms, customs and compliance automated solutions providers, and various government and non-profit organizations serving the export community.

Attendees will be exporting firms from throughout the Commonwealth and beyond, including manufacturers and technology firms. Last year's Export Expo attracted nearly 600 attendees. Sponsors benefit from significant and repeated promotional exposure to over 10,000 exporter contacts on our distribution list. Coinciding with the virtual exhibition, the Export Center will convene workshops, panel discussions, and special addresses throughout the Expo on a wide variety of export-related topics. This event regularly sells out and exhibit space is limited, so early registration is strongly encouraged. The sooner you register, the sooner the Export Center can begin to promote your participation to exporters!

[Register as a Sponsor Now!](#)

*Early Bird expires Friday, December 8, 2023

Sponsor Package

Early Bird: \$1,350*

Regular: \$1,700

- Sponsors will be provided with a customizable virtual exhibit booth to showcase their offerings and meet with attendees. With the push of a button, attendees will be able to easily request information or schedule a meeting.
- Within the virtual exhibit space, sponsors will be able to provide downloadable resources and create links to their websites, videos, and raffles.
- ~~Sponsors will have the opportunity to present a dedicated workshop on January 25. The workshop will be presented as a live stream webinar for up to 45 minutes, including time for audience questions, and must deliver educational content developed in consultation with the Export Center and subject to prior Export Center approval. Limited number of spaces available.~~ **Sold Out!**
- Sponsors delivering educational content will be listed as event speakers.
- Sponsors will have access to a video meetup room on the event platform where they can directly connect with attendees.
- Sponsors will have banner ads with links to their virtual exhibit space displayed on the event home screen and in the event app.
- Sponsors will also be featured in at least one push notification sent to the audience during the conference driving traffic to their exhibit booth, live stream, website, or appropriate promotion.
- Sponsors can also post to the event's information wall.
- Following the Expo, sponsors will receive a listing of contact names, company names, email and mailing addresses for attendees (subject to usage restrictions).
- Sponsor logos will be prominently listed on all materials and marketing communications (including the Export Center's website & email communications), reaching over 10,000 exporting contacts in the state.
- Sponsors will receive verbal recognition at least twice in front of the general audience. Sponsorship includes conference participation for an unlimited number of staff members and clients (advance registration for participants required)
- Sponsors will be highlighted as a "featured sponsor" of the Export Expo in an issue of the Export Center's e-newsletter leading up to the Expo (early bird only).

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Massachusetts Export Center

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Massachusetts Small Business Development Center Network

