



Thursday & Friday, January 14-15, 2021 • Virtual Conference

Sponsorship Package

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 even more 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 over 300 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!

Sponsor Package

The early bird sponsorship rate is \$950 (register by close of business on Friday, December 4, 2020). After that, the sponsorship rate is \$1,250.

Sponsors receive the following benefits:

- Sponsors will be provided with a customizable virtual exhibit booth where they can 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 with sponsors.
- 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 livestream built into the Expo schedule to deliver 30 minutes of educational content or 15 minutes of promotional content (subject to prior Export Center approval). Sponsors delivering educational content will be listed as event speakers.~~ **Sold Out!**
- Sponsors will have banner ads with links to their virtual exhibit space displayed on the event homescreen and in the event app. Sponsors will also be featured in at least one push notification sent out during the conference to drive traffic to their exhibit booth, livestream, web site or other 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 guidelines).
- Sponsor logos will be prominently listed on all materials and marketing communications (including the Export Center's web site & 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 (requires advance registration for all participants).
- Sponsors will have the opportunity to 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 sponsors only).

Register as a sponsor online at: www.mass.gov/export/expo/exhibit

