



Friday, December 7, 2018 • 10 Park Plaza, 2nd Floor Conference Center, Boston, MA

Exhibitor and Sponsorship Packages

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! The Export Expo provides a forum for export service providers to display their information and connect with exporters from throughout the Commonwealth. This gives you the unique opportunity to meet face-to-face 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, including manufacturers and technology firms. Last year's Export Expo attracted over 300 attendees. Sponsors benefit from significant and repeated promotional exposure to over 9,000 exporter contacts on our distribution list. Coinciding with the exhibition, the Export Center will convene workshops and panel discussions throughout the day 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!

Headline Sponsor Package

Headline sponsorship is available for \$8,750. Contact Paula Murphy at paula.murphy@massexport.org for further details.

Sponsor Package

The sponsorship fee for the Export Expo is \$1,495, featuring the following benefits:

- Sponsors will be provided with a fully-skirted display table placed in a prominent location.
- Sponsors will have the opportunity to display banners and table drapes, disseminate information, offer raffle prizes (subject to prior approval) and collect business cards from the attendees.
- A description of sponsor services and contact details will be included as part of the information packet distributed to all attendees.
- Sponsor logos will be prominently listed on all materials and marketing communications (including the Export Center's web site and email communications), reaching over 9,000 exporting contacts in the state.
- Sponsors will have the opportunity to designate one representative as an export "expert" to answer attendee questions during the relevant topic-specific "Advice Clinic".
- ***new*** 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 sponsors only)
- Pending availability, sponsors may have the opportunity to provide one speaker to participate in a panel discussion or roundtable discussion as part of the Expo's training schedule.
- Following the Expo, sponsors will receive a listing of contact names, company names and mailing addresses for attendees.
- Sponsorship includes attendance fee and seminar participation for ten staff members.
- Sponsorship fee includes tickets for up to three sponsor clients.
- Sponsors will have the opportunity to provide up to three 8 ½" x 11" or smaller pages of promotional material to be included in participant handouts (can be double-sided, printouts must be provided by sponsor in advance).
- Sponsors will receive verbal recognition at least once during the program in front of the general audience.

Preferred Placement Exhibitor Package *(limited number of spots – register early!)*

The preferred placement exhibitor fee for the Export Expo is \$525, featuring the following benefits:

- Preferred placement exhibitors will be provided with a fully-skirted display table in a preferred location (between the event registration area and training rooms).
- Preferred placement exhibitors receive all other benefits under the "Basic Exhibitor Package" below.

Basic Exhibitor Package

The basic exhibitor fee for the Export Expo is \$395, featuring the following benefits:

- Exhibitors will be provided with a fully-skirted display table.
- Exhibitors will have the opportunity to display banners and table drapes, disseminate information, offer raffle prizes (subject to prior approval) and collect business cards from the attendees.
- Exhibitor names will be listed on the Export Center's web site and as part of the information packet distributed to all attendees.
- Exhibitors will have the opportunity to designate one representative as an export "expert" to answer attendee questions during the relevant topic-specific "Advice Clinic".
- Exhibitor fee includes attendance and seminar participation for five staff members.

Register as a sponsor or exhibitor online at:

www.mass.gov/export/expo/exhibit