



# NATIONAL VETERANS

## Small Business Engagement



Gain Access to Business Opportunities | Network | Engage Buyers and Sellers



# MINNEAPOLIS

Minneapolis Convention Center  
November 1 - 3, 2016

Exhibit and Sponsorship Prospectus



# Welcome

The Department of Veterans Affairs Office of Small and Disadvantaged Business Utilization (VA OSDDBU) is pleased to invite you to participate in the 2016 National Veterans Small Business Engagement (NVSBE) at the Minneapolis Convention Center, Minneapolis, MN., November 1-3.

NVSBE is a prime example of the VA's commitment to MyVA—the Department's initiative to provide Veterans with a seamless, integrated, and responsive customer-service experience. Serving as its signature event for the Veteran small business community, NVSBE annually brings together over 3,500 small businesses.

The exhibit hall is a key destination of the NVSBE. Every year over 250 businesses have the opportunity to showcase their products and services to registrants of the NVSBE. Over 87% of attendees agreed that the exhibit hall met or exceeded expectations (Post Survey - 52).

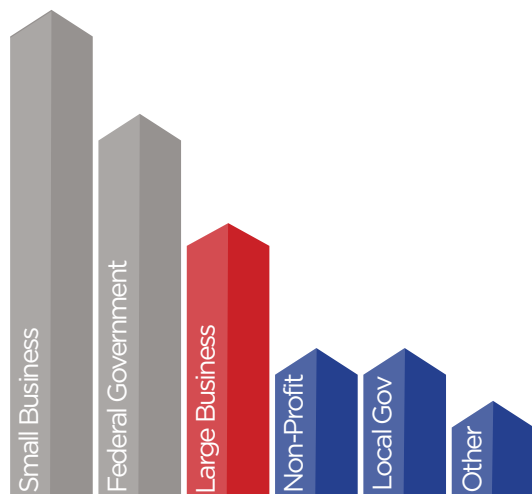
The three-day engagement provides greater opportunities for direct access and exposure to contracting and program specialists. NVSBE welcomes you to make the connections necessary to succeed in today's competitive contracting environment.

- Engage with Procurement Decision Makers (PDMs)
- Business Opportunity Sessions (BOS)
- Dining with Decision Makers
- Networking Sessions
- Featured Speakers
- General Session Speakers
- Learning Sessions

**Participants at the NVSBE attend to access, network, make connections, and grow their business. Beyond the workshops those connections happen in the exhibit hall, during dining with decision makers, receptions, BOS and networking tables.**

# Benefits

NVSBE attracts thousands of Veteran Owned Small Businesses (VOSBs) to connect with federal agencies, commercial corporations, and prime contractors—among others.



## We're not all Small Businesses.

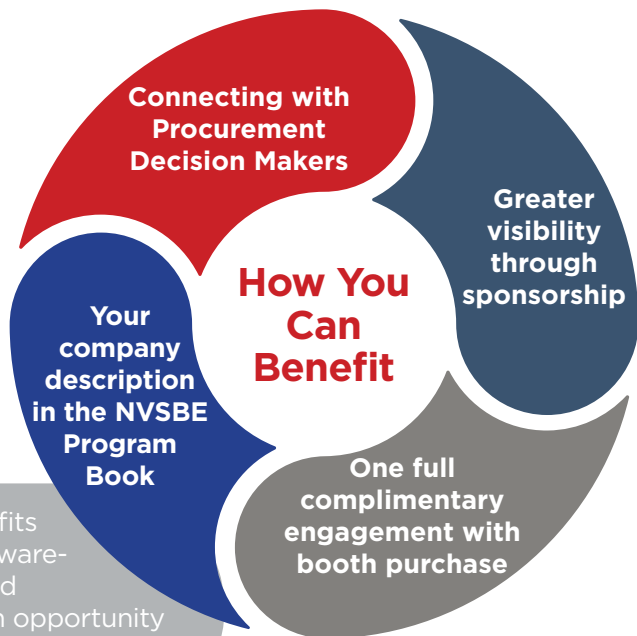
Not only do small businesses attend, but many other organizations as well. We also attract Commercial Contractors, Prime Contractors and Federal Agencies.



"One of the major benefits of NVSBE is a greater awareness of our products and services and building an opportunity for continuous communication."  
- small business owner

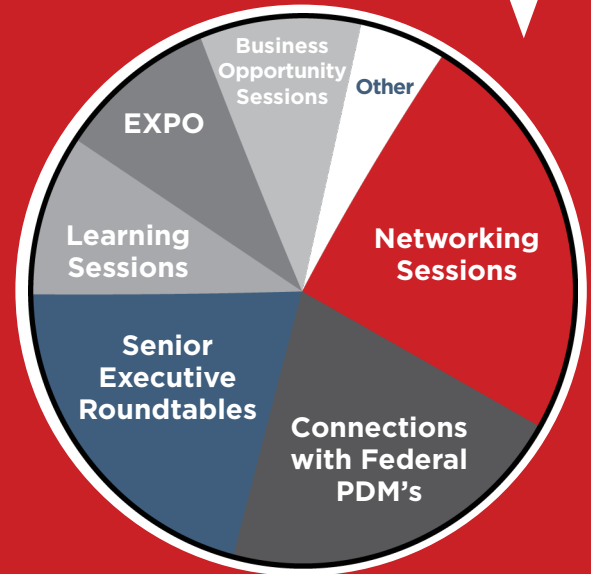
**Make Connections**

**50%+**  
More than fifty percent of attendees identify as small business.



# Networking. Connections.

**Networking and connecting with Federal Procurement Decision Makers** were indicated as a few of the events biggest ROI's.



“ **The contacts I made at NVSBE will enable me to directly market to specific individuals** in each VISN/NCO that are responsible for procuring the products we sell.

- Veteran Owned Small Business



**Business seminars and presentation opportunities** are available to highlight your products and services.



**Senior Executive Roundtable discussions** open doors and opportunities.



# Important Dates & Deadlines:

Logo and description due	Friday, Aug. 19 (upload onto website for inclusion in engagement book)
Move in	Monday, Oct. 31 - 9:00 am - 8:00 pm Tuesday, Nov. 1 Set-up, 8:30 am - 11:00 am Expo Hours, 1:45 pm - 7:00 pm Wednesday, Nov. 2, 8:30 am - 7:00 pm Thursday, Nov. 3, 8:00 am - 12:00 pm
Exhibit days	Tuesday, Nov. 1 Wednesday, Nov. 2 Thursday, Nov. 3 (closes at 12:00 pm)
Move-out	Thursday, Nov. 3, 12:00 pm - 7:00 pm

## Exhibit Fees

Exhibitor Type	Early Bird Until 7/1	After 7/1
<b>Veteran-Owned Small Business</b>	\$1,500	\$2,500
<b>Small Business, Non-Profit</b>	\$3,000	\$3,500
<b>Government</b>	\$3,000	\$3,500
<b>Large Company/Prime Contractor</b>	\$3,900	\$4,500
<b>Table Top Display</b>	\$700	\$900
*Veteran Owned Small Business and Small Businesses		

### Standard 10'x10' Booth Package Includes:

Pipe and Drape back and 3' side rail

- (1) Complimentary full engagement registration
- (1) Complimentary booth staff registration (exhibit hall only)
- (1) Wastebasket
- (1) ID sign with company name
- (1) 6' skirted table and (2) side chairs

Company name, description, contact listing, booth number included in engagement program book (must be received and paid in full by Friday, August 19).

### Table Top Display\*

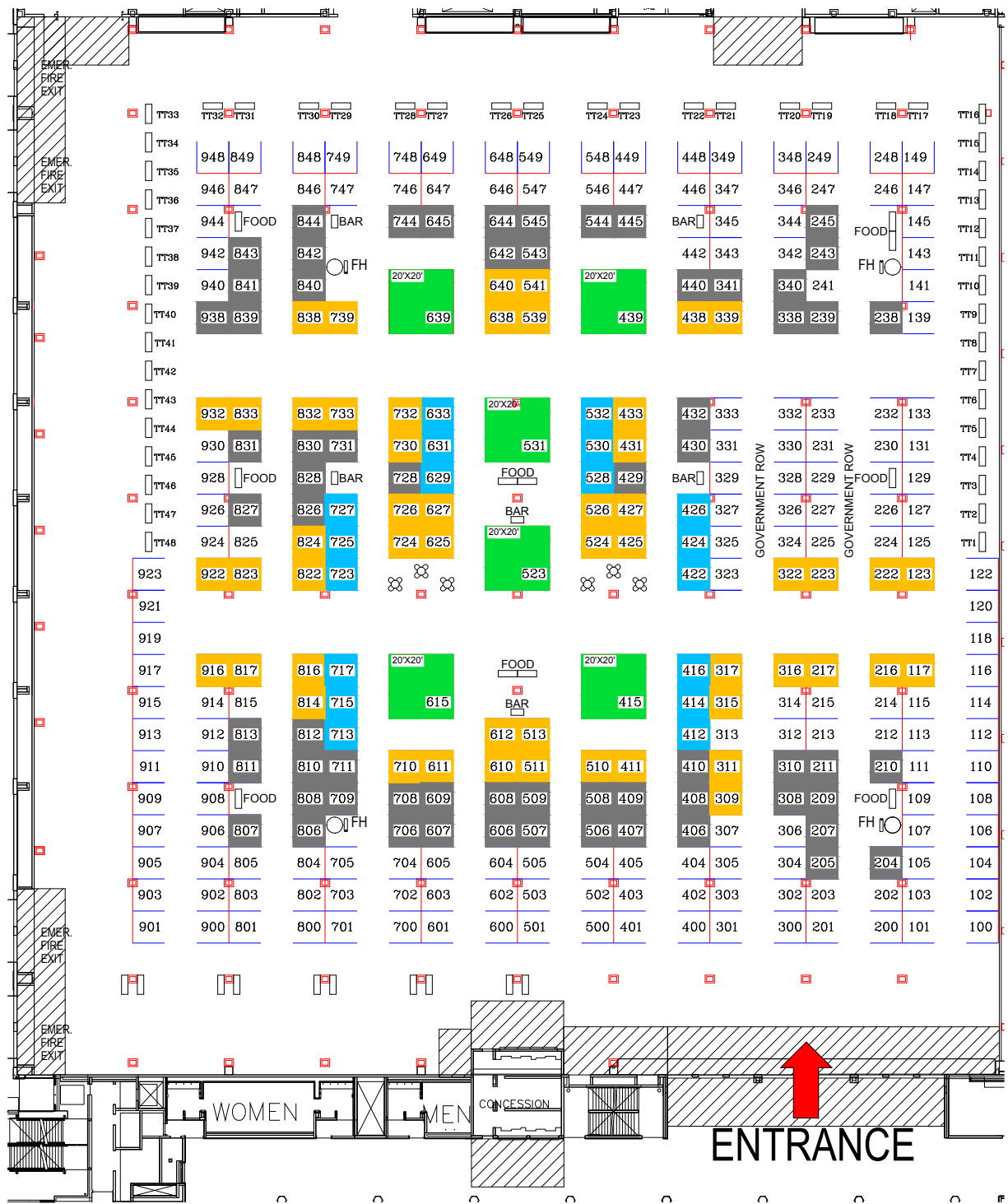
Table top displays are only available to Veteran Owned Small Businesses and Small Businesses. (1) Full Registration is included in exhibit fee. Table tops include (1) 6' skirted table. Table top displays are included by name and table number only in the engagement program book.

# Additional Information

- Lead retrieval units available for rent. (Please see AEX 2016 Exhibitor Kit for pricing.)
- Additional booth items can be ordered through the exhibitor service kit.
- Carpet is to be ordered directly through AEX Convention Services and pricing is included in the exhibitor service kit.
- Additional booth staff (Exhibit Hall Only): Until July 1 - \$150 and after July 1 - \$200.

**AEX Convention Services is the official show decorator. A full service kit will be sent to all exhibiting companies by July 15. Contact AEX Convention Services at (609) 272-1600 for more information.**

# Floorplan



## Key

- Diamond
- Plainum
- Gold
- Silver

# Sponsorship Opportunities

	<b>VOSBs</b>	<b>Small Business</b>	<b>Government, Non-Profit</b>	<b>Large Business, Prime Contractor</b>
<b>Diamond</b>	\$40,000	\$45,000	\$45,000	\$50,000
<b>Platinum</b>	\$20,000	\$25,000	\$30,000	\$40,000
<b>Gold</b>	\$10,000	\$15,000	\$15,000	\$20,000
<b>Silver</b>	\$5,000	\$10,000	\$10,000	\$15,000

## Diamond Level Benefits include:

- 20'x20' Island booth package
- (6) Full engagement registrations
- (3) booth staff registrations
- Full page, full color advertisement in engagement book
- Highlighted company name, logo, description in engagement book – exclusive to Diamond and Platinum Level
- (1) 60 second (maximum) video commercial on keynote speaker room screens
- Logo on sponsor recognition signage
- (1) Meeting bag flyer or advertisement insert – exclusive to Diamond Level
- Email blast feature with company name, booth number, logo and website link
- (1) Lead retrieval unit included
- Reserved seating in the featured speaker sessions

## Platinum Level Benefits include:

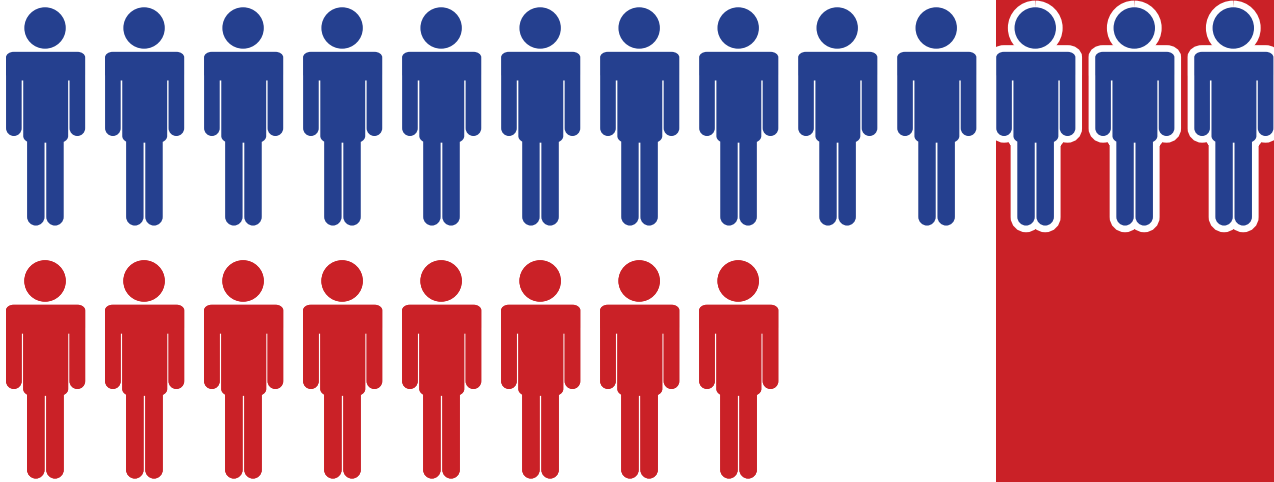
- 10'x30' booth package
- (4) Full engagement registrations
- (2) Booth staff registrations
- Full page, full color advertisement in engagement book
- Highlighted company name, logo, description highlighted in engagement book – exclusive to Diamond and Platinum Level
- (1) 30 second (maximum) video commercial on keynote speaker room screens
- Logo on sponsor recognition signage
- (1) Lead retrieval unit included
- Reserved seating in the featured speaker sessions

\* Sponsorships are subject to change.





# Reach 60% more Decision Makers with Sponsorship



## Gold Level Benefits include:

- 10'x20' booth package
- (3) Full engagement registrations
- (2) Booth staff registrations
- Half-page, full color advertisement in engagement book
- Logo added to company description in engagement book - Logo placement is exclusive to sponsors
- Logo on sponsor recognition signage

## Silver Level Benefits include:

- 10'x10' booth package
- (2) Full Engagement Registrations
- (2) Booth Staff Registrations
- Quarter page, full color advertisement in Engagement Book
- Logo added to company description in Engagement Book - Logo placement is exclusive to sponsors
- Logo on sponsor recognition signage

\* Sponsorships are subject to change.

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# NVSBE Advertisement Specs and Deadlines

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Thank you for your interest in inclusion in the 2016 NVSBE Program book. Below you will find specifications for artwork and ad placement, company description and the deadlines associated with each. If you have any questions, please email Mario Cestoni at [mcestoni@asballiance.com](mailto:mcestoni@asballiance.com).

## Art and File Deadline

Advertisements must be submitted by .....September 1, 2016

Company Description must be submitted by..... August 22, 2016

## Company Name and Description

Send your Company/Organizations name as you would like it to appear in the all conference materials, program booklet and related publications. With your company name, Include a **50 to 75 word** company description which will be used in the event program booklet. All information should be emailed to [kdubois@asballiance.com](mailto:kdubois@asballiance.com).

## Artwork/Logos

Company/Organization logos should be emailed to [kdubois@asballiance.com](mailto:kdubois@asballiance.com). Logos and artwork must be a minimum of 300 dpi and will only be accepted in the following formats: ai, eps, png, pdf. We will also accept a jpeg file. If sending a jpeg file, please make sure that it is actual size or larger than what will appear in all publications.

## Advertisement Specifications

Full Page .....	7.25" x 10"
Half Page Horizontal.....	7.25" x 4.875"
Half Page Vertical .....	3.5" x 10"
Quarter Page.....	3.5" x 4.875"

# Sponsorship Opportunities

Want to increase the branding and marketing of your company and be listed as an NVSBE sponsor but have a limited budget? Consider the sponsorship opportunities below. These sponsorship opportunities may be purchased fully (your brand exclusively) or partially (in which you will be branded with others who commit to that same opportunity).



## **Convention Center WiFi - \$35,000 (Two sponsorships available)**

As one of two sponsors of the wireless network, you will enable attendees to stay connected to work and home while in Minneapolis. Attendees will see your company's launch page when logging on to the complimentary wifi. The launch page can include your company logo and booth number and is exclusively your design.



## **Exhibit Hall Reception (Tuesday OR Wednesday) - \$20,000**

The receptions are the busiest times in the exhibit hall. Drive more traffic to your booth with this high profile event with additional signage and brand recognition in the engagement book.



## **Conference Tote Bags - \$15,000**

The most popular item and an item to take home for use long after the show. Includes sponsor's name and logo beside the NVSBE conference logo will be imprinted on the bag and distributed to each meeting registrant.



## **HubZone Reception or Women Owned Business Reception - \$15,000**

Be visible at this invitation only event. Your opportunity to engage with this targeted audience. Sponsorship of this event includes specialized emails to the attendees with your logo.



## **Hotel Key Cards - \$12,000**

Be in everyone's hands and the last company they see when they go back to their hotel room each night. Hotel room key cards are given to each attendee upon check-in at each of the 4 official conference hotels. Remind attendees to stop by your booth when they grab their items each morning before heading out the door. Single sided printing of your company name and logo will be printed on the key card.



## **Water Bottles - \$12,000**

Keep everyone hydrated by supplying convenient water bottles for carrying around throughout the day. Water bottles are distributed to each attendee.



### **USB Car Charger - \$12,000**

This single device USB car charger is compatible with any standard 12V DC (cigarette lighter) port. Great for anyone needing to recharge on the go. Item distributed to each attendee in their conference bag.



### **USB Flash Drives - \$10,000**

Everyone needs a flash drive to transfer and store files. Your company logo is imprinted with 1 color on the flash drive. Item distributed to each attendee in their conference bag.



### **Lanyards - \$10,000**

All attendees must wear a name badge while in the convention center. Display your company name and logo on the lanyards. To accommodate the Community Of Interest (COI) groups, the lanyard colors will vary and are chosen at the discretion of the VA.



### **Phone Charging Stations - \$10,000 (2 sponsorships available)**

These secure, self-service stations are the best way to safely recharge your phone and laptop. Your corporate logo will be included on the towers. Two towers are included with placement on two floors of the convention center. Pictures available.



### **Skywalk Directional Map - \$10,000**

The best way to get around downtown Minneapolis is with the indoor connecting skywalks. The 8 miles of skywalk connect the hotels, convention center, restaurants and shopping. Everyone walking around will need a handy reference and this customized skywalk directional map will help NVSBE attendees easily find their way. This folded map is a simplified version of the city map, highlighting the route between the convention hotels and convention center and is small enough to carry in your pocket.



### **"Mote" Pad - \$10,000**

Don't know what a mote-pad is . . . . think of it as your new favorite desk item! A mouse pad and note pad in one to have a convenient place to jot down quick notes. The Mote Pad includes 24 tear off sheets with lines, the 2017 calendar at a glance, NVSBE 2017 dates and your company information, website, logo and contact info. Pictures available.



### **Notepad & Pen - \$9,000**

Distributed to each attendee, this will be a handy combination tool for notes and reminders during the event and after returning back home. Your logo will appear on both the notebook cover and the pen, placed conveniently in the attached pen holder.



### **Information Kiosk - \$5,000**

Have questions? Need help? This is where everyone goes for answers and information. Sponsor the highly visible Information Kiosk located in the main corridor where everyone passes through as they come and go throughout the Convention Center.



### Know Before You Go Email - \$4,500

Just before leaving for Minneapolis, every NVSBE attendee receives an email with last minute reminders and tips to help with the travel and arrival to the city. Your company logo and link to your website will be a friendly tool and will give you the opportunity to say “See you in Minneapolis!”



### Program Book Advertising

The most used item at the meeting is an absolute necessity for everyone. The program book is a high quality, full color book with all of the session details, exhibitor information, floorplans, and everything to get around. Advertiser submits camera ready artwork per specs.

Advertising Options Include	
Inside Front Cover	\$4,200
Inside Back Cover	\$4,200
Back Cover	\$4,200
Full Page	\$3,500
1/2 Page	\$2,700
1/4 Page	\$1,900



### Floor Clings

Floor clings are the perfect way to advertise, get brand recognition and show support for this event. Place your logo or full color advertisement at your audience’s feet. With attendees walking through the Minneapolis skywalk, your ad is sure to be seen. Various locations are available within the skywalk system, first-come, first-serve. One cling per sponsorship purchase. Sample pictures available.

Size	
10’ x 10’	\$10,000
8’ x 8’	\$8,000

{ **Increase your brand awareness and  
be seen by more decision makers!** }

**1. This Application and Contract** constitutes the entire agreement between American Small Business Alliance (ASBA) and your company (Exhibitor), is obligated per the terms & conditions of this contract to pay for and participate in the expositions selected on the attached Schedule of Events. The prices set forth in the attached Schedule of Events represent full-priced standard list prices. Any applicable discounts will be reflected on the invoice and are subject to final audit. Fax information to 410-696-2835 or call 443-325-5020

**2. Exhibitor Program Guide Publication:**

Please upload a brief description (50 words or less) of your company and products(s) to be listed in the Engagement Program Book.

**3. Binding Contract:**

Exhibitor understands that the events set forth in the attached Schedule of Events are events produced by and agrees to comply with all of the terms and conditions contained herein. Exhibitor further agrees that this contract is binding upon all parties, their respective heirs, personal representatives, successors and/or assignees and can be amended only in writing by the parties hereto. The Exhibitor agrees that upon acceptance of this Application and Contract by ASBA with or without appropriate payment, this Application and Contract shall become a legally binding contract; enforceable against the Exhibitor in accordance with its terms. ASBA may, in its sole discretion, assign its rights and liabilities hereunder to a successor-in-interest to ASBA without the written consent of the parties hereto, provided notice of the assignment is given.

**4. Payment Terms:**

Advance payment is required for all exhibits. A 50% deposit is required to hold any exhibit space. If Exhibitor fails to pay prior to event the Exhibitor will not be allowed to set-up and will be considered a no-show. The Exhibitor will then be liable for the entire amount of the contract. For all other expos the Exhibitor fees will be invoiced by ASBA in the manner outlined in the contract. Payment is due upon receipt of invoice. Invoices not paid within 30 days will be subject to revocation of applicable discounts. Furthermore, Exhibitor agrees to pay all fees associated with collection efforts including court costs, reasonable attorney fees and interest charges at the highest rate allowed by law. ASBA reserves the right to deny exhibit space to an Exhibitor with overdue account balances with ASBA.

**5. Cancellation By Exhibitor:**

Exhibitor may cancel any show space for which it has selected/contracted herein provided it does so in writing. No verbal cancellations will be accepted. No exceptions. In order to receive a refund or avoid any liability for the contracted show space, written notice of cancellation must be received by ASBA no later than: September 26, 2016. There will be a \$500.00 cancellation fee for exhibitors. No refunds will be given after September 26, 2016. Attendee substitutions may be made any time before October 3, 2016 by emailing mcestoni@asballiance.com. If the Exhibitor fails to attend an expo for which it has contracted, the Exhibitor will pay ASBA 100% of the contractual amount. When a show is selected with less than 30 days prior to the exhibit date for premium and international showcases, the Exhibitor waives its right to cancel and will be liable for full payment of the price for such exhibit. Furthermore, cancellations will affect previously agreed upon discounts, including multi-show or series discounts and Exhibitor will be billed for the additional costs of such exhibits. All paid sponsorship fees are non-refundable.

**6. Cancellation of Space by ASBA:**

Exhibitor's space may be canceled by ASBA for failure to make payments when due, failure to comply with ASBA regulations and/or rejection by the government hosting organization. If space is canceled by ASBA, Exhibitor will be notified in writing. Upon such cancellation, ASBA may lease the canceled space to another Exhibitor at its discretion.

**7. Attendance:**

ASBA makes no representations or warranties with respect to the demographic nature and/or volume of Exhibitors and/or attendees at any ASBA/NVSBE event. Exhibitor agrees to comply with payment terms contained herein regardless of actual attendance. All Exhibitors are solely responsible to determine suitability of each event for their particular purposes.

**8. Set-up, Show, and Breakdown:**

Unless otherwise specified, Exhibitor agrees to check in and set up its display at least 90 minutes prior to the beginning of the event and completely remove its display from the building within 60 minutes following the completion of the event. Failure to check in by the start of the event may result in loss of space with the Exhibitor still being liable for full payment. Premature breakdown before the scheduled end time of the event may result in 1) loss of post event data reporting and/or 2) loss of any discounts.

**9. Publication Distribution:**

Exhibitors may distribute only their own printed materials from their exhibit and, unless permission is granted by ASBA, not outside their exhibit.

**10. Violations of Regulations:**

ASBA may shut down Exhibitor's booth due to Exhibitor violating ASBA rules and regulations. Exhibitor will not receive a refund or damage compensation from ASBA. Rules will be made available upon request.

**11. No-Oral Modification Clause:**

This Application and Contract may not be orally modified. Only a modification in writing, signed by an authorized representative of both parties hereto will be enforceable.

**12. Liability & Indemnification:**

Exhibitor agrees that ASBA/NVSBE and the hosting organization and their respective employees and agents are not liable for any theft, damage or loss to or of the Exhibitor's property or for any injury that may occur to the Exhibitor, its agents or employees. Exhibitor shall have property damage insurance for the full replacement value of all its property and general liability insurance of no less than \$1,000,000. ASBA/NVSBE and the hosting organization shall be named as additional insured in such policy and the insurance certificate must be furnished upon request. Exhibitor is responsible for workers compensation coverage in full compliance with laws and regulations. Exhibitor further agrees to indemnify and hold ASBA/NVSBE and the hosting organization, and their respective employees and agents harmless, from any and all claims, demands, judgments, settlements, costs, attorney's fees or other expenses.

**13. Event Promotions:**

Pre-show advertising and promotions are at the sole discretion of ASBA/NVSBE the hosting organization.

**14. Sales of Products:**

ASBA/NVSBE the hosting organization do not approve, endorse or recommend the use of any specific commercial product or service. Exhibitor will not represent, advertise, communicate or imply either verbally or in writing, that its products or services are approved, endorsed or recommended by ASBA/NVSBE the hosting organization.

**15. Governing Law and Jurisdiction:**

This contract shall be governed by and subject to the laws of the State of Maryland and all matters whether sounding in contract or in tort relating to the validity, construction, interpretation and enforcement of this Contract shall be determined in the appropriate Court for Howard County, Maryland; which Court shall have exclusive jurisdiction and venue. Exhibitor agrees to a personal trial and waives trial by jury.

**16. Damage to Property:**

Exhibitor will not paint, tape, nail, screw, staple, drill or tack anything to the walls columns, floor or ceiling of the building or adjoining displays. Exhibitor shall be solely responsible for all damage resulting from such actions.

**17. Event Cancellation:**

NVSBE the hosting organization, in their sole discretion, reserves the right to cancel any event at any time. All fees paid by Exhibitor shall be credited to future events. ASBA will notify registrant of future events where the credit can be applied. Credits must be redeemed within 12 months or a credit will be deemed invalid and the registrant forfeits any refund or other credit. If the exposition or any part thereof is cancelled for any reason beyond the control of ASBA such as, but not limited to, damage or destruction to buildings, war, riots, strikes, weather, acts of government, or acts of God, then ASBA is not obligated to refund any fees. In all cases, credits from event postponement or cancellation must be used within 12 months of the original postponement/cancellation dates.

**18. Amendments:**

ASBA/NVSBE shall have full power to make or amend the rules, regulations, and/or show dates. If any portion of this Application and Contract is changed or determined to be unenforceable, all other terms and conditions remain in full force and effect.

**19. Subleasing/Sharing of Exhibit Space:**

Exhibitor will not assign or sublet any portion of the space, nor permit individuals other than employees, agents or representatives of Exhibitor to use the facilities provided. Exhibitor will not display products or literature not regularly sold or distributed by the Exhibitor. With the prior written approval of ASBA such materials may be used to illustrate the applications of its product.

**20. Fire Department Regulations:**

Exhibitor will comply with all fire and safety regulations enforced in the location of the event.

**21. Souvenirs, Premiums, Samples, and Prizes:**

Distribution of souvenirs, premiums and samples of products is permitted provided there is no interference with other Exhibitors. Consent to give away items, including contest prizes, may be granted in the sole discretion of ASBA and the hosting organization. Exhibitor acknowledges that some event locations may prohibit giveaways of all kinds.

**22. Space Requirements and Restrictions:**

One display space will include a minimum 5 x 2 1/2 table, and a tablecloth. Exhibitor is responsible for providing adequate surge protection. The Exhibitor is to display equipment and products that will conform to the limitations of the display space as stated above. Any additional special services, including additional electrical power, must be requested in advance and cannot be guaranteed. All exhibits must be displayed within the contracted space and all Exhibitor activities must be conducted in such a way as not to infringe on the rights of other Exhibitors or offend visitors to the event. ASBA and the hosting organization reserve the right to reject, in whole or in part, and at any time, an exhibit which, in their sole opinions, is objectionable to Exhibitors or others. No liabilities or damages whatsoever against ASBA and the hosting organization or any of their employees, agents, representatives, or members shall be incurred because of such rejection.

**23. Exhibit Space Assignments:**

Event reservations are taken on a first-come first-served basis according to receipt of completed contract. The assignment and location of exhibit spaces is solely subject to the discretion of ASBA.

Exhibitor Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

By the above signature, the individual signing this document represents and warrants that he/she is duly authorized to execute this binding contract on behalf of the Exhibitor. The Exhibitor agrees to be bound by the information and terms on both pages one and two herein. Acceptance by ASBA/NVSBE required.

**ASBA/NVSBE Use Only:**

New \_\_\_\_\_ Established Customer \_\_\_\_\_ w/ Past Due Bal. \$ \_\_\_\_\_

Contract Amount: \$ \_\_\_\_\_

Signature: \_\_\_\_\_