



An all local and independent business showcase.

Thursday, January 25, 2018

12n-1pm (LIBA member lunch), 1-4:30pm (Expo), 4:30-6pm (Expo Happy Hour)

Mellwood Arts & Entertainment Center, Picasso Room, 1860 Mellwood Ave.

As LIBA members, we have all become more aware of the reasons to buy local – and they apply just as much to our business purchases as our personal ones. This event will give our members (and many other business owners) the chance to ‘walk the talk’ and find quality, local vendors for their business purchases. After all, a market shift of just 10% to local independent businesses would retain an additional \$416 million in our regional economy, which helps all of our businesses!

We’ve been very pleased with the success of the event, and this will be our 3rd year putting it on. We heard from many previous vendors that they were very pleased and plan to be part of it again this year. So sign up now – we expect to sell out of booth space!

Basics of the event:

- 10am-12n – Exhibitor booth set up
- 12n-1pm – LIBA Member Lunch – This will be the January member event for LIBA, which also serves as our annual meeting where our board elections are held. Always a popular meeting, and sure to start off the exhibiting day with a good crowd. (Meal is included with your booth/sponsorship fees.)
- 1pm-4:30pm – Exhibit area open to LIBA members and general public, free admission with business card
- 1pm-4:30pm – Various programs for small business education (announcements coming soon)
- 4:30pm-6pm – Expo Happy Hour – A chance for everyone to make more casual connections. Each booth will receive drink tickets and the general public is invited to stay (or come by after work) to network and have some fun. Prizes and likely a live silent auction will be part of this portion. (Booths will still be set up, bar will be open in a corner of the exhibit space.)

Sponsorship and exhibitors are limited to LIBA members only. Sponsorships and booth space are sure to fill up fast, so sign up now to guarantee a spot!

Sincerely,

The LIBA Expo Committee

The amount of traffic and business contacts that I got while at the expo exceeded all my expectations.

- Jeff Gladney, Phoenix IT (2017)

LIBA gives a great opportunity to get in front of other local business owners like ourselves. We love the chance to network and share our services with this large group of unique and amazing businesses, and in turn growing together.

- Brittany Murphy, One Thing Marketing (2017)

GOLD SPONSOR – \$2,000 (One available – SOLD)

- ❖ **Top billing with LIBA as the presenter of the event**
- ❖ Sponsor **logo** to be included in all advance promotions
 - **Large logo** & link to company site on all social media/emails/electronic invitations, & event site
 - **All** press releases, advertising, signage and electronic communication
 - **On the Facebook event banner picture**
- ❖ **Interview/Spotlight on Website, Facebook and Twitter**
- ❖ Sponsor logo [**as Presenting Sponsor**] on Presentations Stage banner and in rotating slide show
- ❖ Sponsor logo [**as Presenting Sponsor**] on event program with highlighted listing & company description
- ❖ **Opportunity to be included in shared TV or radio segments [as opportunities permit]**
- ❖ **Opportunity to address attendees from the Presentation Stage**
- ❖ Emcee introduction and acknowledgment throughout event
- ❖ **Opportunity for placement of 1 large onsite banners [Sponsor-provided]**
- ❖ **Main logo placement on goodie bag given to all attendees**
- ❖ Opportunity to include item in goodie bag given to all attendees
- ❖ Two event booths (connected or separate - includes two 6' tables and chairs) and 6 lunches
- ❖ Category exclusivity within sponsors and 10% discount on next year's sponsor fee

LUNCH EVENT SPONSOR – \$1000 (One available - SOLD)

- ❖ All benefits of Silver Sponsorship, PLUS opportunity to address Lunch attendees and have materials (provided by the sponsor) in seats of all attendees

HAPPY HOUR EVENT SPONSORS - \$1000 (One available)

- ❖ All benefits of Silver Sponsorship, PLUS opportunity to address Happy Hour attendees and have materials (provided by the sponsor) available for all attendees

SILVER SPONSORS - \$750 (Five available)

- ❖ Sponsor **logo** to be included in all advance promotions
 - **Logo** & link to company site on all social media/emails/electronic invitations, and event website
 - Press releases, advertising, signage and electronic communication
- ❖ Sponsor **logo** on Presentation Stage banner and in rotating slide show
- ❖ Sponsor **logo** on event program with highlighted listing and company description/offer
- ❖ Emcee introduction and acknowledgment throughout event
- ❖ **Name placement on goodie bag given to all attendees**
- ❖ Opportunity to include item in goodie bag given to all attendees
- ❖ Category exclusivity within sponsors
- ❖ One event booth (6' table and chairs included) and 4 lunches
- ❖ 10% discount on next year's sponsor fee

BRONZE SPONSORS - \$300

- ❖ Sponsor name to be included in all advance promotions
 - Name & link to company site on all social media/emails/electronic invitations & event website
 - Advertising, signage and electronic communication
- ❖ Sponsor name on Main Stage banner and in rotating slide show
- ❖ Sponsor name on event program with highlighted listing and company description/offer
- ❖ Emcee introduction and acknowledgment throughout event
- ❖ Opportunity to include item in goodie bag given to all attendees
- ❖ One event booth (6' table and chairs included) and two lunches
- ❖ 10% discount on next year's sponsor fee

EXHIBITOR BOOTH - \$100 (includes \$25 deposit, refunded when booth remains set up until 6pm)

- ❖ One event booth (6' table and chairs included) and one lunch



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Go to <http://www.keeplouisvilleweird.com/event-2688204> to sign up online, or send in the following:

Organization Name _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Level of participation:

- Gold Sponsor (\$2,000) SOLD Lunch Event Sponsor (\$1000) SOLD Happy Hour Event Sponsor (\$1000)
 Silver Sponsor (\$750) Bronze Sponsor (\$300) Booth (\$100, includes \$25 refunded if set up till end)

Additional needs:

- Electricity (no fee, but affects booth placement) WiFi (\$25, Mellwood charges a fee)
 Additional Lunches (\$10 each) how many? _____

Do you plan to have a giveaway drawing? (We'll promote it in advance if so.)

- Yes No Haven't decided yet

Payment Method:

- Check (enclosed, payable to LIBA)
 Credit card number(Visa/MC/AMEX/Discover): _____

Security Code: _____ Expiration Date: _____ Signature: _____

Please return your application to:

Louisville Independent Business Alliance

Attn: Jennifer Rubenstein

PO Box 4759, Louisville, KY 40204

jennifer@keeplouisvilleweird.com

Cell: 502-500-4669

Or go to <http://www.keeplouisvilleweird.com/event-2688204> to sign up online.

