



## **Small Business Forum**

**Metro Toronto Convention Centre**  
**Monday, October 19, 2009 - 9am to 5pm**

*Dear Sponsor / Exhibitor:*

Small business owners are the leaders of economic recovery according to all the economists. Small business owners have been most optimistic throughout the recent recession and are spending again now that economic recovery is in sight.

Don't miss this opportunity to get your product or service in front of these economic leaders by joining us at **Small Business Forum 2009**.

Hosted by Enterprise Toronto, **Small Business Forum 2009** will once again bring together entrepreneurs, business development experts, all levels of government as well as product and service providers for an inspiring and informative day. This year's forum will include a jam-packed day of keynote presentations, informative roundtable discussions, practical seminars and a trade show with over 70 exhibitors.

**More than 1,500 small business owners are expected to attend!**

Participating in Small Business Forum 2009 is the perfect way for you to distinguish your organization from its peers by showcasing your ongoing commitment to the small business community!

**Become a strategic partner:**

- Benefit from an extensive marketing campaign, reaching thousands of entrepreneurs and small business owners through a wide range of media
- Gain high-profile exposure as a leading provider of goods or services to the small business community
- Generate leads for your products and services

Accompanying this letter is the Small Business Forum 2009 Sponsorship and Exhibitor package. I will follow up with you to answer any questions you might have about this opportunity.

Here's to economic recovery!

Sincerely,

A handwritten signature in dark ink that reads 'Angie Bellanza'.

**Angie Bellanza**  
Small Business Consultant  
Enterprise Toronto  
Toronto Economic Development Office  
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Encl.



# Sponsorship Opportunities



## SMALL BUSINESS FORUM 2009

Monday, October 19, 2009  
Metro Toronto Convention Centre  
255 Front Street West  
North Building, Level 100  
Toronto, Ontario  
9am to 5pm

**SMALL BUSINESS FORUM 2009**  
**October 19, 2009**

Sponsorship of Small Business Forum 2009 is the perfect way to showcase your ongoing commitment to the small business community.

More than 1,500 entrepreneurs and small business owners are expected to attend the Small Business Forum, held on the first day of small business week in Canada. On Monday, October 19<sup>th</sup>, Enterprise Toronto's Forum will be the preeminent small business event in the GTA.

***Leading the way to Recovery***

Small Business Forum 2009 will be focused on opportunities for entrepreneurs and small business owners in a period of economic turnaround and recovery.

New for 2009:

- In-depth coverage of the most important small business topics today in sponsored seminar streams focused on e-commerce, financing, selling to big businesses and sector-specific topics
- "Ask a Lawyer" and "Ask an Accountant" roundtables
- Themed tradeshow aisles so attendees know where to find sponsors, partners and exhibitors!
- Presentation and product demonstration opportunities for Sponsors and partners
- LinkedIN group allowing sponsors to dialogue directly with attendees before and after the Forum!

**Small Business Forum 2009 – Draft Program**

9:00 am	Keynote Presentation		
10:30 am	Tradeshow Opening		
11am to 5pm	4 Roundtable Discussions: <i>Import/Export</i> <i>Starting Your Startup</i> <i>No Cost/Low Cost Marketing</i> <i>Ask an Accountant/Lawyer</i>	80-Exhibitor Tradeshow	4 Seminar Streams: <i>Show Me The Money</i> <i>Selling to Big Business</i> <i>Business in the Online World</i> <i>Sector Specific Topics</i>

## **About Enterprise Toronto**

Enterprise Toronto, part of the City of Toronto's Economic Development, Culture and Tourism Division, is a one-stop source of information, services and programs for the City's entrepreneurs and small business owners. We help businesses make the right decisions during business start-up and develop their management capabilities as their business venture grows.

Every year, Enterprise Toronto serves more than 30,000 entrepreneurs, business owners and prospective business owners. We deliver more than 200 free seminars a year, produce three small business conferences and host numerous special events. We also process business registrations and provide free business consultations. Our goal is to help business owners take their ventures to the next level.

### **What previous attendees said about Enterprise Toronto's Small Business Forum**

*"I think anyone and everyone starting a business should attend this type of event. Should make this a requirement of the registration process."*

*"This forum provided information that I have been looking for months. Thank you!"*

*"Very informative! Exceeded what I expected. Hope this will continue next year, because information gets outdated fast nowadays."*

### **2008 Attendee Profile:**

- 62% of attendees are established business owners
- 26% of attendees were investigating being in business
- 42% of attendees have employees
- 16% of attendees were over 50 years old, 64% were between the ages of 30-50

## **Small Business Forum Marketing**

- √ [www.enterprisetoronto.com](http://www.enterprisetoronto.com) – more than 500,000 visits per month exposed to banner ads and an in-depth event profile plus Sponsor profiles, downloadable brochure and event registration
- √ LinkedIN event group
- √ Bi-weekly Enterprise Toronto member e-mail blasts
- √ Brochures – 40,000 distributed at all civic centres and City Hall, 99 Toronto Public Libraries, Employment Centres, BIAs, Enterprise Toronto seminars, business incubators, university entrepreneurship program centres etc.
- √ Posters
- √ Toronto Business Times advertisements
- √ Media Relations
- √ City of Toronto "Toronto Festival and Events Calendar"

## Gold Sponsorship

**\$15,000**

- Recognition on all promotional materials, advertisements and e-mail blasts
- Company name, hyperlinked logo and business profile on [www.enterprisetoronto.com](http://www.enterprisetoronto.com)
- Company name and logo on onsite Small Business Forum banners and signage as well as the Forum program
- Invitation to introduce a keynote presentation
- Co-branded media releases
- Tradeshow Aisle sponsorship opportunity
- In-depth Seminar Stream sponsorship
- Complimentary 8' x 16' display space at the Forum trade show with preferred location
- First right of refusal for next year's event

## Silver Sponsorship

**\$8,000**

- Recognition on all promotional material, advertisements and e-mail blasts
- Company name, hyperlinked logo and business profile on [www.enterprisetoronto.com](http://www.enterprisetoronto.com)
- Company name and logo on onsite Small Business Forum banners and signage as well as the Forum program
- Complimentary 8' x 8' display space at the Forum trade show with preferred location
- First right of refusal for next year's event

## Bronze Sponsorship

**\$4,000**

- Recognition on all promotional material, advertisements and e-mail blasts
- Company name, hyperlinked logo and business profile on [www.enterprisetoronto.com](http://www.enterprisetoronto.com)
- Company name and logo on onsite Small Business Forum banners and signage as well as the Forum program
- Complimentary 8' x 8' display space at the Forum trade show
- First right of refusal for next year's event

## Tradeshow Exhibitors

### Corporate Exhibitors - \$500 +gst

- 8ft x 8ft display booth space
- Fully carpeted floor area
- 6ft table and 2 chairs

### Extra costs for:

- Pipe and drapery backdrop, power supply, audio visual equipment rental and telephone modem lines

### Non-Profit Exhibitor Rate - \$250+gst

- 8ft x 8ft display booth space
- Fully carpeted floor area
- 6ft table and 2 chairs

### Extra costs for:

- Pipe and drapery backdrop, power supply, audio visual equipment rental and telephone modem lines

**\*\* Ask about our 2009 "Ask-an-Expert" program**

## Sponsorship Registration Form

### Sponsorship Information

Name				
Company Name				
Title				
Business Address				
City	Province	Postal Code		
Telephone	Fax			
Email				

Payment enclosed for covering the cost of my sponsorship.

\$15,000 GOLD Sponsorship

Other Sponsorship - please indicate below:

\$8,000 SILVER Sponsorship

\$4,000 BRONZE Sponsorship

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Please make cheque payable to the "City of Toronto" and mail to: Small Business Forum 2009, City of Toronto, **Enterprise Toronto**, 100 Queen Street West, **Main Floor**, Toronto, Ontario, M5H 2N2.

This form can also be faxed to 416-392-1794.

## Exhibitor Registration Form

### Exhibitor Information

Name				
Company Name				
Title				
Business Address				
City	Province	Postal Code		
Telephone	Fax			
Email				

Payment enclosed for covering the cost of the booth.

\$525.00 (\$500 + GST) Corporate Exhibitor Rate

\$262.50 (\$250 + GST) Non-Profit Exhibitor Rate

Please make cheque payable to the "**City of Toronto**" and mail to: Small Business Forum 2009, City of Toronto, **Enterprise Toronto**, 100 Queen Street West, **Main Floor**, Toronto, Ontario, M5H 2N2.

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