

2020 BUSINESS EXPO SPONSORSHIPS

LEARNING STAGE SPONSORSHIP: \$2,500 (TWO AVAILABLE)

The Business Expo Learning Stage will present seven different webinar opportunities, ranging from diverse topics such as digital marketing, diversity, equity and inclusion, PPP and taxes post-COVID, and so much more. These free webinars will feature live keynote speakers and panelists to present for 45 minutes to an audience who can interact and engage by asking questions through audio and video chat. As a sponsor, the wide range of attendees will not only hear from you directly at the beginning through your pre-recorded one-minute sponsor video but also with brand recognition through the multiple places your logo will be featured, outlined below:

- Opportunity to provide one 60-second pre-recorded video to be played at the start of each Learning Stage session (seven total)
- Logo placed on Learning Stage page
- Logo banner on Business Expo website
- Videos will be recorded and saved on the Traverse Connect YouTube page and website for up to one year

BUSINESS EXPO ROOMS: \$500 (FOUR AVAILABLE)

Business Expo Rooms are a great opportunity to network with a small group of attendees for your specific needs. As a Business Expo Room sponsor, you will own a room for an entire day and lead all conversations. You can use your Room for demos, meetings, smaller group conversations, and more. Room demonstrations open to all attendees and will be added to the overall schedule. You may also send out codes so only selective individuals can join if you want to keep your demo/meeting private. Each room can actively include up to 12 attendees who can interact with one another, and additional unlimited attendees may join by listening only and using the chat function. As a sponsor and the sole owner of this room, the flexibility to use it how you would like is 100% in your control! A Business Expo booth must be purchased in addition to a Business Expo Room.

- Your logo will be placed in each Business Expo Room
- If there is an open demo, your sponsored Business Expo Room will be added to the overall schedule
- Logo banner on Business Expo website

NETWORKING LOUNGE SPONSOR: \$250

Attendees love to network at an event, and in the new virtual world, continuing that networking experience is just as important as it was before! That's why in our virtual Business Expo, we have created networking lounges, which will provide attendees opportunities to sit down at a table and join in a live conversation over mobile or PC – with up to eight people – for 15 minutes. While this format won't replace a formal meeting, it offers attendees opportunities to meet new professionals, introduce friends and colleagues to other people you may know, or pop in for a quick conversation before setting up a follow-up. As a sponsor, your logo will be placed in the middle of the table that attendees will see, as well as the following places:

- Logo included inside of Networking Lounge
- Logo included on Networking Lounge page

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BANNER ADVERTISEMENT SPONSOR: \$150 EACH

- Your banner placed on the rotating banner slides at the top of each Business Expo page
 - Banner will be linked to your website or your event exhibitor page – whichever you prefer
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FUN FACT: OVER 7,000 VIEWS!

Since March of 2020, Traverse Connect has offered multiple live events and webinars, shared on our social media channels, YouTube page, and website. Recordings of these events currently have more than 7,000 views, growing every day!

TRAVERSE CONNECT BUSINESS EXPO

Tuesday, November 10, 2020 8:00 AM – 5:30 PM EST.