

USASBE

United States Association
for Small Business and
Entrepreneurship

Shaping the Future of Entrepreneurship



*Conference
Participants*



*Conference
Awards
Ceremony*



*Conference
Awards
Anaheim, CA*

***Gain High Visibility with
Individuals and Organizations
which Shape and Influence the
Entrepreneurship Community!***

Become a USASBE Conference Sponsor or Exhibitor!

What is the United States Association for Small Business and Entrepreneurship®?

The United States Association for Small Business and Entrepreneurship (USASBE®) is the premier organization dedicated to the advancement of entrepreneurship through best practices and leading edge perspectives. The Association members, exceeding 1000 at the end of 2008, are from the academic community, foundations, consulting and professional firms, and governmental agencies. These members influence over 100,000 students and community entrepreneurs.

USASBE believes entrepreneurship represents the ultimate source of economic empowerment. Entrepreneurial attitudes and behaviors are the keys to sustainable competitive advantage for individuals, organizations, communities, and countries.

USASBE's conferences and activities are designed to strengthen its four Pillars: Entrepreneurship Education, Research, Outreach, and Public Policy.

- 1. Entrepreneurship education** - members share best practices in pedagogy, course design, and program development.
- 2. Research** - concerns knowledge discovery related to the creation and growth of innovative new ventures.
- 3. Outreach** - focuses on engaging the entrepreneurial community in innovative ways through incubators, technology commercialization, service learning, student internships, angel networks, microcredit schemes, business plan competitions, and a host of other initiatives.
- 4. Public Policy** - relates to ongoing efforts to assess the impact of entrepreneurial activity in communities, regions, and nations. Beyond this, it deals with identifying regulatory, legislative, and tax policies that discourage and encourage successful entrepreneurship, and policy prescriptions that help fuel the ongoing entrepreneurial revolution.

What is the USASBE Annual Conference?

USASBE's biggest program, its Annual Conference, is held each January. The conference is the preeminent national event for advancing the entrepreneurship discipline and understanding the entrepreneurial phenomena.

In recent years, this event has drawn over 600 attendees from colleges/universities in 52 states/territories and 36 foreign countries. Registrants are able to select from over 100 pre-conference sessions, plenary sessions, competitive papers, workshops, symposia pillar sessions, and case sessions.

What are the benefits of Becoming a USASBE Sponsor or Exhibitor?

By partnering with USASBE, sponsors and exhibitors:

- Gain high visibility with leading entrepreneurship educators, researchers, consultants, and professionals.
- Meet individuals who influence large numbers of students who are already entrepreneurs or will shortly become entrepreneurs, and those who establish public policies.
- Sponsors and exhibitors have four days to showcase products and services to entrepreneurial professionals that are on the front line of creating the next generation of entrepreneurs.
- Sponsors gain more "brand awareness" through the activity or item they have chosen to sponsor.
- Conference presence enables sponsors and exhibitors to support the American "entrepreneurial spirit" and the continuing advancement of understanding the phenomenon of entrepreneurship.



What Exhibitor Opportunities Are Available?

Standard Exhibitors (staffed tables)*

These Exhibitors pay \$1600 if they register and pay by October 1, and \$1800 if they register and pay after that date.

Product-Only Exhibitors

These Exhibitors pay \$1200 if they register and pay by October 1, and \$1400 if they pay after that date.

Shared Exhibitors

These Exhibitors pay \$600 if they register and pay by October 1, and \$750 if they register and pay after that date.

What Sponsorship Opportunities Are Available?

Conference sponsorship options are flexible, enabling the sponsor to structure participation based on both market objectives and investment parameters. Outlined below are sponsorship categories based on investment levels. Sponsors can select from a variety of opportunities within each category. The Association will work with a sponsor to meet its needs and obtain a significant return on its sponsorship investment.

Sustaining Sponsorship**

Sustaining Sponsors provide overall annual support for general USASBE operations and/or specific programs of the Association at an investment level of \$25,000 or more for a single year, or make a commitment for \$30,000 or more for multiple years.

Platinum Sponsorship**

Platinum Sponsors provide Conference support at an investment level between \$15,000 and \$24,999.

Sponsorship opportunities in the Platinum category include:

- Doctoral Consortium Program and Scholarships
- Special Events (e.g. Receptions and Keynote Speaker Lunches/Dinners)
- Specially Designated Scholarships (e.g. branded scholarships for conference attendance)

Gold Sponsorship**

Gold Sponsors provide Conference support at an investment level between \$8,000 and \$14,999

Sponsorship opportunities in the Gold category include:

- Group of Excellence in Entrepreneurship Education Awards
- Internet Café
- Conference Participant Bags
- Conference Program

Silver Sponsorship***

Silver Sponsors provide Conference support at an investment level between \$4000 and \$7,999

Sponsorship opportunities in the Silver category include:

- Each Pre-Conference Session
- Name Tag Lanyards
- Hotel Room Keys
- Each Entrepreneurship Achievement and Advocacy Award: Wortman, Hughes, and Corporate Entrepreneur of the Year and Woman/Minority Entrepreneur of the Year.
- Award for each category of Best Entrepreneurship Paper, award for Best Entrepreneurship Case Study, award for Best Entrepreneurship Conference Workshop, and similar awards which may be created
- Each Conference Continental Breakfast/Break
- Each Pillar Session

Bronze Sponsorship

Bronze Sponsors provide Conference support at an investment level between \$1,500 and \$3,999

- Conference Registration Package Envelopes
- General Conference Support
- Co-sponsorship of a Silver Sponsorship opportunity

* Exhibitors at this level receive one (1) complimentary conference registration (does not include USASBE membership.)

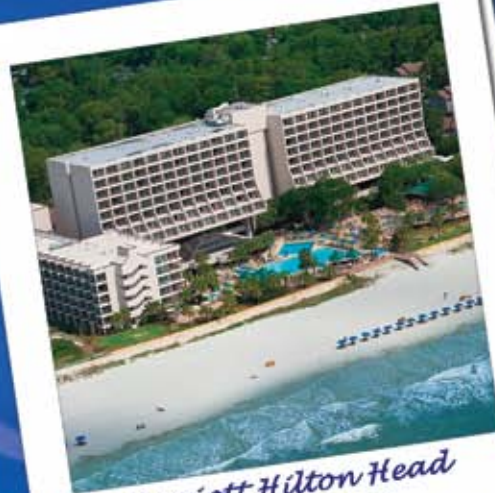
** Sponsors in these categories receive one (1) complimentary conference registration (does not include USASBE membership) and a complimentary exhibit space and an ad in the conference program.

*** Sponsors in these categories receive one (1) complimentary conference registration (does not include USASBE membership) but does not include a complimentary exhibit space and does not include an ad in the conference program.

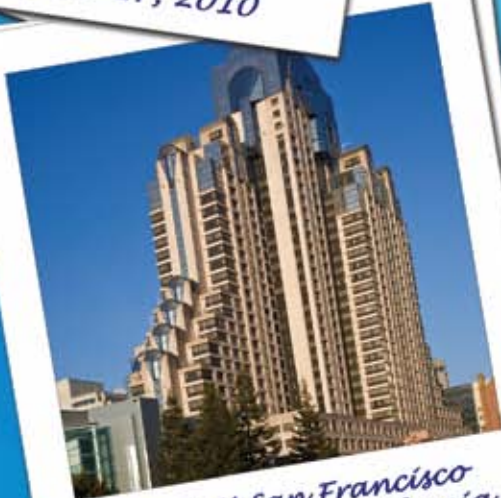
Join us for these upcoming USASBE Conferences!



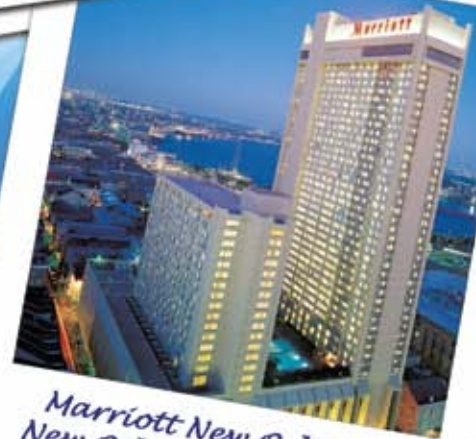
*Renaissance Hotel & Resort
Nashville, Tennessee
January 14-17, 2010*



*Marriott Hilton Head
Resort & Spa
Hilton Head, South Carolina
January 13-16, 2011*



*Marriott San Francisco
San Francisco, California
January 10-13, 2013*



*Marriott New Orleans
New Orleans, Louisiana
January 12-15, 2012*

To learn more about USASBE, our mission, history, members, programs, and impact, go to <http://www.usasbe.org>.

**To discuss possible Sponsorship and Exhibit opportunities please contact:
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