

DUQUESNE UNIVERSITY  
SMALL BUSINESS DEVELOPMENT CENTER  
PRESENTS



ENTREPRENEUR'S  
GROWTH CONFERENCE

JUNE 5, 2008

THE REGION'S LARGEST ENTREPRENEURSHIP EVENT

**June 5, 2008**

PRESENTED BY DUQUESNE UNIVERSITY  
SMALL BUSINESS DEVELOPMENT CENTER

2008 CONFERENCE SPONSORSHIP OPPORTUNITIES



[www.egc.duq.edu](http://www.egc.duq.edu) • 412.396.6233

Duquesne University  
Small Business Development Center  
**10TH ANNUAL**  
**ENTREPRENEUR'S GROWTH CONFERENCE**

June 5, 2008

**YOU can participate in this exciting event!**

### About the Entrepreneur's Growth Conference

Hundreds of business professionals attend this exciting event every year to gather the resources, information and inspiration that business owners need to reach their next goal, whether they are at the helm of a company planning explosive growth or managing a recently founded start-up.

With an inspiring keynote address by Andy Litinsky and more than 20 expert-led, information-packed workshops, the Entrepreneur's Growth Conference (EGC) offers fresh views on cutting-edge topics, covering the latest trends that affect today's entrepreneurs. The EGC's elegant Business Building Tradeshow concludes the day, featuring more than 40 organizations that offer products and services geared toward helping businesses prosper.

The EGC offers unrivaled networking opportunities and is a great venue to make valuable contacts with key decision-makers. The EGC attracts attendees throughout all industries and in all stages of growth. No matter what market you are targeting, the EGC allows you to reach it. Join us!

### Keynote: Andy Litinsky



**President of Trump Productions, Youngest Contestant on The Apprentice, First-Ever Apprentice to be Rehired by Donald Trump**

Andy started a business at age 13 with just \$500. Within two years, he had over 30 part-time employees and was generating six-figure revenues. Not only is Andy an entrepreneur at heart, but he is also well-known for being the youngest contestant on the popular TV show "The Apprentice" and the first-ever apprentice to be rehired by business mogul Donald Trump. Listen as Andy speaks about his experiences and what he has learned.



# 10TH ANNUAL ENTREPRENEUR'S GROWTH CONFERENCE

June 5, 2008

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*"We are excited to be celebrating the tenth anniversary of the Entrepreneur's Growth Conference. Thousands of entrepreneurs have benefited from this event over the years due to the generous support of our sponsors, speakers and exhibitors."*  
- Dr. Mary McKinney, Director of Duquesne University's SBDC

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You are invited to partner with us in presenting this exciting event!

## The Many Benefits of Participation

### Support the region's businesses...

As a regional organization committed to helping businesses succeed, we believe in the importance of demonstrating that commitment, and we know you do, too. Sponsoring the Entrepreneur's Growth Conference (EGC) gives you the opportunity to promote your company at **the region's largest conference dedicated solely to area entrepreneurs.**

### Showcase your organization's expertise to hundreds of participants...

Not only will you be able to personally **reach out to approximately 500 potential clients and customers in one day**, but your organization also can create thousands of impressions from brochure listings, advertisements, internet exposure and many other marketing venues! EGC sponsors also have the advantage of promoting their services to other sponsors, some of our region's most prominent organizations, and to EGC speakers – successful professionals in their respective fields. Your organization will be associated with a world-class event that has been featured on Comcast, CNN, Fox, Lifetime and other major outlets.

### Affordable sponsorship fees...

We want to give as many organizations as possible the opportunity to demonstrate their support, so we offer the most affordable sponsorship fees around. It's one of **the easiest, most economical investments any organization can make to reach this important target audience**—the region's business owners.

### Quality attendance...

The EGC has consistently attracted approximately 500 attendees each year – **true entrepreneurs** from a wide range of industries and in all phases of business, from start-up to exit.

### Showcase your products and services...

Increase marketing opportunities by making valuable contacts with key decision makers in the business community. With more than 500 attendees, the EGC is a perfect venue to showcase your products and services and to develop new business opportunities. Conference attendees seek knowledge and innovation. They look for better, more efficient ways to accomplish their business objectives.

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**10th Annual Entrepreneur's Growth Conference**

[www.egc.duq.edu](http://www.egc.duq.edu) • 412.396.6233

## Who attends the EGC?

No matter what market you are targeting, the EGC allows you to reach it. The EGC attracts attendees across all industries and in all stages of growth. The EGC offers “tracks” of sessions, including a new venture fast track and an established company growth track. Our demographics indicate that about half of EGC participants attend sessions geared toward early-stage companies that are just beginning to flourish and that need guidance to move to the next level. Past early-stage sessions have included:

- Start-Up A-Z: Cash Management Basics and Economical Marketing Tactics for Rookie Entrepreneurs
- The Top Five Business Planning Mistakes and How to Avoid Them
- Best Practices for Women and Minority Entrepreneurs
- The Next Big Thing: How to Uncover Money Making Ideas and New Business Opportunities

The other half of EGC attendees choose sessions specifically for the **seasoned entrepreneur in a much later stage of growth**. Specific sessions target companies with annual revenue of \$1 million or more. Past growth sessions have included:

- Brilliant Bosses: How to Lead and Grow A Happy, Profitable and Excellence-Driven Organization
- The Quest for Cash: Unlocking the Mysteries of Venture Capitalists, Institutional Investors and Angels
- Managing Change: How to Reenergize, Reinvent and Reignite Your Business
- Confessions from a CEO: Lessons Learned From In the Trenches

*“The EGC is one of the best venues to directly reach those who need our services most. The face-to-face networking with the entrepreneurs and the relationships we forged made the event a win/win. We would recommend sponsorship to any organization that is serious about impacting Pittsburgh’s small business community.”*

- National City Bank

## You can’t go wrong!

The bottom line is that the EGC is an excellent opportunity for you to promote products and services directly to those who need it. The assembly of such a vast target market all in one day is unrivaled by any other conference. Remember, as an EGC sponsor, you will reach attendees, fellow sponsors and world-class speakers.

### Industries represented at prior conferences include:

- Health Care
- Pharmaceutical
- Construction
- Manufacturing
- Human Services
- Electrical
- Production
- Distribution
- Environmental
- Architecture
- Medical
- Supply
- Technology
- Biomedical
- Wireless Communication
- Marketing
- Rehabilitation

### Some past sponsors of the EGC include:

- A Cappella Marketing
- Allied Office Products
- Alpern Rosenthal
- All State Insurance Company
- American Entrepreneur Radio
- Ascent Systems
- Bright Innovation LLC
- Buchanan Ingersoll
- CEO Forum of Pittsburgh
- Citizens Bank
- CL Fund
- Coastal Displays
- Comcast
- Dennis Piper & Associates
- Ditto Documentation
- Dollar Bank
- DUQ 90.5FM
- Duquesne Light
- Eckert Seamans
- Enterprise Bank
- Epstein, Tabor and Schorr
- Gefsky and Lehman, PC
- Highmark Blue Cross Blue Shield
- Horovitz Rudoy & Roteman
- Innovation Works
- James Boyd Associates
- Jenkins Financial
- Microsoft
- National City
- Nauticom
- NexTier
- Penn Telecom
- Pittsburgh Business Times
- Pittsburgh Regional Alliance
- Pittsburgh Technology Council
- PNC Bank
- Powerlink
- SBN Magazine
- Schneider Downs & Co., Inc.
- Sisterson & Co.
- SMC Business Councils
- UPMC Health Plan
- Wilke & Associates
- Urban Redevelopment Authority

### Some of our past speakers have represented:

- Deloitte & Touche
- True Commerce
- Lillian Vernon
- Pittsburgh Digital Greenhouse
- The Allegheny Institute
- Precision Therapeutics
- Kinko’s/FedEx
- UPS
- Sheetz
- Chick fil-A
- Vivisimo (clusty.com)
- Many other successful companies that exemplify entrepreneurship at its finest

# ENTREPRENEUR'S GROWTH CONFERENCE

## Sponsorship Levels

*We hope that you will choose to support the 2008 Entrepreneur's Growth Conference. We have several sponsorship levels available, all of which include a wide variety of benefits designed to meet the needs of the smallest to the largest of organizations.*

**All of our sponsorship levels include the following impressive benefits to ensure that each sponsor receives optimum exposure and recognition:**

- + Ad space in EGC conference program book that attendees refer to throughout the day for essential event information\*
- + Company listing on brochures mailed to organizations and corporations throughout the region
- + Complimentary full-day conference registrants\*
- + Insert marketing literature (brochure or flyer) in the EGC tote bag received by every attendee
- + Company listed in conference program book and brochures
- + Listed on conference Web site (with hotlink)
- + Listed in e-mail message sent to 10,000 individuals and businesses promoting the conference
- + Company recognized by event organizers during announcements from main stage
- + Nametag with ribbon to prominently indicate sponsorship of the event
- + Company name and/or logo displayed on main stage screen during general sessions
- + Company name and/or logo on signage displayed throughout the event

*\*Number of attendees and size of ad based on level of sponsorship*

**Additional benefits are unique to each level as listed below and on the following page. You will also find the EGC's Sponsor Benefit Matrix helpful to compare the benefits of each level.**

### Platinum Sponsor - \$10,000 sponsorship level

Sponsorship with full payment receives selection of following on a **first-come, first-served basis**.

Named sponsor of one of the following general sessions (choice of one):

- Welcome Breakfast (includes 10-minute address to entire audience)
- Luncheon (includes 10-minute address)
- Business Building Tradeshow Reception (includes 10-minute address)

#### Additional Platinum Sponsor Benefits:

- + Plan and speak in one of the educational workshops and be listed in the conference brochure as a speaker
- + Up to 10 full conference registrants
- + Two sponsor representatives seated at head table at breakfast and lunch
- + Opportunity to distribute product and/or marketing promotional materials at your selected general session
- + Ad in exhibitor booklet (4.7" w x 7.5" h)
- + Inside/outside program cover ad (7" w x 9.5" h) for first two confirmed sponsors. Others receive prominent placement.
- + Complimentary tradeshow booth space in a prime location
- + Display company banner (provided by sponsoring company) to be seen by attendees throughout the day in general session area
- + Company logo listed in conference program book and brochures
- + Company description on conference Web site
- + One screen power point ad (provided by sponsoring company) displayed on main stage screen during general sessions
- + Insert promotional piece (pen, tablet, software, candy, etc.) in the EGC tote bag received by every attendee
- + Full-year sponsor attribution on EGC Web site and link to sponsor's site

**Post Conference:** Event wrap-up package including a list of names, addresses and e-mails (if provided) of all attendees and, upon request, a recap of EGC's promotional campaign.

## Gold Sponsor - \$7,500 sponsorship level

Sponsorship with full payment receives selection of following on a **first-come, first-served basis**.

Named sponsor of one of the four main conference tracks (choice of one):

- Start-Up Track
- Technology Track
- Growth Track
- Special Interest Track

### Additional Gold Sponsor Benefits:

- + Speak in one of the educational workshops and be listed in the conference brochure as a speaker
- + Up to eight full conference registrants
- + One sponsor representative seated at head table at lunch and breakfast
- + Full page ad space in program books (7" w x 9.5" h)
- + Ad in exhibitor booklet (4.7" w x 7.5" h)
- + Insert promotional piece (pen, tablet, software, candy, etc.) in the EGC tote bag received by every attendee
- + One screen power point ad (provided by sponsoring company) displayed on main stage screen during general sessions
- + Complimentary tradeshow booth space in a prime location
- + Display company banner (provided by sponsoring company) to be seen by attendees throughout the day in general session area.
- + Company logo listed in conference program book and brochures
- + Company description on conference Web site
- + Full-year sponsor attribution on EGC Web page and link to sponsor's site



First confirmed, paid Gold Sponsor receives logo on bag.

**Post-Conference:** Event wrap-up package including a list of names, addresses and e-mails (if provided) of all attendees and, upon request, a recap of EGC's promotional campaign.

## Banner Sponsor - \$5,000 sponsorship level

### Additional Banner Sponsor Benefits:

- + Speak in one of the educational workshops and be listed in the conference brochure as a speaker
- + Up to six full conference registrants
- + Ad in exhibitor booklet (4.7" w x 7.5" h)
- + Half-page ad space in program books (7" w x 4.687" h)
- + Complimentary tradeshow booth space
- + Display company banner (provided by sponsoring company) to be seen by attendees throughout the day in general session area
- + Company logo listed in conference program book and brochures
- + Company description on conference Web site

## Blue Ribbon Sponsor - \$2,500 sponsorship level

### Additional Blue Ribbon Sponsor Benefits:

- + Up to four full conference registrants
- + Complimentary tradeshow booth space
- + 1/4-page ad in program books
- + Ad in exhibitor booklet (4.7" w x 7.5" h) (3.437" w x 4.687" h)

## Contributing Sponsor - \$1,000 sponsorship level

### Additional Contributing Sponsor Benefits:

- + Two full conference registrants
- + Business card size ad space in Program Books (3.437" w x 2.25" h)

As a sponsor of the event, you are invited to participate as an exhibitor for the reduced rate of \$250 (for-profit organizations) and \$200 (non-profit organizations). The actual rate is \$600 (for-profit) and \$450 (non-profit).

## Optional Marketing Opportunities

### Attendee Tote Bag Inserts:

Make sure your message gets "in the bag!" Put promotional materials in the official conference tote bag so that every attendee receives it. You may include software, a pamphlet, a one-page marketing piece or a promotional item of your choosing. The tote bag holds all essential conference materials including the conference program and exhibitor booklet. **Cost to include one marketing piece in each bag: \$200.**

### Custom Sponsorship Packages

If you have additional sponsorship ideas, please call us. **Custom sponsorship packages are available.** Let's work together to find a package that's right for you! If you find that sponsorship does not meet your needs at this time, please ask us about exhibit rates for the EGC's Business-Building Tradeshow.

# ENTREPRENEUR'S GROWTH CONFERENCE

June 5, 2008

## Sponsorship Agreement

Take advantage of this tremendous opportunity by completing the information below and on the next page and returning to:

**Duquesne University SBDC • 600 Forbes Avenue • Pittsburgh, PA 15282**  
**Phone 412-396-6233 • Fax 412-396-5884**

**YES**, we are committed to supporting our region's small businesses and want to participate by supporting the Entrepreneur's Growth Conference at the level selected below.

### SPONSORSHIP OPTIONS

**PLATINUM Sponsor @ \$10,000**  
Indicate general session choice: \_\_\_\_\_

**GOLD Sponsor @ \$7,500**  
Indicate conference track choice: \_\_\_\_\_

**BANNER Sponsor @ \$5,000**

**BLUE RIBBON Sponsor @ \$2,500**

**CONTRIBUTING Sponsor @ \$1,000**

Contributing sponsors only, please indicate if you also would like to purchase exhibit space in the Business Building Tradeshow at the reduced sponsorship rate:

\$250 for-profit     \$200 non-profit

**Tote Bag Inserts** - I am not able to sponsor at this time, but I would like to take advantage of the tote bag insert marketing opportunity for \$200.

### METHOD OF PAYMENT

- Check for full amount enclosed  
*Make check payable to Duquesne University SBDC*  
Check No. \_\_\_\_\_  
Amount: \$ \_\_\_\_\_
- Please invoice us immediately for our selected sponsorship. We understand payment is due within 30 days.
- Charge full amount to my:
- Visa
  - Mastercard
  - Discover

For Official Use Only

**Do not write in this space**

Date Rec'd: \_\_\_\_\_  
Check#: \_\_\_\_\_  
Amount: \_\_\_\_\_  
Balance Due: \_\_\_\_\_  
Balance Paid: \_\_\_\_\_

Please complete credit card information below.

**All sponsorship requests will be considered on a first-come, first-served basis.**

Credit Card # \_\_\_\_\_ Exp. \_\_\_\_\_ Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

### Sponsorship Agreement Policy

Once we receive your completed Sponsorship Agreement, we immediately begin promoting your organization as a sponsor of the EGC in a variety of ways. However, sponsors are required to meet deadlines for ad and logo submissions in order to participate in all opportunities.

Please continue to next page to properly complete the EGC Sponsorship Agreement.

# ***ENTREPRENEUR'S GROWTH CONFERENCE***

**June 5, 2008**

## **Important information regarding your sponsorship:**

Thank you for choosing to sponsor the 10th annual Entrepreneur's Growth Conference. Prior to the event, an important packet will be sent to you. This packet will include:

- Detailed **instructions** regarding your sponsorship, including how to register your participants, how to submit ads, etc.
- **Deadlines** for information and items we will need from you for us to properly promote your organization, including ads, banners, etc.
- Other **essential information** regarding your sponsorship of the 10th annual Entrepreneur's Growth Conference.

Please complete the following information so that we may process your sponsorship and include information about your organization on the EGC conference Web site.

Company Name (exactly as you would like it to appear in acknowledgements):

\_\_\_\_\_

Contact Person \_\_\_\_\_

Title \_\_\_\_\_ E-mail \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Web site: <http://www.> \_\_\_\_\_

What types of products or services do you sell? \_\_\_\_\_

We look forward to working with you to present another successful  
***ENTREPRENEUR'S GROWTH CONFERENCE!***

### ***Questions?***

Feel free to contact the **Duquesne University SBDC** at any time. **Christine Hughes**, training manager, will be happy to assist you at 412-396-6233.

*"I have worked with many SBDC's throughout the United States. The SBDC program in Pittsburgh is the most supportive and enthusiastic group of people that I have ever dealt with."*

**- Conference Exhibitor**