



COMING TO A
CITY
NEAR YOU SOON

time **to** thrive

The Small Business Tour - 2012

Learn how to apply the New Order to your Business

time to thrive

Big things are happening for America's small business.

- ▶ technology
- ▶ management
- ▶ collaboration

Seattle/Bellevue	Feb 28
San Francisco	March 6
Los Angeles	March 7
Atlanta	April 10
Houston	April 11
Dallas	April 12
Boston	May 8
Philadelphia	May 9
New York	May 10
DC	May 11
Raleigh/Durham	May 12
Chicago	May 13

Come for a comprehensive expert view about what the “new” small business looks like with available **technology** and **management techniques**. Walk away with a plan for how to apply these to your business based on what’s really possible today.

Live! It's The Small Business Tour in your city!

We bring it all together for you.

Each stop on this educational tour brings small business owners together with advisors and experts **to learn, network and get information you can use to grow your business—even during challenging economic times**. It's organized by small business for small business to help each business discover how to apply the new order and new paradigms to small business.



AGENDA:

▶ Breakfast and Early arrival

- Executive Headshots Taken

▶ Vision Key Note - The New Order of your Business!

▶ Collaborative Set 1

- Business Management 3.0
- Getting New Business in Social World
- Collaboration, the New Currency

▶ Break

▶ Collaborative Set 2

- The Mobility Mandate
- The Cloud - What's the Big Deal?

▶ Send Off - Take Action in Your Business!

▶ Main Street Meet Up

▶ Get Checklists and a Management Pocket Guide

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Sponsorship Packages

The Small Business Tour - 2012

	Platinum	Gold	Silver	Nickel
10 minute main stage speaking opportunity with host	▲			
3 minute professional promotional video on tour web site	▲			
Lead brand on local radio ads in each of 12 markets	▲			
Verbal recognition during key note by inspirational speaker	▲	▲		
Co-lead 30 minute educational discussion	▲	▲		
Brand on local print ads in each of 12 markets	▲	▲		
Brand on Facebook page, Twitter background & YouTube Channel	▲	▲		
1 produced video for your distribution post-event	▲	▲		
Logo on Thank You Email after registrations using Eventbrite	▲	▲		
Complete list of all event attendees and contacts download videos	▲	▲		
Keynote logo recognition	▲	▲	▲	
Leading Logo on The Small Business Tour Web Site	▲	▲	▲	
Placement in direct mail	▲	▲	▲	
Brand on Registration page (1 month prior to event)	▲	▲	▲	
Placement of downloadable Infographic or White paper	▲	▲	▲	
Custom, branded social community on Pathable	▲	▲	▲	▲
Professional headshots of all representatives who attend event	▲	▲	▲	▲
Fun Main Street Meet Up signs & lobby discussion table	▲	▲	▲	▲
Staff Passes (per event)	4	3	2	1
Attendee Website Banner Ad	Large	Medium	Text	Text
Conference Pocket Guide & Checklists – description & article (words)	300	100	75	50
Promotional tickets for each event to give away	10	5	2	1