



Small Business Forum
Metro Toronto Convention Centre
Tuesday, October 19, 2010
9:00 a.m. to 5:00 p.m.

June 7, 2010

Dear Sponsor / Exhibitor:

A Year For Growth

Small business optimism is on the rise. Growth of Toronto's incubation network, the Google acquisition of local startup BumpTop and Toronto's growing profile on the international economic stage have all added fuel to the fire feeding entrepreneurial activity in the City.

Toronto's small business owners are once again investing in growth!

"Making Sales in a New Economy" is the focus of Small Business Forum 2010. On Tuesday, October 19th, more than 1,500 entrepreneurs and small business owners will gather to seek insights from veteran entrepreneurs like Leonard Brody, Mike McDerment and David Crow. Investors, marketers, social media experts, product & service providers and government funders will all participate to help entrepreneurs leverage existing assets, uncover new opportunities and discover new ways to find customers.

Hosted by Enterprise Toronto, Small Business Forum 2010 is the entrepreneurial event of the year. You too can be a part of this landmark year of growth.

Attached is the Small Business Forum 2010 Sponsorship and Exhibitor package. We look forward to having you join us!

Sincerely,

A handwritten signature in black ink that reads "Angie Bellanza".

Angie Bellanza
Project Lead
Enterprise Toronto
Toronto Economic Development Office
Tel: (416) 338-5985 Fax: (416) 395-1794
abellanz@toronto.ca
www.enterprisetoronto.com
Encl.



Sponsorship & Exhibitor Opportunities

**SMALL BUSINESS FORUM 2010
“Making Sales in a New Economy”**



Tuesday, October 19, 2010
Metro Toronto Convention Centre
255 Front Street West
North Building, Level 100
Toronto, Ontario
9:00 a.m. to 5:00 p.m.

What

Toronto's entrepreneurial event-of-the-year, during Small Business Week in Canada

For entrepreneurs & established micro business owners, an opportunity to:

- √ learn from and network with successful entrepreneurs
- √ meet investors, funders and government program providers
- √ access information about new business products and services
- √ explore new technologies and business development approaches

Where & When

Tuesday, October 19th, 2010
Metro Toronto Convention Centre, Toronto
255 Front Street West
North Building, 100 Level
9:00 a.m. to 5:00 p.m.

Attendance

1,500 entrepreneurs, prospective entrepreneurs and established micro business owners

2010 Theme

Making Sales In a New Economy

Marketing Campaign

Collateral

- 20,000 brochures
- posters and flyers

Advertising

- www.enterprisetoronto.com
- print advertising in 9 Toronto Community News papers
- 40,000+ e-mail notices and social media group posts

Media Relations

Audience Reach

- 200,000 entrepreneurs, prospective entrepreneurs and established micro-business owners

Campaign Value

- \$100,000

Event Highlights

Keynote Speaker: Leonard Brody

Leonard Brody is a technology entrepreneur, business advisor and author. He has helped in raising hundreds of millions of dollars for startup companies, including one of the largest internet IPOs Canadian in history. Brody is also a Venture Partner at GrowthWorks Capital, one of Canada's largest national technology funds, and acts as an advisor to venture capital funds in the United States, Europe and Asia. He is also a board member and/or advisor to numerous companies including Infowave, CanWest Global and Alliance Atlantis.

Brody is co-author of the best selling books, Innovation Nation: Canadian Leadership from Jurassic Park to Java and Everything I Needed to Know About Business...I Learned from a Canadian both published by John Wiley and Sons.

16 In-Depth Seminar Streams – featuring new topics & speakers!

- Show Me the Money
- Social Media & Internet Marketing
- Offline Sales & Marketing Techniques
- Growth Strategies

Enterprise Toronto “democamp” – new for 2010!

Entrepreneurs presenting their business challenges to an audience and an expert panel with Q & A.

80-Exhibitor Tradeshow

Representatives from all levels of government, product service providers for small businesses and entrepreneurs.

Digital Zone

This is your opportunity to participate in the Forum's back channel. Watch live bloggers and tweeters and see social media in action.

Post-Forum Event Hosted by Gold Sponsor - TD Canada Trust

Following Small Business Forum 2010, TD Canada Trust, supported by Enterprise Toronto will be hosting an evening presentation and networking event featuring a small business “rock star.” More than 1,000 small business owners and entrepreneurs are expected to attend.

Details to be announced!

About Enterprise Toronto

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

In 2009, Enterprise Toronto served more than 38,000 entrepreneurs, prospective entrepreneurs and established micro business owners. Annually we deliver more than 200 free seminars, 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

"Informative and exciting".

"It was a good experience, a good investment of a day".

"Excellent resource and good source of networking".

"Booths were extremely helpful. We could focus on organizations relevant to our requirements".

2009 Small Business Forum Attendee Profile:

- 49% of attendees were established business owners
- 83% of attendees were 30plus years of age
- 40% of attendees have employees

2009 Sponsors & Partners:

Scotiabank
Yahoo! Canada
PayPal
Thomson Reuters
Dragon's Den
National Angel Capital Organization
Toronto Community News
Ministry of Economic Development & Trade
Industry Canada
City of Toronto

Gold Sponsorship

SOLD!

- Recognition on all promotional materials, advertisements and e-mail blasts
- Company name, hyperlinked logo and business profile on www.enterprisetoronto.com until December 2010
- 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
- In-depth seminar stream sponsorship
- Tradeshow Aisle sponsorship opportunity
- Invitation to do a seminar presentation
- Complimentary 8' x 16' display space (2 booths) at the Forum trade show with preferred location
- Full page advertisement (8 ½" x 11") in the Forum program
- Post-event e-mail offer
- First right of refusal for next year's event

Silver Sponsorship

\$10,000

- Recognition on all promotional material, advertisements and e-mail blasts
- Company name, hyperlinked logo and business profile on www.enterprisetoronto.com until December 2010
- Company name and logo on onsite Small Business Forum banners and signage as well as the Forum program
- Opportunity to announce opening of Tradeshow after keynote presentation
- Complimentary 8' x 8' display space (one booth) at the Forum trade show with preferred location
- Half page advertisement (8 ½" x 5 ½") in the Forum program
- Post-event e-mail offer
- First right of refusal for next year's event

Bronze Sponsorship

\$7,000

- Recognition on all promotional material, advertisements and e-mail blasts
- Company name, hyperlinked logo and business profile on www.enterprisetoronto.com until December 2010
- Company name and logo on onsite Small Business Forum banners and signage as well as the Forum program
- Opportunity to participate in back channel marketing
- Complimentary 8' x 8' display space at the Forum trade show with preferred location
- Quarter page advertisement (4 ¼" x 5 ½") in the Forum program

Tradeshow Exhibitor

\$500

Included in your Exhibitors' Booth:

- 8ft x 8ft display booth space, piped and draped
- Fully carpeted floor area
- 6 foot skirted table
- 2 chairs
- Waste Basket
- Printed sign over booth area

For additional services, see www.enterprisetoronto.com/SBF2010 (to be posted at a later date)

- Should you require any of the following services, additional charges will apply: power supply, audio visual equipment rental, telephone modem lines, internet access, transportation costs, parking, etc.

Enterprise Toronto – Small Business Forum Sponsorship Registration Form

SPONSOR INFORMATION:

(please print clearly)

Company Name			
Contact Name			
Contact Title			
Business Address			
City	Province	Postal Code	
Telephone	Fax		
Email			
Company Website			
Today's Date	Day:	Month:	2010

PAYMENT METHOD:

Cheque (enclosed) Cheque (will be mailed) Invoice Needed

Credit Card Visa Master Card

Name on Card _____

Card Number _____

Expiry Month _____ Expiry Year _____

TYPE OF SPONSORSHIP:

~~GOLD Sponsorship~~ **SOLD!** Other Sponsorship - please indicate below:

\$10,000 SILVER Sponsorship

\$7,000 BRONZE Sponsorship

Please make cheque payable to:

City of Toronto
Economic Development & Culture Division
Small Business Forum 2010
Enterprise Toronto
North York Civic Centre
5100 Yonge Street, **Main Floor**
Toronto, Ontario M5H 2N2
Attention: Lori D'Amico
E-mail: LDamico@toronto.ca

This form can also be faxed to 416-395-7573.

Extra costs for additional services. See www.enterprisetoronto.com for details. (will be posted at a later date)

- Power supply, audio visual equipment rental, telephone modem lines, internet access, transportation costs, parking, etc.

Enterprise Toronto – Small Business Forum Exhibitor Registration Form

EXHIBITOR INFORMATION:

(please print clearly)

Company			
Contact Name			
Contact Title			
Business Address			
City	Province	Postal Code	
Telephone	Fax		
Email			
Company Website			
Today's Date	Day:	Month:	2010

PAYMENT:

\$580.00 (\$500 + HST) Corporate Exhibitor Rate

Please fax this form to 416-395-7573 c/o of Lori D'Amico

PAYMENT METHOD:

Cheque (enclosed)

Cheque (will be mailed)

Invoice Needed

Please make cheque payable to:

City of Toronto
Economic Development & Culture
Small Business Forum 2010
Enterprise Toronto
North York Civic Centre
5100 Yonge Street, **Main Floor**
Toronto, Ontario M5H 2N2
Attention: Lori D'Amico

This form can also be faxed to 416-395-7573.

E-mail: LDamico@toronto.ca

Credit Card

Visa

Master Card

Name on Card _____

Card Number _____

Expiry Month _____ Expiry Year _____

Extra costs for additional services. See www.enterprisetoronto.com for details. (will be posted at a later date)

- Power supply, audio visual equipment rental, telephone modem lines, internet access, transportation costs, parking, etc.