



# OREGON SMALL BUSINESS FAIR



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## SPONSOR MEDIA KIT • 2019

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Free event to assist business owners and entrepreneurs with their business questions and problems.

No matter what stage your business is at – existing, new, startup, pre-startup, or still a dream – get the answers to your questions in a non-selling environment.



[WWW.OREGONSMALLBUSINESSFAIR.COM](http://WWW.OREGONSMALLBUSINESSFAIR.COM)



# OREGON SMALL BUSINESS FAIR



## *SPONSOR MEDIA KIT • 2019*



The OSBF is a one-day free event for business owners to learn more about starting, running and succeeding as a small business. The fair features 90 Sponsors from federal, state and local agencies; along with a number of for-profit businesses in a NON-SELLING environment. Attendees can enjoy a wide range of workshops separated into three tracks.



Sponsorship is a great way to show your support for small business in Oregon and Southwest Washington. Sponsors enjoy more than having their names in Fair marketing. The true worth of sponsorship is the attention attendees place on sponsors who are interested in their success. Specific benefits are as simple as name recognition and as complex as being recognized as an expert in the small business world.

## *WORKSHOP TRACKS*

### *TRACK #1*

#### **Things you need to know to START A BUSINESS**

This track has three classes that discuss everything from federal and state taxes to working with the state of Oregon as a contractor.

### *TRACK #2*

#### **Things you need to know to STAY IN BUSINESS**

The classes in this track focus on how to take your business to the next level. How to become certified. Where to get money. What to look for in a contract.

### *TRACK #3*

#### **Things you need to know to GROW A BUSINESS**

Track three covers current topics that are top of mind for small business. How to leverage social media, branding and diversity to advantage.



# OREGON SMALL BUSINESS FAIR



## *THE HISTORY OF THE FAIR*

The Oregon Small Business Fair began in 1994. Experts from city, county, state, federal, academic and business sources come together in one location to benefit small business owners.

While each year's fair brings changes – two things are always certain: It is a non-selling environment, and it is free to attend.



## *KAY DEL MARSHALL*

Kay Del Marshall was the IRS Senior Stakeholder Liaison responsible for small business tax education for all industry in Oregon, until her retirement in 2018. She was Stakeholder Liaison's Disaster Coordinator for Oregon.

She was a Taxpayer Service Specialist in Customer Service from 1994 thru 2000, answering the highly technical tax questions on the 1-800 line and on the internet and teaching new recruits the tax law. Kay Del has provided tax education to small business since 2001. Marshall holds a Master of Science Degree in Management from Marylhurst University.



## *WHAT ATTENDEES SAY...*

### *“Creative Social Media”*

Great info and well presented! There was so much information. I know I only caught about half. The handouts and contact information were a great addition to the discussion.

### *“Non-Traditional Funding”*

There was so much to learn. Having information on accessing creative capital funding was terrific. The workshop could have been longer, and the handouts will point me in the right direction.

### *“Sponsors”*

Wow, the quality of the sponsors was incredible! I wasn't expecting to meet everyone from the State of Oregon to the City of Portland.

Oregon Small Business Fair provides information and access to agencies in a non-selling environment – they mean it!





# OREGON SMALL BUSINESS FAIR



## *YOU'RE INVITED!*



Become part of the Twenty-fifth Anniversary celebration. The Oregon Small Business Fair is thrilled to invite you to become a Sponsor.

The Oregon Small Business Fair is focused on educating the small business owner, entrepreneur, new business owner and pre-startup dreamer. Traditionally only non-profit and government entities have been asked to participate. This year we are offering YOU an opportunity to show your support for small business in Oregon and Southwest Washington.

## *NETWORKING*

Sponsorship shows the Oregon and Southwest Washington business communities your commitment to small business. All these resources in one location makes a great networking opportunity.

## *EXHIBIT HALL*

Sponsors, who want to exhibit, select their tables before any exhibitors. Attendees are urged to use the Exhibit Hall as their resource for answers from professionals who care about them and their success.



## *BENEFITS OF SPONSORSHIP*

### *EXHIBIT SPACE*

Exhibit space is included in your sponsorship. You will be allowed to select your location prior to any exhibitors.

### *SPONSORSHIP LEVELS*

Levels of sponsorship include becoming the publicly recognized presenter of the business Fair to publishing your business in our official OSBF program. Your level of involvement is up to you.

### *NAME RECOGNITION*

Support shows the Oregon and Southwest Washington business communities your commitment to small business success.



# OREGON SMALL BUSINESS FAIR



## SPONSOR FAQ







### Date

Date: September 14, 2019  
Fair 8am - 4pm  
Workshops 9am - 3pm

### Location

DoubleTree by Hilton Hotel Portland  
1000 NE Multnomah St, Portland, OR 97232

### Follow Us

-  oregonsmallbusinessfair
-  orsmallbusinessfair
-  OSBF6
-  oregon\_small\_business\_fair

### Attendance Demographics

#### WHAT BROUGHT YOU TO THE FAIR?

- 20% Thinking about starting a business
- 38% Starting a business
- 26% Own a business
- 9% Business Consultant
- 3% Government Agency
- 4% Other

#### HOW DID YOU HEAR ABOUT THE FAIR?

- 34% Social Media
- 4% Print media
- 12% Small Business Development Center
- 17% Word of mouth
- 2% Attended previous
- 31% Other (most from Sponsor)

### CONTACT

**ROBYNNE DAVIS**

**ROBYNNE@PDXCREATIVECOLLECTIVE.COM**

**WWW.PDXCREATIVECOLLECTIVE.COM**

**(360) 921-9398**



# OREGON SMALL BUSINESS FAIR



## SPONSORSHIP OPTIONS



\$5000

- Event title rights such as "The 25th Annual OSBF presented by Acme Corp"
- Sponsor logos will appear in every paper, digital ad that OSBF runs
- OSBF will announce platinum sponsors during each "break period"
- OSBF gift bag will have Platinum label prominently displayed
- Platinum sponsor logo will be prominently displayed on all OSBF digital and print media at the fair
- Sponsor logo will be most prominent on cover of fair program pamphlet for attendees and pamphlet will include 2-sentence section w/logo inside which may include a "special offer"
- Platinum sponsors will have first choice of booth space
- Speakers at OSBF will briefly "thank" them after their speech
- Prominent website logo placement
- Registered Attendee list



\$2,500

- Sponsor logos will appear in every paper, digital ad that OSBF runs
- OSBF gift bag will have Gold label sponsors displayed
- Sponsor logo will be prominent on cover of fair program pamphlet for attendees and pamphlet will include 2-sentence section w/logo inside which may include a "special offer"
- Gold sponsors will have second choice of booth space
- Speakers at OSBF will briefly "thank" them after their speech
- Prominent website logo placement
- Registered Attendee list



\$1,000

- Social media shout outs on all OSBF channels at least twice
- Logos on back of event pamphlet
- OSBF will announce silver sponsors during breaks at event
- Free booth space
- Website logo placement



\$500

- Logo in event pamphlet
- Free booth space
- 1x social media shout out on OSBF platform
- Website logo placement

### Special Partners

\$250

- Listed in event pamphlet
- Website logo placement





# OREGON SMALL BUSINESS FAIR



## WORKSHOP TOPICS



### COBID/ORPIN/DIVERSITY – AVENUES OF OPPORTUNITY

CoBID – Certifications can help level the playing field when competing for business. ORPIN - Are state contracting opportunities a potential source of business for your company? Diversity - Beyond the social implications, why is diversity important for the health of your business?

### FUNDING

Are you past the point of self-funding and maxing out credit cards? Learn about traditional funding, government funding, and alternative funding in an informative panel discussion format.

### TAXES

Understanding taxes can be overwhelming! Get a clear overview as well as detailed information so you can stay on top of this important aspect of owning a business.

### HOW TO PICK A BUSINESS STRUCTURE

What do all these acronyms mean for your business? C, S, LLC, B, etc. We can help you make sense of the alphabet soup of business structure, and how to determine which choices are right for you.

### DOING THE JOB VS. RUNNING THE BUSINESS

How is doing the job different from running the business, and when is it time to get help?

### BRANDING & MARKETING

Are these interchangeable terms? Learn the difference and why they are critical to the success of your business.

### INTELLECTUAL PROPERTY & TRADEMARKS

Have you ever heard of Visicalc? It was the original spreadsheet software before Lotus123 and Excel. Guess what they didn't do?? Guess how much it cost them! Learn how to protect what is yours.

### BUSINESS DEVELOPMENT & FINANCIAL STATEMENTS

Is your profit and loss statement your most valuable business tool? Find out how to make this information work for you when developing your business plan.

### DIGITAL MARKETING

Are you suffering from digital marketing overwhelm? Get a great overview of what this is and how it can help your business. Learn how to choose the right tools for the job, and how to keep up with the ever changing digital landscape.

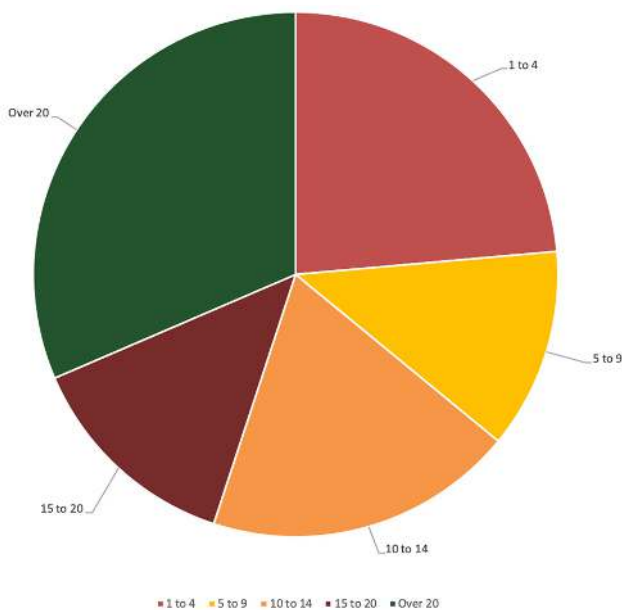


# OREGON SMALL BUSINESS FAIR

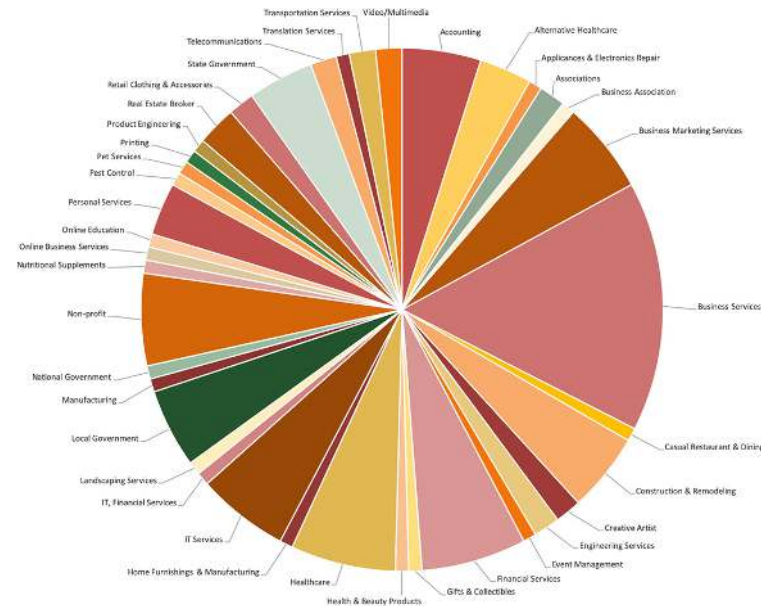


## ATTENDEES

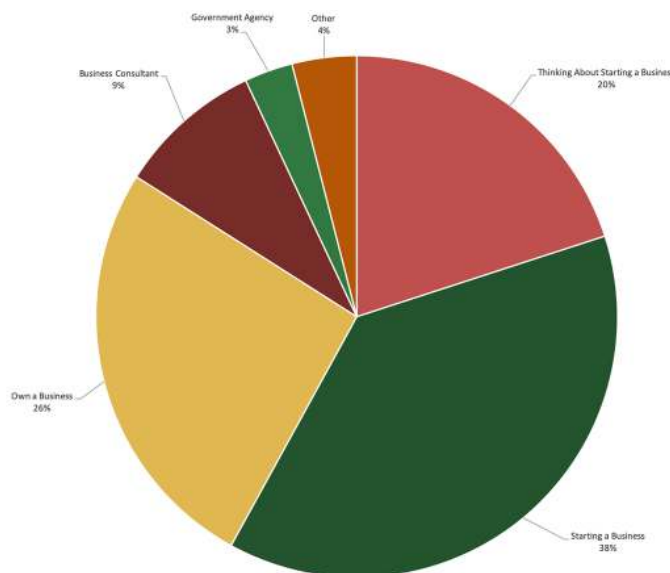
### YEARS IN BUSINESS



### ATTENDEE CATEGORIES



### BUSINESS LIFE STAGE







# OREGON SMALL BUSINESS FAIR



## BOARD MEMBERS



*Joan Mershon, President*

Joan became President in 2018 when OSBF became a 501c3. Her dedication to small business education is tireless. Joan is the Founder and President of Lifeability, a small business in the Portland area.



*Kay Del Marshall, Vice-President*

Kay Del founded the Oregon Small Business Fair while working for the IRS. She is now retired but her dedication to small business continues. In 2017 Governor Kate Brown recognized her effort with a Certificate of Achievement for her efforts.



*Robynne Davis, Board Secretary*

Robynne was asked to join the board to help with sponsorship recruitment and marketing. Her company Robynne Davis Consulting focuses on the needs of small business. Robynne is the CEO of PDX Creative Collective where she coaches clients with energetic communication, business development and tactics.



*Karin Conrad, Board Treasurer*

Karin became involved with the OSBF in May of 2018. As Treasurer and Marketing Liaison, she is thrilled to have an opportunity to give back to the community in this way. Karin is the President of 1525, Inc. - a full service Promotional Marketing Agency.



*Tom Hering, Board Member At-Large*

Tom brings decades of experience as a small business leader. His company Benefit Corporations for Good works to improve the Benefit Corporation Movement, helping small and mid-size businesses and cause-driven companies actualize the 3P's of People, Planet, Profit. Providing strategic marketing, market research and communications to support social enterprises.



*Evelyn Liu, Board Member At-Large*

Evelyn is a staple of the Portland business scene. She was most recently on the board of the Asian Pacific American Chamber of Commerce. Her knowledge and contacts are invaluable for OSBF.