



*GET TO KNOW
Established
Entrepreneurs*

A BUSINESS SEMINAR OF THE BIZ KNOWS

SPONSOR. EXHIBIT. ADVERTISE.

GET TO KNOW EE

A BUSINESS SEMINAR OF THE BIZ KNOWS

APRIL 27, 2013 | ELEMENT ARUNDEL MILLS

SPONSOR. EXHIBIT. ADVERTISE.

GET TO KNOW Established Entrepreneurs, a business seminar of The Biz Knows, is an event where seasoned business owners have an opportunity to hear about exciting methods to advance their enterprises.

The program is designed specifically for those individuals who are seeking to obtain valuable knowledge target to help improve their businesses. We strive to give established business owners a platform where they can obtain support necessary to further advance their organizations through shared knowledge and fostering beneficial professional relationships.

More than 600 individuals in the entrepreneurial community will be invited to attend this informative and encouraging workshop. GET TO KNOW Established Entrepreneurs provides the perfect backdrop for organizations offering professional product, services and/or resources to meet with and market their brand to this targeted audience. The Biz Knows invites you to take advantage of the wonderful opportunity to sponsor, exhibit, or advertise at GET TO KNOW Established

Important Deadlines

<i>Early Bird Exhibitor Registration</i>	<i>March 15, 2013</i>
<i>Final Exhibitor Registration</i>	<i>April 5, 2013</i>
<i>AD/Promotional Inserts</i>	<i>April 5, 2013</i>
<i>Exhibitor Cancellations</i>	<i>March 29, 2013</i>

Seminar Location

Element Arundel Mills
7522 Teague Road
Hanover, MD 21076

SPONSORSHIP OPPORTUNITIES

GET TO KNOW Established Entrepreneurs offers numerous sponsorship levels to provide exposure and brand recognition options that best meet your organization's marketing and budget needs. Organizations interested in becoming a sponsor should review the following information carefully, then complete and return the Sponsor Registration Form. If you need additional information or have questions, contact Jeannine Sanders at 410-248-2175 or Jeannine.Sanders@TheBizKnows.com, or visit www.TheBizKnows.com

GET TO KNOW EE SPONSORSHIP LEVELS

Gold Sponsor – \$1,000

- Recognition as Gold Sponsor at GET TO KNOW luncheon:
 - Recognition and thanks from stage/podium
 - Premier reserved seats for two guests
- Full event registration for two guests
- Complimentary booth in prominent location at the GET TO KNOW Expo trade show
- Two pre-approved marketing inserts in all attendee seminar folders
- Company logo displayed on the GET TO KNOW website with a live link to your company's website
- Recognition as Gold Sponsor in all GET TO KNOW press releases
- Logo placement and Gold Sponsor recognition on back cover of event program
- Full-page advertisements in the event program
- Recognition as a Gold Sponsor including company logo on event signage
- One exclusive post-seminar direct mailer to all registered attendees (printing and postage is at sponsor's expense)
- One year Basic Listing in The Biz Knows Directory

Silver Sponsor – \$500

- Recognition as Silver Sponsor at GET TO KNOW luncheon:
 - Recognition and thanks from stage/podium
 - Premiere reserved seats for two guests
- Full event registration for two guests
- Complimentary booth at the GET TO KNOW Expo trade show
- One pre-approved marketing insert in all attendee seminar folders
- Company logo displayed on the GET TO KNOW website with a live link to your company's website
- Logo placement and Silver Sponsor recognition on inside back cover of event program
- Half-page advertisement in the event program

- Recognition as Silver Sponsor in all GET TO KNOW press releases
- Recognition as a Silver Sponsor including company logo on event signage
- One year Basic Listing in The Biz Knows Directory

Bronze Sponsor – \$250

- Opportunity to sponsor reception or other in-kind items which will include:
 - Recognition and thanks from stage/podium
 - Recognition on signage at the event
- Full event registration for one guest
- One pre-approved marketing insert in all attendee seminar bags
- Company logo displayed on the GET TO KNOW website with a live link to your company's website
- Logo placement and Bronze Sponsor recognition on inside back cover of event program
- Recognition as Bronze Sponsor in all GET TO KNOW press releases
- Recognition as a Bronze Sponsor on event signage
- One year Basic Listing in The Biz Knows Directory.

Friends of The Biz Knows Sponsor – \$125

- Full event registration for one guest
- Company logo displayed on GET TO KNOW website with a live link to your company's website
- Recognition with company listing on the back inside cover of the event program
- Friends of The Biz Knows recognition on event signage

To register as a sponsor, please complete and return this form with payment by **April 5, 2013** to:
The Biz Knows LLC
Attn: Get to Know
PO Box 43622
Baltimore, MD 21236
Or fax to 856-349-8269
For additional information, or to register online, visit: <http://thebizknows.eventbrite.com>.
Otherwise, contact Jeannine Sanders at Jeannine.sanders@thebizknows.com or 410-248-2175.

COMPANY INFORMATION

Company Name _____
Address _____
City _____
State _____
Zip _____
Phone Number _____
Fax Number _____
Website _____

Company Description

Please enclose a description of the products or services provided by your organization in 50 words or less. This description will be included in the conference program and on the conference website.

CONTACT INFORMATION

Name _____
Phone Number _____
Email Address _____
Job Title _____

FEES & PAYMENT

Sponsorship Levels

- Gold Sponsor – \$1,000
- Silver Sponsor – \$500
- Bronze Sponsor – \$250
- Friends of The Biz Knows Sponsor – \$125

Total Amount \$ _____

Payment Information

- American Express Discover
- MasterCard Visa

Account Number _____
Exp. Date _____
Cardholder's Name _____
Cardholder's Signature _____
Today's Date _____

If you are not paying by credit card, please attach a check or money order made payable to *The Biz Knows*.

EXHIBIT HALL BOOTH INFORMATION

As part of our sponsorship packages, you will receive a complimentary exhibitor booth in a prominent location of the Exhibit Hall. If you would like to take advantage of this opportunity, please fill in the information below for your booth representatives. See Exhibitor Opportunities and Exhibitor Rules and Regulations for more details of the benefits you receive as a GET TO KNOW EE exhibitor.

Booth Representative 1

Name _____
Job Title _____

Booth Representative 2

Name _____
Job Title _____

ADVERTISEMENT INFORMATION

As part of our sponsorship packages, you will receive a complimentary ad in our conference program (refer to your sponsorship package to determine what size). See Advertising Options for ad specifications. Please note that all artwork for ads is due on April 5, 2013. Please send to info@thebizknows.com.

EXHIBITOR OPPORTUNITIES

An organization that provides products, services, or resources to businesses and/or entrepreneurs will find great value in exhibiting at GET TO KNOW Established Entrepreneurs, a conference that will be announced to over 600 individuals from this specialized audience.

The GET TO KNOW Exhibit Hall will be prominently located adjacent to the meeting room. Organized lunch and break will take place in the Exhibit Hall to offer vendors dedicated time with conference attendees.

GET TO KNOW EE exhibitors also have the opportunity to further engage this audience by including a promotional item in conference folders, advertising in the event program, or by leading one of the conference's information sessions.

Advertising information is on page 8 of this prospectus. If your organization is interested in leading a session at GET TO KNOW EE, please indicate your proposed presentation topic on the Exhibitor Registration Form.

EXHIBITOR BOOTHS

- 6' long table topped in brown linen
- 2 folding chairs
- General area security service (booth security and the protection of special valuable items are at the exhibitor's own expense)
- Two complimentary registrations that include access to meal functions and sessions that occur during non-exhibit hours
- Company listing with brief description in the event program
- Two copies of the event program
- Listing on the event website

EXHIBITOR RATES

Booths purchased on or before March 15, 2013:

Directory Member \$108

Non-Directory Member \$135

Booths purchased after March 15, 2013:

Directory Member \$140

Non-Directory Member \$175

For more details about The Biz Know Directory go to www.thebizknows.com/b2bpckgs.html.

REGISTRATION DEADLINES

Early Bird Registration March 15, 2013

Final Exhibit Registration April 5, 2013

CANCELLATION

Written cancellations postmarked by March 29, 2013 will be honored with a refund less a \$50.00 processing fee. No refunds will be issued after March 29, 2013.

EXHIBITOR SCHEDULE AT A GLANCE

Saturday, April 27, 2013

10:00 am – 11:00 am Exhibitor Set-Up

11:00 am – 11:30 am Registration Desk Open in Exhibit Hall

11:30 am – 12:15 pm Did You Know Sessions

12:15 pm – 1:15 pm Lunch in the Exhibit Hall

1:15 pm – 2:00 pm Did You Know Session

2:00 pm – 3:00 pm Meet & Greet Networking in the Exhibit Hall

3:00 pm – 5:00 pm Exhibitor Break-Down

Schedule is preliminary and subject to change.

EXHIBIT SERVICE COORDINATOR

Jeannine Sanders will handle all exhibit hall logistics. You may reach her at:

Jeannine Sanders
PO Box 43622
Nottingham, MD 21236
410-248-2175

BOOTH LOCATION

Primary booth locations will be given to GET TO KNOW 2013 sponsors. Afterward, booth assignments will be on a first-come, first-served basis according to the date of receipt of a completed paid Exhibitor Registration. Booths will be assigned by The Biz Knows. Previous years' exhibitors will be given preferred locations, as available.

PAYMENT

Exhibitor registration forms must be accompanied by payment in full (MasterCard, American Express, Visa, Discover, check or money order). Checks and money orders should be made payable to "The Biz Knows." **Early bird registration fees must be paid by Marsh 15, 2012.**

SET-UP & BREAK-DOWN

All exhibitors must be completely set up by 11:45 am on Saturday, April 27, 2013 in time for the Luncheon. Break-down will begin no sooner than 3:00 pm on Saturday, April 27, 2013 and must be complete by 5:00 pm. All exhibits should have staff present during open exhibit hours.

CONFERENCE SESSIONS & MEAL FUNCTIONS

Exhibitors will receive two complimentary registrations that include access to conference sessions and meal functions for the duration of the conference (Saturday, April 27, 2013 11:00 am until 3:00 pm).

INDEMNIFICATION

The exhibitor assumes responsibility and agrees to indemnify and defend The Biz Knows and the Element Arundel Mills and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises.

INSURANCE

The exhibitor understands that neither The Biz Knows nor the Element Arundel Mills maintain insurance covering the exhibitor's property, and it is the sole responsibility of the exhibitor to obtain such insurance. Each exhibitor is required to maintain adequate insurance coverage against injury to persons, fire, theft, and other damage to or loss of property. The exhibitor shall provide The Biz Knows, upon request, a certificate of insurance naming The Biz Knows, LLC. as an additional insured.

COMPLIANCE WITH LAWS

Exhibitors shall bear responsibility for compliance with all local, city, state, and federal safety, fire and health laws, statutes, ordinances, and regulations which are in force or applicable during the workshop, regarding the installation and operation of the exhibit.

DRAWINGS

The Biz Knows encourages the use of contests and drawings to create excitement amongst participants.

RESTRICTIONS

Nothing shall be posted, nailed, screwed, or otherwise attached to walls, floors or other parts of the building or furniture. Anything in connection necessary or proper for the protection of the building, equipment or furniture will be at the expense of the exhibitor. The subletting, assignment or appointment of the whole or any part of the exhibitor's space, by an exhibitor, is prohibited. This is a non-smoking conference. Smoking is only allowed outdoors in designated areas.

To register as an exhibitor, please complete and return this form with payment by **April 5, 2013** to:

The Biz Knows LLC
Attn: Get to Know
PO Box 43622
Baltimore, MD 21236
Or fax to 856-349-8269

For additional information, or to register online, visit: <http://thebizknows.eventbrite.com>
Otherwise, contact Jeannine Sanders at Jeannine.sanders@thebizknows.com or 410-248-2175.

COMPANY INFORMATION

Company Name _____
Address _____
City _____
State _____
Zip _____
Phone Number _____
Fax Number _____
Website _____

Company Description

Please enclose a description of the products or services provided by your organization in 50 words or less. This description will be included in the workshop program and on the workshop website.

CONTACT INFORMATION

Name _____
Phone Number _____
Email Address _____
Job Title _____

BOOTH REPRESENTATIVES

Please fill in the information below for two booth representatives that will attend from your company/organization.

Booth Representative 1

Name _____
Job Title _____

Booth Representative 2

Name _____
Job Title _____

FEES & PAYMENT

Exhibit Booths	By Mar 15	After Mar 15
Directory Member	\$108	\$175
Non-Directory Member	\$135	\$140

Booth space is 8' x 10'. If you need larger exhibit space, please reserve two (2) booths at the listed rate. Computer hook-ups, video equipment and/or connection, storage space for materials, etc. are available at additional costs.

Number of Booths: _____ at \$ _____ = \$ _____

Advertising Options

Please note that all artwork for ads is due on April 5, 2013. Please send to Jeannine Sanders at Jeannine.Sanders@thebizknows.com. You will receive information on when and where to send your promotional inserts prior to the conference.

Qty. ___ Promotional Insert in Attendee Bags – \$200
Qty. ___ Full Page Conference Ad – \$150
Qty. ___ Half Page Conference Ad – \$75
Qty. ___ Quarter Page Conference Ad – \$35

Total Amount \$ _____

Payment Information

- American Express Discover
 MasterCard Visa

Account Number _____
Exp. Date _____
Cardholder's Name _____
Cardholder's Signature _____
Today's Date _____

If you are not paying by credit card, please attach a check or money order made payable to *The Biz Knows*.

PRESENTATIONS & RAFFLES

Check the boxes below if applicable.

- Someone from my organization is interested in giving a presentation during GET TO KNOW EE.
 My organization can provide a raffle prize for drawings.

ADVERTISING OPTIONS

Advertising space is available in the GET TO KNOW Established Entrepreneurs seminar program. This large-print program is used as a resource year-round by our attendees. Purchasing ad space in this program is a terrific way to reach an audience of more than 600 current and aspiring entrepreneur that attend the conference, as well as an extended audience of colleagues, friends and family the attendees will share the program with after the workshop. An ad within the program will allow you a wonderful chance to promote your company/organization and reinforce its message. Beyond advertising within the program, you also have the opportunity to include a promotional insert in our conference bags that all attendees will receive, an extremely valuable opportunity.

ADVERTISING FEES

Promotional Insert in Attendee Bags \$200
Full Page Conference Program Ad \$150
Half Page Conference Program Ad \$75
Quarter Page Conference Program Ad \$35

AD SPECIFICATIONS

All ads are black and white only.
Full Page Workshop Program Ad 8" x 10"
Half Page Workshop Program Ad 8" x 5"
Quarter Page Workshop Program Ad 4" x 5"

DEADLINES

Please note that all artwork for ads are due by April 5, 2013. Artwork should be sent to Jeannine Sanders or Jeannine.Sanders@TheBizKnows.com. You will receive information on when and where to send your promotional inserts prior to the workshop.

To purchase advertising space, please complete and return this form with payment by **April 5, 2013** to:

The Biz Knows
Attn: Get to Know
PO Box 43622
Nottingham, MD 21236
Or fax to 856-349-8269

For additional information, or to register online, visit: <http://thebizknows.eventbrite.com>. Otherwise, contact Jeannine Sanders at Jeannine.Sanders@TheBizKnows.com or 410-248-2175.

COMPANY INFORMATION

Company Name _____
Address _____
City _____
State _____
Zip _____
Phone Number _____
Fax Number _____
Website _____

Company Description

Please enclose a description of the products or services provided by your organization in 50 words or less. This description will be included in the workshop program and on the workshop website.

CONTACT INFORMATION

Name _____
Phone Number _____
Email Address _____
Job Title _____

FEES & PAYMENT

Advertising Options

Please note that all artwork for ads is due on April 5, 2013. Please send to Jeannine Sanders at Jeannine.Sanders@TheBizKnows.com.

Qty. ___ Promotional Insert in Attendee Bags – \$200
Qty. ___ Full Page Conference Ad – \$150
Qty. ___ Half Page Conference Ad – \$75
Qty. ___ Quarter Page Conference Ad – \$35

Total Amount \$ _____

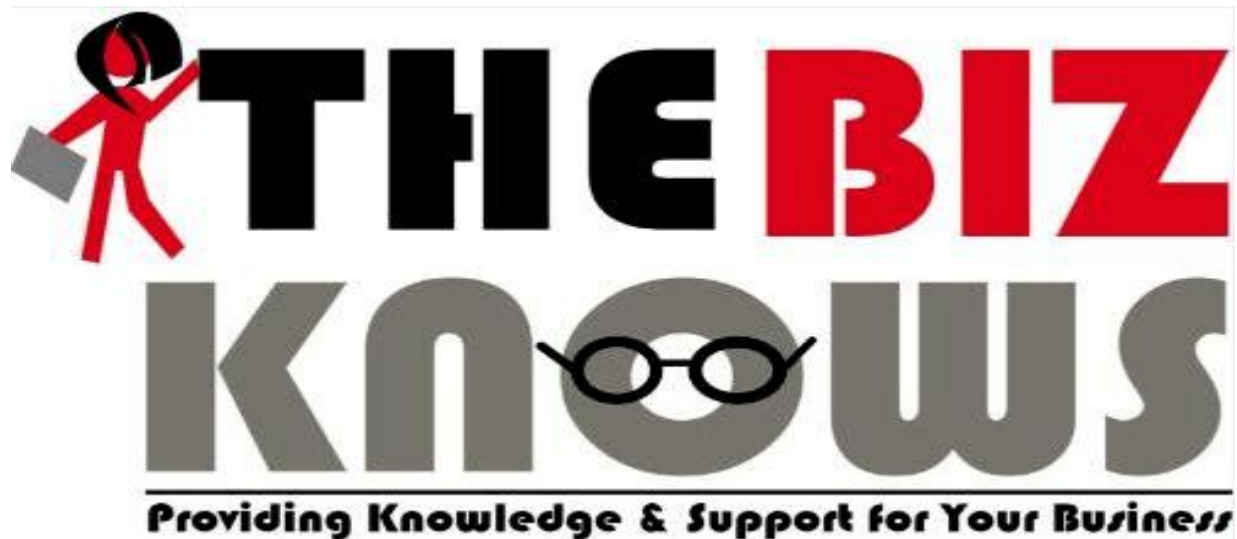
Payment Information

American Express Discover
 MasterCard Visa

Account Number _____
Exp. Date _____
Cardholder's Name _____
Cardholder's Signature _____
Today's Date _____

If you are not paying by credit card, please attach a check or money order made payable to *The Biz Knows*.

SPONSOR. EXHIBIT. ADVERTISE



PO Box 43622

Nottingham, MD 21236

www.thebizknows.com