

2024

# MONADNOCK BUSINESS & COMMUNITY EXPO LLC

*Bringing Community & Businesses Together!*

## SPONSORSHIP & MARKETING OPPORTUNITIES

MBCE is supporting Tiny Tummies

Attendees can bring a food donation and  
receive a \$2 discount off the entry price

Presented by:



# WELCOME TO THE 2024 MONADNOCK BUSINESS & COMMUNITY EXPO

We are so excited to have launched Monadnock Business & Community Expo in 2021. Our mission is to bring our community together by providing a platform for local businesses to showcase and sell their products and services to the people living and working in the Monadnock Region.

## New in 2024

**Monadnock Innovation Alley.** Showcasing local manufacturer's... some of whom will have a innovative project display for the Expo, which attendees can vote to receive the "Best Innovation Award".

Held at the Keene Ice Arena, MBCE has plenty of room for up to 100 vendors in a professional environment. We are expecting between 70 and 100 vendors and up to 1,500 (or more) attendees. We will be advertising heavily on the radio, in newspapers, social media, digital marketing, online ads, and by mail.

Investing in a sponsorship locks you in for a first refusal for future years at the same sponsorship level. Sponsorship emphasizes your support and commitment to our community and puts you at the forefront at the Monadnock Business & Community Expo.

Sponsorships will be sold at a first-come basis.



## PLATINUM SPONSOR \$7,000

ONLY ONE (1) WILL BE SOLD

- 2 – 8'x10' booth spaces
- Full Page Back Cover Ad in event program book
- Full Page Color Inside Ad in event program book
- Dedicated Full Page Ad in event program thanking your business as MBCE's Platinum sponsor
- Your business name included in all radio ads
- Your business logo on website, social media campaigns, digital campaigns, and online ads
- Your business logo on email marketing campaigns
- Your business logo on print ads
- Your business logo on printed materials and mailed pieces
- Your business logo on front of Tote Bag
- 15 Dedicated FB Posts
- 150 Event Entry Tickets
- Option for company demos up to 1.5 hours (6 – 15 minute increments)
- Dedicated 4'x10' banner at the entrance of the expo
- Included in thank you announcements throughout Expo
- Tote bag insert (to be approved by MBCE)

Reserve your sponsorship today!

Call Pam at **603-903-4228**

**MonadnockBusinessExpo.com**

**pam@monadnockbusinessexpo.com**

# MONADNOCK BUSINESS & COMMUNITY EXPO LLC

Featuring



**2 Action-Packed Days**

**70+ Exhibiting Companies**

**11 Hourly Door Prizes**

**Upwards of 1500 (or more)  
Attendees**

**FREE Event Program**

**FREE Tote Bag**

**Grand Prize \$1,500**



## GOLD SPONSORS

**\$5,000 ea.**

ONLY THREE (3) WILL BE SOLD

- 1 - 8'x10' booth space
- Inside Front Cover ad OR Inside back cover ad in event program (first come, first serve on position)
- Dedicated Half Page Ad in event program thanking your business as MBCE's Gold sponsor
- Your business name included in all radio ads
- Your business logo on website, social media campaigns, digital campaigns, and online ads
- Your business logo on email marketing campaigns
- Your business logo on print ads
- Your business logo on printed materials and mailed pieces
- Your business logo on front of Tote Bag
- 10 Dedicated FB Posts
- 100 Event Entry Tickets
- Option for company demos up to 1 hour (4 – 15 minute increments)
- Included in premium position on sponsor banner at Expo entrance
- Included in thank you announcements throughout Expo
- Tote bag insert (to be approved by MBCE)

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# MAKE A COMMITMENT TO YOUR COMMUNITY BY INVESTING OUR COMMUNITY ... BRINGING COMMUNITY AND BUSINESS

## SILVER SPONSORS \$2,500 ea.

- 1 - 8'x10' booth space
- Full Page color ad in event program
- Included in Full Page Thank You to our Sponsors ad in Event Program
- Your business logo on website, social media campaigns, digital campaigns
- Your business logo on email marketing campaigns
- Your business logo on print ads
- Your business logo on printed materials and mailed pieces
- Your business logo on back of Tote Bag
- 8 Dedicated FB Posts
- 75 Event Entry Tickets
- Option for company demos up to 30 minutes (2 – 15 minute increments)
- Included on sponsor banner at Expo entrance
- Tote bag insert (to be approved by MBCE)

## BRONZE SPONSORS \$1,500 ea.

- Half Page color ad in event program
- Included in Full Page Thank You to our Sponsors ad in Event Program
- Your business logo on website, social media campaigns
- Your business logo on email marketing campaigns
- Your business logo on printed brochures, postcards, flyers, and mailed pieces
- Your business logo on back of Tote Bag
- 5 Dedicated FB Posts
- 30 Event Entry Tickets
- Option for company demos up to 30 minutes (2 – 15 minute increments)
- Included on sponsor banner at Expo entrance
- Tote bag insert (to be approved by MBCE)

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# INVESTING IN A SPONSORSHIP TO ONE OF THE LARGEST EVENTS IN THE AREA BRINGS BUSINESSES TOGETHER TO CREATE A STRONGER LOCAL ECONOMY.



## CONTRIBUTING SPONSOR \$750 ea.

- Quarter Page color ad in event program
- Included in Full Page Thank You to our Sponsors ad in Event Program
- Your business logo on website
- Your business logo on email marketing campaigns
- Your business logo on printed brochures, flyers, and mailed pieces
- Your business logo on back of Tote Bag
- 5 Dedicated FB Posts
- 10 Event Entry Tickets
- Option for company demo up to 15 minutes
- Included on sponsor banner at Expo entrance
- Tote bag insert (to be approved by MBCE)

A sponsorship to the Monadnock Business & Community Expo shows your company is at the forefront of supporting our local economy ... connecting the people who live and work here with the businesses in our community.

Investing in a sponsorship at the 2024 Monadnock Business & Community Expo locks you in for a first refusal in future years at the same sponsorship level.

Sponsorship is sold at a first-come basis.

Reserve your sponsorship today!

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# EXHIBITOR INFORMATION

Local entrepreneurs, business owners, manufacturers, and artisans...This is your chance to showcase your business products and services face-to-face to the people living and working in our local community!

This is an epic opportunity for businesses and manufacturers to meet and network with your peers and customers, showcase what you have to offer, and sell your products and services,. We will also have set times throughout the Expo for recruiting new employees.

Our goal is to bring 1,000+ people living and working in our community to the Monadnock Business & Community Expo June 1-2 at the Keene Ice Arena.

MBCE will be advertising heavily online, radio, social media, direct mail, digital media campaigns, and in newspapers. The first 1,000 attendees will be given an Expo Program which will list all businesses exhibiting with contact information, a floor plan, schedule of demonstrations, and schedules and times for door prizes. You can also purchase an ad in the event program. In addition, exhibitors will get at least one FaceBook post during our promotions.

## Benefits of Exhibiting

- Showcase and sell your products & services to upwards of 1,000 attendees and other businesses
- 4 Complimentary Entry Passes per booth
- 2 Complimentary exhibit badges per booth
- FREE Listing in Expo Program with your business name, booth number, 20-word description and contact information
- Opportunity to purchase larger ad in event program
- 8'x10' Booth includes back drape and side drape in show colors and identification sign

## Space Assignment

View availability online at [MonadnockBusinessExpo.com](http://MonadnockBusinessExpo.com).



June 1-2, 2024

### EXHIBIT SCHEDULE

**Saturday, June 1**  
10 am to 4 pm

**Sunday, June 2**  
10 am to 3 pm

## BOOTH SPACE IS LIMITED.

Reserve your booth today!

Call Pam at **603-903-4228** or email  
[pam@monadnockbusinessexpo.com](mailto:pam@monadnockbusinessexpo.com)

### Exhibit Rates

	Reg.	Early Bird
<b>Standard Booths (10'x8')</b> . . . . .	<b>\$750</b> . . . . .	<b>\$650</b>
<b>Premium Booths:</b>		
Booths: 80 & 81 . . . . .	<b>\$1500ea</b> . . . . .	<b>\$1400ea</b>
Booth 2 . . . . .	<b>\$1400</b> . . . . .	<b>\$1300</b>
Booth 33 . . . . .	<b>\$1600</b> . . . . .	<b>\$1500</b>
Booth 1 . . . . .	<b>\$1000</b> . . . . .	<b>\$900</b>
Booths 16, 19, 49, 50, 79 . . . . .	<b>\$850</b> . . . . .	<b>\$750</b>
Booths 17-18 . . . . .	<b>\$950</b> . . . . .	<b>\$850</b>

Outside Space - Call for Availability and Pricing.

### Greater Monadnock Collaborative Members – Additional 10% Discount off rates above

\*Early Bird must be reserved and paid for by April 1, 2024

\*\*Non-profit organizations must provide proof of Non-Profit status.

**200 watts of electrical included in price. See Exhibitor Reservation Form and Fact Sheet for additional electrical and exhibitor information.**

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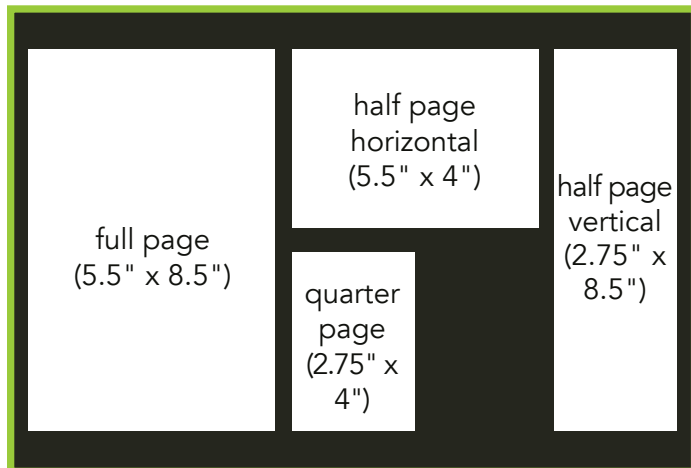
**Reserve your ad no later than  
May 1, 2024**

The Monadnock Business & Community Expo Program will be distributed to the first 1,000 attendees coming to the Expo at the ticket booth. Each program will include listings of each exhibitor with their booth number, contact information and a small business description, as well as schedules of demonstrations, a listing of door prizes and times, and a floor plan.

Business listings are FREE for all exhibitors. Exhibitors also have an opportunity to purchase ads for additional exposure for your business.

Make a statement for your company's product or service by advertising in this invaluable Expo Program anticipated to be held on to long after the event!

## AD SIZES



## Program Pricing

Program Back Cover..... **\$500 SOLD OUT**

Program Back

Inside Cover..... **\$450 SOLD OUT**

Program Front

Inside Cover..... **\$450 SOLD OUT**

Program Full Page ..... **\$375**

Program Half Page ..... **\$300**

Program Quarter Page... **\$175**

**Covers are color. All inside ads are black only. Color available for an extra \$75 per ad**

Payment due at time of ad space reservation by check or credit card. Credit card will be processed with additional 3.6% fee

Price based on print-ready files provided.

If you need help designing an ad, design fee will be \$75 per ad (Design average is \$45-\$150).

**TOTE BAG INSERTS - \$150**

Do you have a product or coupon you would like included in the tote bags which will be handed out to the first 1,000 attendees?

*Number of bag inserts will be limited at the discretion of event management.*

Reserve your ad space today!  
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# THIS IS YOUR OPPORTUNITY TO BRAND YOUR BUSINESS AS A LEADER IN OUR COMMUNITY!

Call us today to lock-in your sponsorship,  
booth space, or program ad today!

**603-903-4228**



**2**  
Action-Packed Days



**70+**  
Exhibiting Companies



**11**  
Hourly Prizes  
(\$150 value or more)





Upwards of  
**1,000**  
Total Attendees



**GRAND PRIZE**  
**\$1,500**



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[pam@monadnockbusinessexpo.com](mailto:pam@monadnockbusinessexpo.com)