

**2019**

**EXHIBITOR &  
ADVERTISING**  
OPPORTUNITIES GUIDE

University of Florida

**28th Annual Small Business  
Opportunity Fair + Summit**

Thursday, May 2, 2019 | 8:00 a.m. - 4:00 p.m.

**UF Small Business & Vendor Diversity Relations**

P.O. Box 115200 | Gainesville FL 32609

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(352) 392-0380

# Letter of Invitation

Dear Community Partner:

It is my pleasure to announce the University of Florida's Small Business and Vendor Diversity Relations 28th Annual Small Business Opportunity Fair + Summit and to invite you to participate in this exciting annual event for business professionals on Thursday, May 2, 2019 in the UF Reitz Union Grand Ballroom.

This event provides the small, minority and women-owned business community with information for success, business growth and sustainability. It is our honor to bring hundreds of representatives from small, minority and women-owned businesses, corporations, UF departments, state agencies, and other higher education institutions together to network and make meaningful connections. This year, we are offering even more opportunities to interact and connect with small and diverse businesses, whether through our community breakfast, awards luncheon or the many interesting exhibits at the vendor fair.

For more information about the event, exhibitor arrangements or to confirm your sponsorship, [click here](#) or go to <https://sbvdr.admin.ufl.edu/initiatives/annual-vendor-opportunity-fair/>

Thank you for your support of the Small Business Opportunity Fair + Summit and all that you do for small businesses in this community. Your attendance and support are greatly appreciated.

Sincerely,



Associate Vice President  
Business Affairs

# About the Business Fair

## Critical Dates

### April 17

Final deadline for payment

### April 19

All materials for tote bags must be delivered to the SBVDR office by this date (no exceptions)

### April 24

Registration ends

## Thursday, May 2, 2019

### Location

Reitz Union  
Vendor Fair - Grand Ballroom  
Luncheon – Rion Ballroom  
655 Reitz Union Drive  
Gainesville, FL 32611  
[www.union.ufl.edu](http://www.union.ufl.edu)

### Event Information

7:00 a.m.

**Set-up begins**

8:00 a.m.

**Registration & Continental Breakfast**

8:45 a.m.-11:45 a.m.

**Summit**

11:45 a.m. – 12:30 p.m.

**Awards Luncheon**

12:30 p.m - 4:00 p.m.

**Vendor Fair**

# Advertising Opportunities

## \$10,000

### Platinum Exhibitor

- Meeting space to conduct workshop/ session during event
- Premium exhibit space at Vendor Opportunity Fair (dependent on space availability and discretion of event committee)
- Recognition as Presenting Advertiser (inclusion in program)
- Reserved seating during luncheon
- Opportunity to play a brief video about the company during the luncheon
- Electronic Display of company Logo during all activities (excluding breakout workshops)
- Marketing Support (recognition on all materials including website, signage, printed materials, etc.)
- Opportunity to include items in seating and/ or bags
- Social Media Posts
- Ten (10) Conference Registrations (includes access to all activities)

## \$5,000

### Gold Exhibitor

- Premium exhibit space at Vendor Opportunity Fair (dependent on space availability and discretion of event committee)
- Electronic Display of company logo during all activities (excluding breakout workshops)
- Marketing Support (recognition on all materials including website, signage, printed materials, etc.)

- Opportunity to include items in seating and/ or bags
- Social Media Posts
- Ten (10) Conference Registrations (includes access to all activities)

## \$2,500

### Silver Exhibitor

- 6' Table Top Exhibit at Vendor Opportunity Fair
- Electronic Display of company logo during all activities (excluding breakout workshops)
- Marketing Support (recognition on all materials including website, signage, printed materials, etc.)
- Opportunity to include items in seating and/ or bags
- Social Media Posts
- Five (5) Conference Registrations (includes access to all activities)

## \$1,500

### Bronze Exhibitor

- 6' Table Top Exhibit at Vendor Opportunity Fair
- Electronic Display of company logo during the all activities (excluding breakout workshops)
- Marketing Support (recognition on all materials including website, signage, printed materials, etc.)
- Social Media Posts
- Two (2) Conference Registrations (include access to all activities)

## Other

- Associate/Large Business Exhibitor – \$1000
- Small Business Exhibitor – \$100
- Government Agency Exhibitor – \$100

Includes: Standard exhibit booth (6' skirted table display) in ballroom or foyer (depending on availability)& two (2) conference registrations (include access to all activities)

*\*Additional registrants with exhibitors may attend the vendor fair for free, but meal tickets must be purchased separately.*

## Chair Drop

Marketing materials placed in seats (or tables) throughout the event

## Tote Bag Collateral

Marketing materials placed in attendee registration bag prior to the start of the event. Materials must be delivered to SBVDR office. Materials not received by deadline risk exclusion from the bags. No refunds will be given.

## Social Media Posts

Inclusion in all event social media posts with link to requested site