

Sponsor & Exhibitor

# MARKETING KIT

# startup **MISSOURI** **EXPO** 2020

ON-TARGET STRATEGIES FOR A SUCCESSFUL STARTUP

# Sept. 15, 16 & 17

## Virtual Event

## #StartupMOexpo

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MissouriLawyers  
EXPERTLY FOCUSED. WIDELY ACCLAIMED. MEDIA

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Dear Startup Missouri Expo Sponsors,

Thank you for considering a partnership in Startup Missouri Expo 2020!

In an effort to help you maximize your visibility during this event, we have created a unique set of sponsorship opportunities perfect for a virtual expo. Please take a moment to look through this kit for details on packages that maximize your exposure through brand placement, strategic messaging and engaging delivery of the benefits of doing business with you and your company.

We will be working on your behalf to extend your impact during this expo through pre-event marketing across our digital platforms including the online edition of Startup Missouri, e-newsletters and social media outreach. We are also partnering with prominent Missouri-based businesses, expanding our reach further into the communities poised to grow your business.

And the great thing about a virtual environment, we will continue to market after the event to those people who could not attend, yet can log in, take part and re-watch the expo in an on-demand format.

Now more than ever, this virtual event connects entrepreneurs to resources in a safe, COVID-conscious expo, crafted to bring the most pressing start-up topics right to your work-from-home environment.

If you have questions regarding these marketing opportunities, or have ideas beyond those outlined here, please don't hesitate to contact us. We look forward to hearing from you.

Sincerely,

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**#STARTUPMOEXPO**

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## SPONSORS

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# WHO ATTENDS

- Entrepreneurs
- Business Owners
- Startup Business Incubators
- Accountants
- Lawyers
- Venture Capitalists
- Related Government Agencies
- Educators



**Sources:**

\* U.S. Small Business Administration 2018 Small Business Profile; Missouri Department of Economic Development  
 \*\* U.S. Small Business Administration 2018 Small Business Profile  
 \*\*\* The Kauffman Index/The Ewing Marion Kauffman Foundation

# SPONSORSHIP OPPORTUNITIES



## PRESENTING SPONSOR - 3 AVAILABLE .....\$5,000

- 3-Minute Welcome Video to Start the Day
- Topic/Speakers for Panel Discussion on Tuesday or Wednesday of Event; Or Sponsor of Idea Bounce
- Full Page Premium Position Ad in Startup Missouri Digital Magazine
- Full Page Ad in Missouri Lawyers Weekly
- 300 X 250 Digital Ad on Startup Missouri/Missouri Lawyers Weekly Websites
- Video on Startup Missouri Website (3 Months)
- 1 Co-Branded Email to Startup Missouri Digital Audience
- Email Addresses of All Attendees
- Dominant Logo Branding Presence on All Marketing

## EDUCATIONAL WEBINAR SPONSOR - 9 AVAILABLE .....\$1,500

- 2-Minute Video Commercial to Air Prior to Educational Break-out Session
- ½ Page Ad in Startup Missouri Digital Magazine
- ½ Page Ad in Missouri Lawyers Weekly
- 300 X 250 Digital Ad on Startup Missouri/Missouri Lawyers Weekly Websites
- Video on Startup Missouri Website (3 Months)
- 2 Co-Branded Emails to Startup Missouri Digital Audience
- Email Addresses of All Attendees

## EDUCATIONAL VENDOR - 9 AVAILABLE .....\$750

- 1-Minute Commercial to Air After Educational Break-out Session
- ¼ Page Ad in Startup Missouri Digital Magazine
- Video on Startup Missouri Website (1 Month)
- 1 Co-Branded Email to Startup Missouri Digital Audience
- Give-away Opportunity to Registered Attendees
- Email Addresses of All Attendees

## COUNTDOWN CLOCK SPONSOR - 1 AVAILABLE .....\$3,000

- Prominent Logo Placement on Countdown Clock Between All Sessions
- ½ Page Ad in Startup Missouri Digital Magazine
- 1 Co-Branded Email to Startup Missouri Digital Audience
- Give-away Opportunity to Registered Attendees
- Email Addresses of All Attendees

## WHY SPONSOR

- Maximize exposure in the entrepreneurial community
- Increase brand awareness
- Expand your network by making connections across the state
- Create new brand advocates by demonstrating your products/services
- Be recognized as an industry leader and as a supporter of the Missouri startup community
- Reach new audiences by inclusion in our marketing efforts leading up to the event (*print, digital, email, social media, etc*)

## TICKET OPTIONS

### Startup Expo Week

\$20.00 All 3 days

\$10.00 Per day

<sup>†</sup>Ticket prices subject to change.