



THE JIM MORAN INSTITUTE
FOR GLOBAL ENTREPRENEURSHIP
FLORIDA STATE UNIVERSITY | COLLEGE OF BUSINESS

JIM MORAN INSTITUTE BUSINESS & LEADERSHIP

CONFERENCE

SPONSORSHIP & MARKETING OPPORTUNITIES

WEDNESDAY
JUNE 21 | 2:30PM – 6:30PM

– TO –

THURSDAY
JUNE 22 | 8:30AM – 3:30PM

Extend your brand identity and marketing reach with a strong visible presence at our conference. Don't miss your chance to network and influence the area's top business leaders and entrepreneurs.

Our 2013 conference sold out! This year's conference moved to a larger venue to accommodate more attendees. Now at the greater lauderdale convention center.

www.jmiconference.com

ABOUT THE JIM MORAN INSTITUTE

The Jim Moran Institute for Global Entrepreneurship helps entrepreneurs, business owners and nonprofit leaders achieve business success. Our mission is to cultivate, train and inspire entrepreneurial leaders through world-class executive education, applied training, public recognition and leading-edge research. A 1995 contribution from Jim and Jan Moran and JM Family Enterprises established the Jim Moran Institute for Global Entrepreneurship at the Florida State University College of Business with additional support through the years. Since 2011, further enhancements to the Institute and its outreach have been made possible by Jan Moran and The Jim Moran Foundation.

ABOUT THE CONFERENCE

The Jim Moran Institute is pleased to host its 7th Annual Business and Leadership Conference in Fort Lauderdale on June 21 & 22, 2017. The conference will feature a keynote luncheon, “Pitch the Editor” event, networking breakfast, reception, workshops, and exhibit hall. The conference provides business leaders with fresh ideas, powerful insights, resources and business strategies they can implement right away. Whether you are an entrepreneur, nonprofit CEO, team leader or business owner, you will have many opportunities to learn, share and network. Through the conference, we strive to bring our diverse business community together and all business types are welcome. The conference has sold out three years in a row, with 350+ attendees in 2016.



AGENDA

Wednesday, June 21

2:00 p.m. Registration & Exhibit Hall Open

2:30 p.m. Opening Plenary Session

4:10 p.m. Pitch the Editor Event

5:30 p.m. Reception & Exhibit Hall

Thursday, June 22

8:30 a.m. Breakfast Networking & Exhibit Hall

9:30 a.m. Workshops Session 1

10:45 a.m. Workshops Session 2

12:00 p.m. Lunch & Keynote Speaker

1:45 p.m. Dessert & Exhibit Hall

2:30 p.m. Breakout Session 3



WHERE

Greater Fort Lauderdale-Broward County Convention Center
1950 Eisenhower Boulevard
Fort Lauderdale, Florida 33316

EVENT CONTACT

Courtney Mickens, Coordinator
South Florida Operations
Jim Moran Institute, FSU College of Business
(954) 399-2849, cmickens@JimMoranInstitute.fsu.edu

SPONSORSHIP & MARKETING OPPORTUNITIES

We are excited to offer your company a unique marketing opportunity to associate your brand with entrepreneurs, business leaders and corporate decision makers. Your company will enjoy extensive networking opportunities and visibility. Several sponsorship levels are available. Thank you for considering a partnership with the Jim Moran Institute for Global Entrepreneurship.

Presenting	\$10,000	Exhibit Table Vendor	\$200
Diamond	\$7,500	Conference Program Ad	\$200-50
Platinum	\$5,000	Service & Product Sponsor	In-kind
Gold	\$3,500	Marketing & Media Sponsor	In-kind
Silver	\$2,000	Door Prize Drawing Gift Sponsor	In-kind
Bronze	\$1,000	Welcome Bag Gift Sponsor	In-kind
Crystal	\$500		

2017 Benefits By Sponsor Level	Presenting \$10,000	Diamond \$7,500	Platinum \$5,000	Gold \$3,500	Silver \$2,000	Bronze \$1,000	Crystal \$500	Exhibitor \$200
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COMPANY VISIBILITY - PRE EVENT

NAME ON EVENT WEBSITE	●	●	●	●	●	●	●	●
RIGHT TO USE "PROUD SPONSOR OF JIM MORAN INSTITUTE" ON MARKETING MATERIALS	●	●	●	●	●	●	●	
LOGO ON EVENT WEBSITE	●	●	●	●	●	●	●	
LOGO ON REGISTRATION PAGE	●	●	●	●	●	●		
LOGO ON PRINTED MARKETING MATERIALS	●	●	●	●	●			
LINK ON WEBSITE	●	●	●	●				
NAME INCLUDED IN PRESS RELEASES	●	●	●	●				
LOGO ON JMI WEBSITE	●	●	●					
LOGO & LINK ON FACEBOOK PAGE POST	●	●						

CONFERENCE DAY RECOGNITION

EXHIBIT TABLE	PRIME LOCATION	●	●	●	●	●	●	●
OPPORTUNITY TO INCLUDE GIFT IN PARTICIPANTS BAGS	●	●	●	●	●	●	●	●
AD IN PROGRAM	2 FULL PAGE ADS	FULL PAGE AD	FULL PAGE AD	1 PAGE AD	1/2 PAGE AD	1/2 PAGE AD	BIZ CARD AD	NAME LISTED
RECOGNITION ON SPONSOR BOARD	●	●	●	●	●	●	●	
ON-STAGE SLIDESHOW RECOGNITION	●	●	●	●	●			
ON-STAGE RECOGNITION	●	●	●					
WORKSHOP BREAKOUT ROOM SPONSORSHIP RECOGNITION	●	●						
LOGO ON INDIVIDUAL SPONSOR BOARD	2	1						
LOGO ON LUNCH TABLE TENT CARDS	●							
ON-STAGE SPEAKING OPPORTUNITY	●							

COMPANY PARTICIPATION

COMPLIMENTARY ENTRIES WITH RESERVED LUNCH SEATING	20	15	10	8	6	4	2	2
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Additional Marketing Opportunities

CONFERENCE PROGRAM ADVERTISING \$200 - \$50

Consider advertising in the conference program as a way to promote your business. Please use the following specifications when creating the advertisement. Ad Color: Full Color. Digital Files Accepted: Only camera-ready, high resolution artwork material accepted, suggested formats: jpeg, png, eps. Please save ad as the following (your company name, ad size, JMI Conference). Advertising Deadline: Ads and payment need to be received by **May 19, 2017**, in order to be included in the conference program.

Ad Size:

Full Page: **\$200** W: 5.5" H: 8.5" Half Page: **\$100** W: 5.5" H: 4.25" Business Card Size: **\$50** W: 3.5" H: 2.0"

In-Kind Sponsorships

MARKETING & MEDIA SPONSORS

This level of sponsorship is reserved for companies with a large client subscription base or membership enrollment base. Benefits include:

- 6-foot exhibit table during conference
- One conference and reception admission ticket
- Company name displayed on conference website, marketing items and program
- Link to your company website on conference website
- Recognition during conference and on our social media platforms

Role of the Marketing & Media Sponsor

- Commitment to provide media/marketing coverage of the conference in your core marketing platform. Media examples include the following: series of articles or interview on event in your magazine or newspaper or provide radio/TV programming
- Increasing the exposure of the conference in all media/marketing channels and outlets associated with your organization to promote attendance including co-promotion on your other partner/sister portals
- Listing conference on your online events calendar, website and social media networks
- Promoting event extensively in your related print/digital outlets
- Sending dedicated mass email(s) of the conference flyer to your company database
- Placing the e-banner on the company website and other related websites

SERVICES/PRODUCTS SPONSORS

There are a variety of services and products needed for the conference that would be welcomed at an in-kind sponsorship level. These include:

- Printing Services
- Multi-media/audio visual products
- Photography services
- Video Services
- Event Volunteers
- Flowers & Decorations

Based on the value of services, benefits could include:

- Company name displayed on conference website, marketing items and program
- Option to purchase exhibit table at a discounted rate of \$150 (price includes two conference & reception admission tickets)

DOOR PRIZE SPONSORS

Conference attendee will receive entry into the door prize drawing. The drawing will take place at the end of the closing session. Door prize sponsors will receive mention during the drawing of their gift. The gift should have a minimum value of \$75 and ideas include the following: gift baskets, event tickets, gift certificates, etc. Additional benefits include: company name displayed on conference website, marketing items and program.

WELCOME BAG GIFT SPONSORS

One way to advertise at the conference is by providing a gift to the conference attendees in their welcome bag. Gift ideas could include: notepads, calculator, pen, book, gift cards, etc. A minimum of 500 gifts are needed. Gifts are subject to approval. Additional benefits include: company name displayed on conference website and program.

This is not an exhaustive list of sponsorship opportunities. Please contact us to get started on a custom package for your organization.

OVERALL SPONSOR & PARTNER OBLIGATION

- Market the Business & Leadership Conference to your network
- Submit logos in a timely fashion to ensure inclusion in event marketing material
- Ads, sponsor logos and name listings for the program must be submitted by **May 19, 2017**
- Door prize giveaways and welcome bag gifts must be delivered by **June 14, 2017**
- Attendees must be registered no later than **June 14, 2017**

TAX DEDUCTION: A portion of your contribution can be tax-deductible. As part of Florida State University, The Jim Moran Institute is considered part of a registered charitable organization, tax-exempt under section 501©3 IRS code, and meets requirements specified by the Florida Solicitation of Contribution Act. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING 1-800-435-7352 TOLL FREE WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. REGISTRATION CH-7432 ISSUED BY THE FLORIDA DEPARTMENT OF CONSUMER SERVICES.

PAYMENT: ONLINE OR SUBMIT THIS FORM

Company Name: _____
Contact Person: _____
Contact Email: _____ Contact Phone: _____

Level of Participation:

<input type="checkbox"/> Presenting Sponsor	\$10,000	<input type="checkbox"/> Exhibit Table Vendor	\$200
<input type="checkbox"/> Diamond Sponsor	\$7,500	<input type="checkbox"/> Conference Program Ad	\$200 - \$50
<input type="checkbox"/> Platinum Sponsor	\$5,000	<input type="checkbox"/> Marketing & Media Sponsor	FREE
<input type="checkbox"/> Gold Sponsor	\$3,500	<input type="checkbox"/> Services/Products Sponsor	FREE
<input type="checkbox"/> Silver Sponsor	\$2,000	<input type="checkbox"/> Door Prize Drawing Gift Sponsor	FREE
<input type="checkbox"/> Bronze Sponsor	\$1,000	<input type="checkbox"/> Welcome Bag Gift Sponsor	FREE
<input type="checkbox"/> Crystal Sponsor	\$500		

Payment Options:

Donation (Provide brief description of donation: _____)

Send Invoice

Check Enclosed (Checks made payable to: Jim Moran Institute)

Credit Card - Circle One: Visa | America Express | MasterCard

Tax Deduction: Check box for payment to be categorized as a donation.

Credit Card Payment Details:

Total Amount Due: \$ _____

Card Number: _____

Expiration Date: _____ CVV Code: _____

Name as it appears on the card: _____

Card Holder Billing Address: _____

City: _____ State: _____ Zip Code: _____

Card Holder Signature: _____

Date: _____

Company Logo:

Please submit your company logo in JPG/PNG/EPS format of 300 dpi or greater to cburrows@JimMoranInstitute.fsu.edu (preferably with a transparent background)

Please send completed form to Courtney Mickens, Coordinator, South Florida Operations:

Mailing Address:
Jim Moran Institute
1401 East Broward Blvd, Suite 304
Fort Lauderdale, Florida 33301

Phone: (954) 399-2849
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