



# 2011 Conferences & Sponsorship Opportunities

***Don't miss this opportunity to market your organization to more than 1,000 businesses, non-profits, and federal agencies in the metro Atlanta area!***



***REACH THE PEOPLE  
WITH THE POWER  
TO MAKE  
PURCHASING  
DECISIONS!***

***MAKE THEIR SUCCESS  
A PART OF YOUR  
SUCCESS!***



***Global Evaluation & Applied  
Research Solutions (GEARS) Inc.***

*404-328-9850 (main)*

*gears@getingears.com*

*4153-C Flat Shoals Pkwy, Ste. 314*

*Decatur, GA 30034*

**[www.getingears.com](http://www.getingears.com)**

**Please respond by January 18, 2011**

**Email [gears@getingears.com](mailto:gears@getingears.com) or call 404-328-9850**

## SPONSORSHIP OPPORTUNITIES WITH GEARS

***Looking for a quick and easy way to boost sales, bring attention to your business, and reach untapped audiences? Sponsor a GEARS conference!***

*GEARS conferences have created a buzz among small business owners, government representatives, administrative professionals and our cooperate sponsors. Our sponsorship plan is both comprehensive and adaptable to your needs. Our goal is to create successful partnerships and help your organization to maximize its local and national outreach potential.*

### ABOUT GEARS



Global Evaluation & Applied Research Solutions (GEARS), Inc., is a management consulting firm founded in 2002. GEARS has offices in Decatur, Georgia, and Lanham, Maryland. GEARS provides a host of related management consulting services: meeting facilitation, conference planning, program evaluation, applied research, strategic planning, executive coaching, focus group research, organizational development, employee assessments, data management and warehousing, application design and development, database development, and website design. GEARS works with commercial businesses and federal agencies including RTI International, the US Department of Health and Human Services, Centers for Disease Control and Prevention (CDC), US Department of Education and the National Science Foundation (NSF). For more information about us, visit [www.getingears.com](http://www.getingears.com).

### ABOUT THE GEARS CONFERENCES

**3<sup>rd</sup> Annual Small Business Leadership Development (SBLD) Conference:**

*This year's conference theme is "Inspire, Inform, Innovate".*

In an increasingly global world, innovation requires more than product creation. It takes reinventing business processes to shape and serve untapped markets. As the Internet and globalization widen the pool of emerging ideas, selecting and executing the right projects and bringing them to market in record time must become a priority for business, government, and industry leaders. This year's conference will be organized around breakout sessions that provide participants with the knowledge of how to facilitate this process. This conference offers a variety of educational workshops and networking opportunities.



- **Date:** Tuesday, March 1, 2011
- **Location:** Westin Peachtree Plaza, 210 Peachtree Street, Atlanta, GA 30303
- **Attendees:** Small Business Owners, Entrepreneurs; 150+ participants
- **Structure of Event:** Breakfast, keynote speaker, lunch, breakout sessions, exhibitors

*I have been to a LOT of small business/WMBE, DBE, veteran-owned business seminars; all with the hope that it will be a fruitful experience and so often I am disappointed... But not today! It was the best! - S. Cooper, TCG Consulting, Inc.*

### **3rd Annual Celebration of Success! Administrative Professionals Conference:**

This year's conference theme is "Honoring You, the Essential Link."

Administrative professionals play a key role in the successful day-to-day operations of business and industry. GEARS is dedicated to improving workplace performance through providing administrative professionals with the information, skills, and professional development needed in today's competitive business environment.



The Celebration of Success! Administrative Professionals Conference (APC) builds business alliances in support of the profession through customized training classes. The conference provides a unique opportunity for businesses and organizations to partner with GEARS to present administrative assistants—who have a great deal of purchasing power within their respective organizations—with the chance to learn, grow, and network with one another while simultaneously sharpening their communication, organization, purchasing, and other skill sets. This conference is held each spring and offers a full day of intensive education and training.

- **Date:** Wednesday, April 27, 2011
- **Location:** Westin Peachtree Plaza, 210 Peachtree Street, Atlanta, GA 30303
- **Attendees:** Executive Assistants, Other Assistants, Office Managers, Secretaries, Clerks, Other Support Staff; 150+ participants
- **Structure of Event:** Entertainment, keynote speaker, lunch, breakout sessions, exhibitors

*It's a pleasure to know true business people who are dedicated to helping others reach for and achieve their goals which otherwise seem unreachable. –*

### **TITLE AND CORPORATE CONFERENCE SPONSORSHIPS**

**\$2,500 to \$10,000**

We are very excited to offer a number of Sponsorship opportunities in 2011. GEARS' sponsorships are bundled marketing opportunities that can create a high level of visibility in the administrative, corporate, professional and small business communities for your company.

#### **As a title sponsor, you would enjoy the following benefits:**

- Brand association with small businesses on an upward growth curve;
- No similar business will serve as an exhibitor;
- Largest exhibitor in conference hall;
- Companies' brand prominently displayed on all conference materials;
- Access to participant contact information;
- Recognition from conference podium (presentation of award);
- Priority sponsorship opportunities for other GEARS events (e.g., Administrative Professionals conference in April 2011, SBLD conference in 2011 in DC and ATL);
- Full page ad and welcome letter from your companies executive placed in the conference booklet.

#### **Each Corporate Sponsorship consists of a customizable and comprehensive package that includes:**

- Naming rights included on GEARS print, electronic advertising, and conference materials
- Participation in conferences and VIP seating
- A presence on the GEARS conference website to include a link to your organization's website

## INDIVIDUAL ITEM SPONSORSHIPS

**\$500 to \$1,500**

The individual item sponsorships were developed to provide exposure for a company that is looking to align itself with one or more of GEARS' annual conferences. These targeted sponsorships are in direct support of a specific conference function. Sponsoring a meal offers a chance to share your company's name and logo while attendees are relaxed and receptive. Sponsoring take-away items means your company's name and logo remain with the attendees even after they return home.

Levels of Sponsorship:		Individual Sponsorship Items (Limited Availability):	
Title Sponsorship	(Only 1 available, \$10,000)	Conference Lanyards	(Only 2 available, \$500)
Platinum Sponsorship	(Only 2 available, \$7,500)	Conference Lunch	(Only 2 available, \$1,500)
Gold Sponsorship	(Only 3 available, \$5,000)	Conference Breakfast	(Only 2 available, \$1,000)
Silver Sponsorship	(Only 5 available, \$2,500)	Conference Giveaways	(Only 3 available, \$500)
		Conference Book	(Only 4 available, \$800)
		Conference Bags	(Only 2 available, \$1,000)

Level of Corporate Sponsorship	Title \$10,000	Platinum \$7,500	Gold \$5,000	Silver \$2,500
<b>Benefits of Corporate Sponsorship</b>				
<b>Addressing the Conference</b> Spread the word about your organization or business! As the title sponsor, you are entitled to address attendees exclusively for a 5-minute period.	✓			
<b>Name Badge</b> Place your company's logo next to ours on conference attendee name badges.	✓			
<b>Conference Binder</b> Let your company's logo grace the cover of our attendee binders.	✓			
<b>Conference Bags</b> Company logo will appear alongside the GEARS Conference logo on the attendee bags. Only the Conference Bag sponsor is featured more prominently on the attendee bags.	✓	✓		
<b>Signage Rights</b> Entitles company to provide appropriate signage in the main conference rooms. Signage will be more prominent than those of platinum, gold, or silver sponsorship.	✓	✓	✓	
<b>Attendees Pass</b> Company will be offered 2 complimentary attendee passes with the option to purchase ten (10) more at 25% off the applicable full conference registration fee.	✓	✓	✓	✓
<b>Exclusive GEARS Conference Title Sponsor Logo</b> Your company is entitled to exclusive use of the GEARS Conference Title or Platinum Sponsor Logos to place on your website. Promote your commitment to the 3rd Annual Small Business Leadership Development Conference or the Administrative Professional Conference on the web.	✓	✓		
<b>Pre-Conference Promotional Material and Conference Brochures:</b> Your company's name and logo will appear more prominently than those of individual item co-sponsors and will be featured (within production schedule) in the conference binder, on the GEARS website, on a display board in the conference registration area and in any other pre-conference promotional material.	✓	✓	✓	✓
<b>Company Literature and Giveaways:</b> Your company will have the opportunity to distribute marketing materials and to sponsor a gift/giveaway. Information will be included in an attendee package distributed to participants upon their registration at the conference.	✓	✓	✓	✓
<b>Acknowledgment:</b> Your company will be thanked during the opening and closing conference sessions.	✓	✓	✓	✓

## GEARS CONFERENCE SPONSORSHIP REQUEST FORM

Please respond by **February 18, 2011**

Send or fax a copy of the completed form along with payment to GEARs Annual Conferences, **Attention:** Arsed Joseph, 4153-C Flat Shoals Pkwy, Ste. 314, Decatur, GA, 30034; Office: 404-328-9850, Fax: 404- 328-9854, email: gearsevents@getingears.com

**Check the conference(s) that you would like to sponsor:**

- 3rd Annual Small Business Leadership Development Conference [ ]  
 3rd Annual Celebration of Success! Administrative Professionals Conference [ ]

### Sponsor Information

Company Name: \_\_\_\_\_  
 Contact Title: \_\_\_\_\_  
 Contact's First and Last Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State/Province: \_\_\_\_\_  
 Zip/Postal Code: \_\_\_\_\_  
 Country: \_\_\_\_\_  
 Phone (include area code): \_\_\_\_\_  
 Cell (include area code): \_\_\_\_\_  
 Fax: (include area code): \_\_\_\_\_  
 Email Address: \_\_\_\_\_  
 Website address: \_\_\_\_\_

**Check the sponsorship level(s) requested:**

Corporate Sponsorship Levels	
Title Conference Sponsor	[ ] \$10,000
Platinum Conference Sponsor	[ ] \$7,500
Gold Conference Sponsor	[ ] \$5,000
Silver Conference Sponsor	[ ] \$2,500
Individual Sponsorship Items	
Conference Lanyards	[ ] \$500
Conference Giveaways	[ ] \$500
Conference Bags	[ ] \$750
Conference Binders	[ ] \$1,000
Conference Lunch	[ ] \$1,500
Conference Breakfast	[ ] \$1,100
Other Item (Please list)	[ ] \$
<b>Total amount of sponsorship: \$ _____</b>	

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**We look forward to partnering with you!**

## GEARS SPONSORSHIP TERMS AND CONDITIONS

1. Sponsor applications are handled on a “first-come, first-served” basis.
2. After email acceptance by GEARS, the sponsor must provide an image of their logo in the format required by GEARS and other details required to GEARS within 10 business days of receipt of acceptance. Logo size is 50 x 50 pixels and can be supplied as a gif or jpeg file. The logo cannot be animated.
3. Sponsorship must be paid in advance unless otherwise agreed to in writing by GEARS. The Sponsor shall pay GEARS within 15 business days of the date of GEARS's invoice, or within business 15 days of receipt thereof, whichever is the later. The fees shall be payable in full and the Sponsor shall not be entitled to make any deduction or exercise any right or set-off counterclaim or contribution howsoever arising. The time of payment of the fees shall be of the essence of the Agreement.
4. The sponsorship fee does not include any additional rights over the GEARS SBLD or GEARS APC website other than those explained in this sponsorship information. Sponsors are supportive of the conference website that they sponsor and its particular mission statement.
5. All sponsorship materials must be submitted within the production schedule.
6. Sponsors may not sublet, assign or apportion any part of the item(s) sponsored nor represent, advertise or distribute literature or materials for the products or services of any other firm or organization except as approved in writing by GEARS.
7. GEARS will not be liable for damage or loss to sponsors' properties by fire, theft, accident, or any other cause.
8. Sponsors are allowed to offer sponsorship for single or multiple conferences. Should your organization be interested in sponsoring an arrangement not listed, please feel free to contact us to discuss your preferences.