



2011 CONFERENCE EXHIBITOR INFORMATION

*Inexpensive opportunity to market
your organization to businesses, non-
profits and federal agencies in the
metro Atlanta area!*



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

404-328-9850 (main)

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Decatur, GA 30034

www.getingears.com

Please respond by February 18, 2011

Email gearsevents@getingears.com or call 404-328-9850

OPPORTUNITIES WITH GEARS

Looking for a quick and easy way to boost sales, bring attention to your business and to reach untapped audiences? Consider exhibiting at a GEARS conference. For the last 2 years, GEARS conferences have created a buzz among small business owners, government representatives and administrative professionals. Our exhibitor plan is comprehensive and can be adapted to meet the needs of your organization. Our goal is to create successful partnerships and to enable your organization to maximize its local and national outreach potential.

According to the U.S. Bureau of Labor Statistics (BLS), from 2008-2009, the average metro-Atlanta consumer spent approximately \$45,941 on external goods and services. How much of that money was spent with YOUR company?

- Retrieved from: <http://www.bls.gov/ro4/cexatl.pdf>

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: program evaluation, applied research, strategic planning, executive coaching, focus group research, organizational

development, employee assessments, meeting facilitation, conference planning, data management and warehousing, application design and development, database development and website design. GEARS works with commercial businesses and federal agencies including the Department of Health and Human Services, Centers for Disease Control and Prevention (CDC), Substance Abuse and Mental Health Services Administration (SAMHSA), the US Department of Education and the National Science Foundation (NSF). For more information about GEARS, see attachment and visit www.getingears.com.

ABOUT THE GEARS CONFERENCES

3rd Annual Small Business Leadership Development (SBLD) Conference:
This year's conference theme is "*Inspire, Inform, Innovate*."

In 2011, we're looking toward possibilities. In an increasingly global world, innovation requires more than product creation. It is about re-inventing business processes in an effort to shape and service 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 break-out sessions designed to 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 Hotel, 210 Peachtree Street, Atlanta, GA 30303
- **Attendees:** Small Business Owners, entrepreneurship; upwards of 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 of TCG Consulting, Inc.

3rd Annual Celebration of Success! Administrative Professionals Conference:

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) is designed with the intent of building 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 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 Hotel, 210 Peachtree Street, Atlanta, GA 30303
- **Attendees:** Executive assistants, other assistants, office managers, secretaries, clerks, other support staff; upwards of 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.

- B. Coley of PBXcellence Communications

BENEFITS OF EXHIBITING

Exhibitor Benefits	Only \$125
Exhibit Space in High Traffic Area Exhibit space (One draped 6ft. table and a chair for one company representative**). Internet, electricity, and telephone services available upon request. <i>** Register your additional company representatives for only \$25.00 (per person)!!</i>	✓
GEARS Passport GEARS Passport will encourage attendees to visit your table in order to be eligible to place their name in the drawing to win gifts/prizes at the end of the conference. Exhibitors will give a "stamp" on the attendees' passport to certify their visit.	✓
Conference Binder/Booklet Your company's name will be listed in our conference booklet.	✓
Conference Bags Your company has the option to have a GEARS representative pre-stuff your promotional items into the conference bags.	✓
Discount for the 2012 GEARS Conferences Your company will receive a 10% discount to exhibit at the 2012 GEARS Small Business Leadership Development Conference and the Administrative Professionals Conference.	✓
Exhibitor information in pre and post conference email correspondences Your company's information will be distributed in the reminder emails and thank you emails to all attendees.	✓
Company Prize/Giveaways Your company will have the opportunity to be represented by giving away a gift/prize during the conference drawings that take place at the end of the conference day.	✓
Acknowledgement Your company will be thanked during the opening and closing conference sessions, and throughout the conference, participants will be encouraged to stop by your table during breaks.	✓

BUY ADVERTISEMENT SPACE FOR ADDITIONAL EXPOSURE

You also have the option to buy advertisement space in the conference booklet. Please submit your ad to gearsevents@getingears.com in one of the following file formats: .png or .jpg or .gif. **The deadline to submit your advertisement is February 18, 2011.**

Ad Space and Cost	
Full page	\$100
½ page	\$75
¼ page	\$50
⅛ page	\$25

**Low Costs for a
BIG return!**

(Examples of Ad space on page 7)

We have limited exhibitor opportunities available. They are afforded on a first-come, first-served basis, so please act quickly!



GEARS CONFERENCE EXHIBITOR REQUEST FORM

Please respond by **February 18, 2011**

All requests to be an exhibitor must use this form. All requests are handled on a first come, first served basis. Please submit completed and signed copy of this form to Arsed Joseph by email at gearsevents@getingears.com or by fax at 404-328-9854. A GEARS representative will contact you within 48 hours to collect payment. If you have any questions, please call 404-328-9850.

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

3rd Annual Celebration of Success! Administrative Professionals Conference []

3rd Annual Small Business Leadership Development Conference []

Exhibitor Information

Company Name: _____

Type of business : _____

Contact First and Last Name: _____

Contact Title: _____

Address: _____

City: _____

State/Province: _____

Zip/Postal Code: _____

Country: _____

Phone (include country code): _____ Mobile: _____

Fax: (include country code): _____

Email Address: _____

Website address: _____

Check the all that you request:

Exhibit	
Exhibitor	[<input type="checkbox"/>] \$125
Additional Person	[<input type="checkbox"/>] \$25
Ad Space	
Full page	[<input type="checkbox"/>] \$100
1/2 page	[<input type="checkbox"/>] \$75
1/4 page	[<input type="checkbox"/>] \$50
1/8 page	[<input type="checkbox"/>] \$25

Total amount of exhibit: \$ _____

Signature: _____ Date: _____

We look forward to partnering with you.

Submit Page 5 to:

GEARS Annual Conferences. Attention Arsed Joseph

Via email: gears@getingears.com	Via Fax: 404- 328-9854
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GEARS EXHIBIT TERMS AND CONDITIONS

1. Exhibitor applications are handled on a “first come, first served” basis.
2. After email acceptance by GEARS, the exhibitor must provide an image of their logo in the format required by GEARS and other details required to GEARS within 10 days of receipt of acceptance. Logo size is 50 x 50 pixels and can be supplied as a .gif, .png, or .jpg file. The logo cannot be animated.
3. Exhibit fee must be paid in advance unless otherwise agreed to in writing by GEARS. The Exhibitor shall pay GEARS within 15 days of the date of GEARS's invoice, or within 15 days of receipt thereof, whichever is the later. The fees shall be payable in full and the Exhibitor 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 exhibit fee does not include any additional rights over the website other than those explained in the exhibitor benefits. Exhibitors are supportive of the website and its particular mission statement.
5. All exhibitor materials must be submitted within the production schedule.
6. Exhibitors may not sublet, assign or apportion any part of the item(s) exhibited/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 exhibitors’ properties by fire, theft, accident, or any other cause.
8. Exhibitors are allowed to offer to exhibit for single or multiple conferences. Should your organization be interested in exhibiting or sponsoring an arrangement not listed, please feel free to contact us to discuss your preferences.



1/2 ad

1/8 ad

1/4 ad

For more information
Go to:
www.getingears.com/sbld
Call:
404-328-9850 (office)