

NETWORKING

EVENTS



SMART BUSINESS HAS THE EXPERTISE TO MANAGE EVENTS
THAT MEET YOUR COMPANY'S SPECIFIC GOALS.

SMART Insight.
Advice.
Strategy.[®]
BUSINESS



WHEN BUILDING NEW RELATIONSHIPS IN BUSINESS,

there is simply no substitute for face-to-face contact. Digital and social media continue to change the way we interact and gaining this vital access to business leaders is becoming more challenging every day.

Smart Business helps partners overcome this hurdle with a dynamic roster of networking events that engage our vast audience of senior executives. From prestigious award programs to focused panel discussions to inspirational philanthropic events, *Smart Business* has the expertise to manage events both big and small to meet your company's specific goals.



WE WORK WITH YOU

WHO TO TARGET/INVITE.

WHO TO NOMINATE FOR AWARDS.

WHO YOU WANT TO MEET AT THE EVENT.

IT'S ESSENTIALLY YOUR EVENT AND WE RUN IT FOR YOU – EVERY FACET FROM A TO Z

WHAT EVENT SPONSORS RECEIVE:

- Industry Exclusivity
- Your company name/logo in all event collateral for 6-month promotional plan
- Collaboration with the *Smart Business* events team focused on your company's prospecting needs
- Recognition in event presentation
- Speaking role at the event (as available)
- VIP seating at the event
- Event Attendance List

HOW EVENT SPONSORS BENEFIT:



Expand your network and make connections that can lead to new business opportunities



Align your company message with relevant, quality content delivered through a first-class affair



Gain exposure to ideas and best practices that you can apply to your own business



Stand apart from competition and position your company as local industry leader

Create goodwill by supporting the local community and its economic development

Utilize VIP hospitality benefits to enhance business relationships



WHAT THE RESEARCH SAYS:

Event Marketing is regarded as the **#1 channel** for accelerating and deepening relationships

(Source: EventView Annual Study, 2010)

Respondents ranked events as providing the **greatest ROI** among marketing channels for 4 years running (Source: EventView Annual Study, 2010)

79% of US marketers generate sales using event marketing. (Source: Statista June 2014 study)

74% of event attendees say that they have a more positive opinion about the company, brand, product or service being promoted after the event. (Source: EMI & Mosaic 2015 study)

87% of consumers said they purchased the brand's product or service after an event at a later date. (Source: EMI & Mosaic 2015 study)



“These days, getting face time with business to business customers is harder than ever. Corporate events are a golden opportunity for dialogue with clients.”

— JOHN M. COE, AUTHOR OF THE FUNDAMENTALS OF BUSINESS-TO-BUSINESS SALES & MARKETING.”

“Event marketing is one of the fastest-growing categories for advertisers.”

— KATE FITZGERALD, ADVERTISING AGE

EVENT PARTNERS HAVE INCLUDED:

- US Bank
- Capital One
- Lexus
- Anthem
- Kaiser Permanente
- Time Warner Business Class
- Ernst & Young
- BMW
- Robert Half International
- Comcast Business Class
- Chase Bank
- The Cleveland Clinic
- Mercedes Benz
- Wells Fargo
- VISTAGE
- Banco Popular
- Grubb & Ellis
- Westland Insurance
- Comerica Bank
- CB Richard Ellis

WHY EVENT SPONSORSHIP PROVIDES MORE VALUE:

An integrated, 6-month marketing platform customized around your new business goals culminating in a large-scale event

vs.

The cost of one full-page ad in a major daily newspaper



SMART Insight. Advice. Strategy.™ BUSINESS NETWORKING EVENTS

EVOLUTION OF MANUFACTURING AWARDS

The eVolution of Manufacturing Awards recognizes manufacturers and technology companies that have adapted to a global economy through improved operations, products or services.

SMART CULTURE CONFERENCE & AWARDS

The Smart Culture Conference explores how culture can become an asset to drive performance, transform your organization into an employer-of-choice and ultimately impact the bottom line. The Smart Culture Awards spotlights leading companies where culture plays a crucial role in a company's success.

SMART BUSINESS AWARDS LUNCHEON SERIES

The 2017 Smart Business Awards Luncheon Series is a roster of 4 quarterly events each exploring a distinct theme and the competitive advantage it offers in the marketplace. All 4 luncheons will feature an award program recognizing organizations who excel within each event theme along with a discussion from experts who are leading the way. Areas of focus in 2017 include technology, commercial development, business longevity and customer service.

SMART WOMEN AWARDS

The Smart Women Awards recognizes the achievements of leading businesswomen, inspiring male advocates and effective women's programs. It combines a live event and content—digital and print—to address today's issues facing women in the workplace.

ASPIRE CONFERENCE

A coming together of top investors, dealmakers and entrepreneurs from the region for a one-day conference focused on identifying and optimizing opportunity. This conference will include a series of keynote speakers and breakout sessions focusing on four key areas: Buying a company, Selling a business, Raising capital and Liquidity events.

SMART 50 AWARDS

The Smart 50 Awards recognizes the top executives of 50 prominent companies in the region for their ability to effectively build and lead savvy organizations in the areas of innovation, impact and sustainability.

FAMILY BUSINESS CONFERENCE

The Family Business Conference is an interactive workshop with leading industry experts that provides the type of actionable insight necessary to plan for a smooth transition of family businesses.

CASCADE CAPITAL BUSINESS GROWTH AWARDS

The Business Growth Awards, presented by Cascade Capital Corp., honor businesses in the Akron/Canton area that have achieved significant sales or employment growth over a 5-year period.

PILLAR AWARDS FOR COMMUNITY SERVICE

The Pillar Awards for Community Service honors businesses and individuals dedicated to making their region a better place to live while demonstrating the tie between the for-profit and non-profit worlds.

FOR MORE INFORMATION, PLEASE VISIT OUR WEBSITE WWW.SBNONLINE.COM/EVENTS