

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

Respondents ranked events as providing the **greatest ROI** among marketing channels for 4 years running

Source: EventView Annual Study, 2010



“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

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

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



SMARTBUSINESS[®] 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.

PERSPECTIVES: WOMEN WHO EXCEL CONFERENCE

The Perspectives: Women Who Excel Conference is a panel discussion of leading female executives exploring the issues of diversity, management and leadership as it relates to women.

WORLD CLASS CUSTOMER SERVICE AWARDS

The World Class Customer Service Awards honors companies that distinguish themselves with superior customer service while raising the awareness of its importance in the business world.

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.

INNOVATION IN BUSINESS CONFERENCE

The Innovation in Business Conference is a panel discussion and awards ceremony recognizing the region's most innovative companies and business leaders.

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.

MIDWEST SOCIAL MEDIA SUMMIT

The Midwest Social Media Summit is a coming together of regional experts who share the latest insight on how this burgeoning communication tool can grow your company's bottom line.

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.

POWER PLAYERS LUNCHEON SERIES

The Power Players Luncheon Series features the most influential leaders in the business community speaking to the driving forces that make that region such a great place to work and live.

**FOR MORE INFORMATION, PLEASE VISIT OUR WEBSITE
SBNONLINE.COM**