

Entrepalooza

Western New York's Regional Business Festival

13

The Signature Event
with Expo & Experts
Thursday - May 16, 2013
The Lodge at Holiday Valley
Ellicottville, NY

Main Event

Susan Scott

Fierce Conversations & Fierce Leadership

“A fierce leader commits to a way of life, not a business strategy!”

Expo & Experts

First Floor at The Lodge

Featuring local businesses

Meet the Experts

Roundtable Discussions with Local Leadership Experts

Registration: 8:00 AM - 11:30 AM

Expo: 8:00 AM - 1:30 PM

4:00 PM - 6:00 PM

Expert Sessions: 9:15 AM - 10:00AM

10:15 AM - 11:00 AM

Luncheon : 12:00 PM - 12:45 PM

Main Event - Susan Scott: 1:30 PM - 4:00 PM

Cocktail Party: 4:00 PM - 6:00 PM

2013 Event Sponsorship Package

Register online after 2/15/13 at www.entrepalooza.com



Attendee Profile

Entrepalooza attracts business owners and executives committed to lifelong learning and innovative strategies to help them take their companies to the next level.

This year's event will host more than 300 movers and shakers from the Western New York region. From small and mid-size companies to large corporations, this event offers high performance networking opportunities in a unique learning environment.

This is the perfect opportunity for a cost effective company leadership retreat in combination with this Signature Event. Spend the night and hold an offsite strategic retreat or a customer appreciation experience. Special discount room rates and a complimentary meeting room on Event day make this an ideal two day strategic planning and leadership company event.

Typical Company Size: \$1 million to \$500 million

Attendee Titles: CEO / President / Owner / Vice-President / General Manager
Sales Managers / Management Team Directors and Members

Ticket Prices

Price includes admittance to the Exhibition Hall, Morning Expert Sessions / Luncheon / Afternoon Presentation and Cocktail Party. Cost to display in exhibit space additional as noted below.

Purchased by 4.1.13

Member

Event	\$125 / Per Person	\$850 / Package of 8
Exhibit Space	\$400	

Non-Member

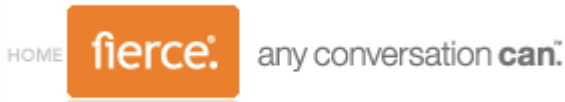
Event	\$150 / Per Person	\$1000 / Package of 8
Exhibit Space	\$500	

Purchased after 4.1.13

Member	\$150 / Per Person	\$1000 / Package of 8
Non-Member	\$180 / Per Person	\$1200 / Package of 8

Member rate Includes all area Chamber members

** Exhibit fee includes one Event ticket*



A fierce leader commits to a way of life, not a business strategy.

What is “fierce”?

To be fierce means to be authentic, present, and real in day-to-day conversations.

Real can be scary.

Yet it is the unreal or missing conversations that are costly—in terms of morale, engagement, and performance.



Leadership Development and Training

Fierce, Inc. is a global leadership development and training company that drives results by improving workplace communication.

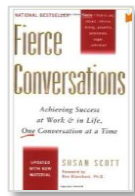
Grounded in the principles pioneered in her best-selling books and training programs, Fierce builds on the original concepts and expands them through practice and application.

Tailored to any organization, Fierce principles and methods translate across the globe, ensure individual and collective success, and develop skills that are practical, easy-to-learn, and can be applied immediately.

Fierce Conversations

Are you and those around you openly discussing the most important issues...right now? Or is lack of communication putting your goals at risk?

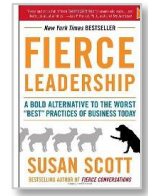
As a leader, your central function is to ensure conversations drive results, inspire innovation, and support necessary change.



Fierce Leadership

Have some of the long-accepted “best practices” within your organization become “worst practices” that hinder success and growth?

Fierce Leadership is not about following blindly. It’s about openly questioning and exploring practices and policies—and setting aside those that no longer (and perhaps never did) serve your organization.



Susan Scott - Founder

Known for her bold yet practical approach to executive coaching and leadership development, Susan Scott has been challenging people to *say the things that can't be said* for over two decades.

Susan founded Fierce in 2001 after 13 years leading CEO think tanks, more than 10,000 hours of conversations with senior executives, and one epiphany: While no single conversation is guaranteed to change the trajectory of a career, a business, a marriage, or a life—any single conversation can.

Susan continues to share her expertise with clients through her thought leadership, keynote presentations, and award-winning books.

\$5,000 Presenting Sponsor

Total Value - \$10,000

Exclusive sponsorship - Only one position available

- Industry exclusive premiere positioning in aggressive marketing throughout WNY and cross-promotion among the four hosting organizations
- Inclusion in secured advertising exposures TBD
- Sponsor mention in all media releases and press interviews and integrated advertising media mix including Facebook, Twitter and LinkedIn.
- Company name and logo -Premiere placement on invitations and promotional materials continually distributed by host organizations via email, direct mail, and host organization or sponsor events
 - BNSME, CELAA, Buffalo Niagara Partnership and Leadership Buffalo websites
 - Exclusive logo on dedicated slide
 - Inclusion on Banner Stand/Signage pre-event and at event registration table
- Sponsor recognition from podium
- Sponsor provided Banner Stand at event registration
- A sponsor representative will have a one minute company introduction at the podium
- Up to 8 attendees for private meeting with Susan Scott -post session
- 8 Tickets for luncheon, presentation, and workshops
- Spiral bound program booklet - full page, full color ad and full page advertorial
- Company logo/website on event attendee and exhibitor lanyards
- Prime location Expo trade show display space (location of choice determined by date of contract commitment)
- List of attendees prior to and after event
- Private meeting room available for sponsor use for employee, or client meeting.
- Discounted Room rates for Inn at Holiday Valley

Continued on next page

\$5,000 Presenting Sponsor

Total Value - \$10,000

Presenting Sponsor continued

Options Available - Choose One

- Round of Golf for 8 at Holiday Valley Golf Course and Expert Session (Limit as noted above)
- Round of Golf for 4 at Holiday Valley Golf Course and Team Building for 10 with Holiday Valley facilitator (No Expert Session)
- Team Building for 10 with Holiday Valley facilitator and Expert Session (Limit as noted above)

*The Entrepalooza Committee has secured the discount pricing for all items outside of the actual event (ie: hotel rooms, meeting rooms, golf, team building), however, it is the responsibility of the purchaser to book these using the promotional code that we will provide to you.

Signature of Acceptance

Date

Sponsorship Deadline 3/1/13

Print Name _____

Company _____

Address _____

City/State/Zip _____

Phone _____ Fax _____ Email _____

*Separate charges may apply for additional available services (ie: electrical).

\$3,000 Expert Session Sponsor

Total Value - \$6,000

- Aggressive marketing throughout WNY and cross-promotion among the four hosting organizations
- Sponsor mention in all media releases and press interviews
- Company name and logo-Invitations and promotional materials continually distributed by all host organizations over an extended period via email, direct mail, and host organization or sponsor events
 - BNSME, CELAA, Buffalo Niagara Partnership and Leadership Buffalo websites
 - Slide presentation -1 of 2 logos on slide
 - Inclusion on Banner Stand/Signage pre-event and at event registration table
- Sponsor recognition from podium
- Up to 4 attendees for private meeting with Susan Scott -post session
- 8 Tickets for luncheon, presentation, and workshops
- Spiral bound program booklet - ½ page, full color ad and ½ page advertorial
- Expo trade show display space (location of choice determined by date of contract commitment)
- Company logo on signage near Expert Session room entrances
- Company logo/website on pads or pens at Expert Session tables
- List of attendees after event
- Discounted Room rates for Inn at Holiday Valley (Booked by sponsor using promotional code provided to you)

Signature of Acceptance

Date

Sponsorship Deadline 3/1/13

Print Name _____

Company _____

Address _____

City/State/Zip _____

Phone _____ Fax _____ Email _____

*Separate charges may apply for additional available services (ie: electrical)



\$3,000 Expo Session Sponsor

Total Value - \$6,000

- Aggressive marketing throughout WNY and cross-promotion among the four hosting organizations
- Sponsor mention in all media releases and press interviews
- Company name and logo-Invitations and promotional materials continually distributed by all host organizations over an extended period via email, direct mail, and host organization or sponsor events
 - BNSME, CELAA, Buffalo Niagara Partnership and Leadership Buffalo websites
 - Slide presentation -1 of 2 logos on slide
 - Inclusion on Banner Stand/Signage pre-event and at event registration table
- Sponsor recognition from podium
- Up to 4 attendees for private meeting with Susan Scott -post session
- 8 Tickets for luncheon, presentation, and workshops
- Spiral bound program booklet - ½ page, full color ad and ½ page advertorial
- Expo trade show display space (location of choice determined by date of contract commitment)
- Company logo on signage near Expo Area entrances
- Company logo/website on Expo bags
- List of attendees after event
- Discounted Room rates for Inn at Holiday Valley (Booked by sponsor using promotional code provided to you)

Signature of Acceptance

Date

Sponsorship Deadline 3/1/13

Print Name _____

Company _____

Address _____

City/State/Zip _____

Phone _____ Fax _____ Email _____

*Separate charges may apply for additional available services (ie: electrical)

\$3,000 Breakfast & Lunch Sponsor

Total Value - \$6,000

Exclusive sponsorship – Only one position available

- Aggressive marketing throughout WNY and cross-promotion among the four hosting organizations
- Sponsor mention in all media releases and press interviews
- Company name and logo-Invitations and promotional materials continually distributed by all host organizations over an extended period via email, direct mail, and host organization or sponsor events
 - BNSME, CELAA, Buffalo Niagara Partnership and Leadership Buffalo websites
 - Slide presentation -1 of 2 logos on slide
 - Inclusion on Banner Stand/Signage pre-event and at event registration table
- Sponsor recognition from podium
- Up to 4 attendees for private meeting with Susan Scott -post session
- 4 Tickets for luncheon, presentation, and workshops
- Spiral bound program booklet - ½ page, full color ad and ½ page advertorial
- Expo trade show display space (location of choice determined by date of contract commitment)
- Company logo on signage in Expo Area
- Company logo/website on table tents
- List of attendees after event
- Discounted Room rates for Inn at Holiday Valley (Booked by sponsor using promotional code provided to you)

Signature of Acceptance

Date

Sponsorship Deadline 3/1/13

Print Name _____

Company _____

Address _____

City/State/Zip _____

Phone _____ Fax _____ Email _____

*Separate charges apply for additional available services (ie: electrical)



\$3,000 Cocktail Sponsor

Total Value - \$6,000

Exclusive sponsorship - Only one position available

- Aggressive marketing throughout WNY and cross-promotion among the four hosting organizations
- Sponsor mention in all media releases and press interviews
- Company name and logo-Invitations and promotional materials continually distributed by all host organizations over an extended period via email, direct mail, and host organization or sponsor events
 - BNSME, CELAA, Buffalo Niagara Partnership and Leadership Buffalo websites
 - Slide presentation -1 of 2 logos on slide
 - Inclusion on Banner Stand/Signage pre-event and at event registration table
- Sponsor recognition from podium
- Up to 4 attendees for private meeting with Susan Scott -post session
- 4 Tickets for luncheon, presentation, and workshops
- Spiral bound program booklet - ½ page, full color ad and ½ page advertorial
- Expo trade show display space (location of choice determined by date of contract commitment)
- Company logo/website on cocktail napkins
- List of attendees after event
- Discounted Room rates for Inn at Holiday Valley (Booked by sponsor using promotional code provided to you)

Signature of Acceptance

Date

Sponsorship Deadline 3/1/13

Print Name _____

Company _____

Address _____

City/State/Zip _____

Phone _____ Fax _____ Email _____

Separate charges apply for additional available services (ie: electrical)



\$1,000 Corporate Sponsor

Total Value - \$2,500

- Aggressive marketing throughout WNY and cross-promotion among the four hosting organizations
- Sponsor mention in all media releases and press interviews
- Company name-Invitations and promotional materials continually distributed by all host organizations over an extended period via email, direct mail, and host organization or sponsor events
 - BNSME, CELAA, Buffalo Niagara Partnership and Leadership Buffalo websites
 - Slide presentation
 - Inclusion on Banner Stand/Signage pre-event and at event registration table
- Sponsor recognition from podium
- 2 Tickets for luncheon, presentation, and workshops
- Spiral bound program booklet - name listed on Corporate Sponsor Page
- List of attendees after event
- Discounted Room rates for Inn at Holiday Valley (Booked by sponsor using promotional code provided to you)

Signature of Acceptance

Date

Sponsorship Deadline 3/1/13

Print Name _____

Company _____

Address _____

City/State/Zip _____

Phone _____ Fax _____ Email _____