



WASHTENAW
BUSINESS EXPO

Your Connection
TO SUCCESS

Tuesday, March 24
9 a.m. - 4 p.m.
Points Sheraton, Ann Arbor

Attention Exhibitors

The 2009 Washtenaw Business Expo is just around the corner, set for Tuesday, March 24.

Make plans now to be a part of the premier business-to-business marketing event in Washtenaw County.

The Washtenaw Business Expo offers area businesses a great place to showcase products and services. It also provides an excellent opportunity to network with some of our area's finest business representatives. Washtenaw County is fortunate to have such a strong economic base of successful businesses in spite of the economy.

The Four Points Sheraton, Ann Arbor will be the host for this year's expo as well as The Ann Arbor News annual Economic Outlook Luncheon.

**Take advantage of special
early-bird pricing!
Sign up NOW!**

Event Schedule

Sunday, March 22

The Ann Arbor News Economic Outlook special feature section.

Monday, March 23

Booth set-up begins at noon and must be complete by 4 p.m.

Tuesday, March 24

Expo opens to the public - 9 a.m. to 4 p.m.

Outlook luncheon - 11:30 a.m. - 1 p.m.

Panelists will be speaking on Transformation & Reinvention in the current economy.

Panel includes: Doug Rothwell, *President of Detroit Renaissance*, Paul Saginaw, *Co-Owner and founding partner of Zingermans*, Roger Palay, *Vice President of Instruction at Washtenaw Community College* and Janet Muhleman, *President and CEO of re:group*. George Fulton, *U of M Economist*, will be sharing the results of this year's Economic Outlook Analysis.

- Learn about new products and services.
- Expand your customer base.
- Get access to key decision makers.
- Gain key business insight from guest speakers.
- Stay ahead of your competition with your participation.
- Broaden your geography - all in one place.
- Positively demonstrate your commitment to the business community.



Yes! My business will exhibit at The Washtenaw Business Expo 2009.

As an Exhibitor I agree to:

- Early bird registration as a chamber member or non-member due by March 1, 2009;
Regular fees for chamber member or non-member due by March 20, 2009;
Provide a door prize valued at \$50 or more, given to registered attendees;
Display posters and other show information to help promote the expo in my business;
Have booth display complete by 4 p.m. Mon., March 23.

The WBE agrees to:

- Provide an 8' x 10' exhibitor booth with covered and skirted table, two chairs and booth sign; or a table only space;
Provide your business with a full color box ad in the Economic Outlook feature section to be published in The Ann Arbor News on Sunday, March 22, 2009. (a \$160 value);
List your business as an exhibitor in promotional ads published in The Ann Arbor News and it's products, Business Review and Mlive.com. Your business also will be listed on the Ypsilanti Area and Ann Arbor Area Chamber of Commerce websites and may also be mentioned in local radio advertising.

ADDED VALUE: We've added the enhanced Mlive Business Finder to your package. Table exhibitors get the Bronze Package for 6 months and 8'x10' booth exhibitors get the Silver Package for six months. All at no additional charge. Please see the attached page for package details.

Questions?

Please call:
Norma Chase (734) 994-6710
Fax: (734) 994-5210
Mail: Washtenaw Business Expo
The Ann Arbor News
P. O. Box 1147
Ann Arbor, MI 48106-1147

Tuesday, March 24
9 a.m. - 4 p.m.
Four Points Sheraton, Ann Arbor

Business name: _____

(Please list your business name as you want it to appear in ads and signage)

Contact name: _____

Daytime phone: _____

Mailing address: _____

City: _____ State: _____ Zip: _____

Email address: _____

Web Address: _____

Fax: _____

Exhibitor's signature: _____

WBE Rep signature: _____

Fees payable to The Ann Arbor News by March 20.

Chamber Members Early Bird Pricing

8'x10' booth @ \$500 each = \$

Table space @ \$300 each = \$

Chamber Members After March 1, 2009

8'x10' booth @ \$600 each = \$

Table space @ \$350 each = \$

Non-Members Early Bird Pricing

8'x10' booth @ \$600 each = \$

Table space @ \$350 each = \$

Non-Members After March 1, 2009

8'x10' booth @ \$700 each = \$

Table space @ \$400 each = \$

Economic Outlook

Luncheon Tickets @ \$30 each = \$

Total Due \$

Select method of payment:

MasterCard Visa Discover Am. Express

Name on Card: _____

_____ Exp. Date ____/____

3-digit code _____ Check for \$ _____ enclosed.

Please bill my Ann Arbor News Account.



Business Finder Enhanced Packages

Everything Michigan

MLive.com is Michigan's leading statewide news and information Web site. Advertising on MLive.com puts you in front of local consumers who are actively searching for products, services and shopping information online. MLive.com has as many as 1.3 million unique visitors* per month.

Bronze- 6-mo. package included with table space.

- Priority sorting over free listings
- Address, phone number and link to profile page on search results listing
- Link to website in search results
- Company profile page includes:
 - Descriptive Information of services, payment options, etc.
 - Map and driving directions
 - Contact information
 - One photo or logo

Price: ~~\$20/month (one location)~~

Silver- 6-mo. package included with 8'x10 space.

The Bronze Package, plus...

- Priority sort over Bronze listings
- Rollover company logo in search results
- Two customizable links on profile page
- Up to 7 additional photographs on profile page

Price: ~~\$69/month (one location)~~

ONLINE

Gold- 6-mo. package included with sponsor pkg.

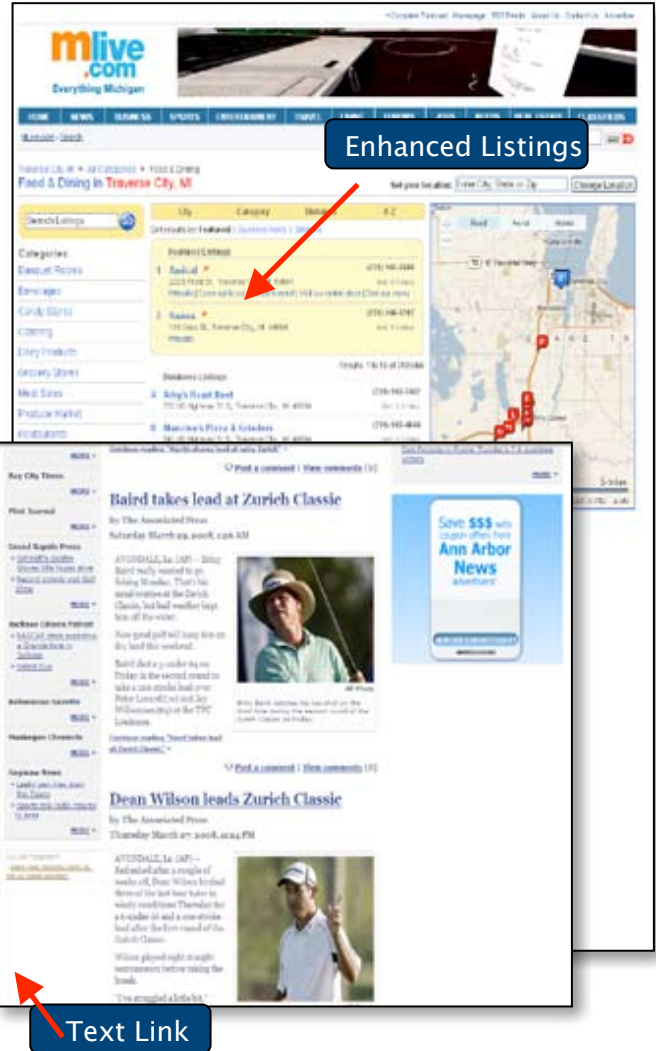
The Silver Package, plus...

- Priority sort over Silver listings
- 100,000 text links per month targeted to local news content

Price:

~~\$179/month (one location)~~

ONLINE



*Source: comScore Media Metrix, May 2008

** Inquire for rates on multiple (more than 4) location businesses