



The last US Census reported that 4 out of 5 business are “personal businesses,” (single-person businesses). Are you reaching this large group of small businesses? Does your message stand out from the thousands they’re bombarded with every

This July, engage the Seattle small business community on a personal level. Become a resource to the business owners who make up Seattle’s largest business networking community at the two-day BizJam™ Seattle 08 conference.

Deliver your message to an audience actively looking for new products and services to help their businesses succeed. 69% of Biznik® members who attended the 2007 BizJam™ Seattle conference said their primary reason for attending was learning about business resources and tools.

BizJam™ is presented by Biznik®, a business networking community for independent business people in which 85% of Biznik members own their own businesses. Biznik® marries online social networking with member-organized face-to-face events to build a tightly knit, highly engaged networking community. It is an incredibly rich, highly targeted audience to which few advertisers have access.

**Join us at BizJam™ Seattle 08, the conference dedicated to helping small business owners broaden their skills, discover new resources, and make new connections.**

**Target audience:** Seattle’s small business owners, entrepreneurs, freelancers and consultants.

**Expected attendance:** 450+

**Speakers at BizJam 07 included:**

- **Scott Bourne**, president of Podango Productions and founder of NetRadio
- **Ron Sukenick**, founder Relationship Strategies Institute and co-founder of the Indiana Business Network, currently known as BNI
- **Scott Berkun**, author of *The Myths of Innovation* (O’Reilly 2007)
- **DL Byron**, author of *Publish & Prosper: Blogging for Your Business* (New Riders 2006)
- **Michelle Goodman**, author of *The Anti-9-to-5 Guide* (Seal Press 2007)

**Demonstrate your support of small independent businesses by becoming a BizJam™ sponsor.**

Use BizJam™ Seattle 08 as a platform for reaching the largest small business networking community in Seattle. Networking events, online advertising, hands-on demonstrations and onsite marketing promotions are available, along with a limited number of exclusive corporate sponsorship opportunities.

**BizJam™ Seattle 08**  
**July 9 & 10, 2008**  
Seattle, WA

For more information,  
contact Niels Hoven at  
301.325.2157 or [Niels@biznik.com](mailto:Niels@biznik.com)



presents

# BizJam™ Seattle 08 Sponsorship Opportunities

www.bizjamseattle.com

## All BizJam™ Seattle 08 Premier Sponsorships Include:

### In person

- 24"x48" Trade Table
- Verbal mention during Conference
- Opportunity to distribute promotional products (deadline 6/30/08)
- Invitation to VIP Party on Tuesday, July 8, 2008

### Online

- Interview with Biznik Co-founder Dan McComb in Biznik Blog
- Prominent logo display during email blasts to Biznik community

### In print

- Ad in Conference catalog
- Excerpt of Interview with Dan McComb in Conference catalog

## Event Title Sponsor: \$8000 (Limit 1)

In addition to the list of ALL benefits, Title Sponsorship includes:

### In person

- Company recognized on ENTRANCE banner at both venues (provided by Biznik, logo due 6/26/08)
- PROMINENT Company banner display at day venue (provided by Sponsor, not to exceed 24"x48")
- PROMINENT Company banner display at evening venue
- 4 two-day Conference passes
- 8 additional evening BizJam™ Soiree tickets

### Online

- PROMINENT logo display in ad for BizJam™ Seattle 08 on Biznik.com
- PROMINENT logo display linking from the Conference web site to Company web site

### In print

- Company Logo on COVER of Conference catalog
- Full page ad in Conference catalog (deadline - 6/26/08)

## Event Sponsor: \$4500 (Limit 2)

In addition to the list of ALL benefits, Event Sponsorship includes:

### In person

- PROMINENT Company banner display at day or evening venue (provided by Sponsor, not to exceed 24"x48")
- 2 two-day Conference passes
- 4 additional evening BizJam™ Soiree tickets

### Online

- PROMINENT logo display linking from the Conference web site to Company web site

### In print

- Listing in Conference catalog as "Sponsor of the BizJam Soiree" or "Sponsor of the BizJam Mainstage."
- Half page ad in Conference catalog (deadline - 6/26/08)

## Venue Sponsor: \$3500 (Limit 4)

In addition to the list of ALL benefits, Venue Sponsorship includes:

### In person

- Sign with Company logo designating sponsored area (i.e. "The [Company Name] Collective Café")
- Company banner display at day venue
- Company banner display at evening venue (provided by Sponsor, not to exceed 24"x48")
- 2 passes to event (includes admission to BizJam™ Soiree)
- 2 additional evening BizJam™ Soiree tickets

### Online

- PROMINENT logo display linking from the Conference web site to Company web site

### In print

- Listing in Conference catalog as "Sponsor of the [Company] Room"
- Half page ad in Conference catalog (deadline - 6/26/08)

## Principal Sponsor: \$1500

\* Not a Premier Sponsor. Benefits of Principal Sponsorship includes most benefits of the Venue Sponsor EXCEPT:

- No sponsored area
- No interview in Conference Blog
- No interview in Conference catalog
- Less prominent logo on Conference web site.

**\* Biznik offers sponsorship levels to suit the needs of every company that would like to be a part of BizJam™ Seattle 08. Please contact us for information on other sponsorship opportunities.**



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www.bizjamseattle.com

## Supporting Sponsor Benefits:

Conference sponsors will

- Have name listed on the Conference web site
- Have name listed in the Conference catalog
- Have opportunity to distribute promotional products
- Attend 2-day Conference at no cost (\$500 and above)
- Invitation to Conference VIP Party on Tuesday, July 8, 2008

## About Biznik®

Biznik is a business networking community for independent business people that marries an online social network with member-organized face-to-face events to create a localized community of peers to learn from and network with. With over 5000 members in Seattle, and 10,000 world-wide, Biznik is the largest business networking group in Seattle and growing at a current rate of 70 new members per day. Founded in 2005 by Seattle couple, Lara Eve Feltin and Dan McComb, Biznik is a 2008 recipient of an Honoree in the Webby Awards, and a 2008 recipient of the Best in Class in the Interactive Media Awards.



Lara Eve Feltin, Biznik Co-founder & Conference Director  
(206) 349.7339  
lara@biznik.com

Beth Cosker, Conference Assistant Director  
(206) 985.2525  
bcosker@cgahealthbenefits.com

Niels Hoven, Sponsorship Director  
(301) 325.2157  
niels@biznik.com

## Leading Sponsor: \$500

Benefits include:

- Opportunity to distribute promotional products (deadline 6/30/08)
- One 2-day BizJam™ Seattle 08 event pass
- 1 additional evening BizJam™ Soiree ticket
- Invitation to VIP Party on 7/8/08

### Online

- Logo display linking from the Conference web site to Company web site
- Announcement of sponsorship in Conference Blog

### In print

- Listing in Conference catalog as "Leading Sponsor"
- 1/4 page ad in Conference catalog (deadline 6/26/08)

## Contributing Sponsor: \$250

Benefits include:

### In person

- Opportunity to distribute promotional products (deadline 6/30/08)
- 50% off 2-day BizJam™ Seattle 08 Conference pass
- Invitation to VIP Party on 7/7/08

### Online

- Company name text linking from the Conference web site to Company web site
- Announcement of sponsorship in Conference Blog

### In print

- Listing in Conference catalog as "Contributing Sponsor"
- 1/8 page ad in Conference catalog (deadline - 6/26/08)

## Friends of BizJam™ - \$100 or more Donation

Make a donation to the Conference.

- Listing in Conference catalog as "Friends of BizJam"
- Invitation to VIP Party on 7/7/08
- Company or personal name text linking from the Conference web site to your Biznik profile

## Additional Marketing Opportunities

### Exhibitor Trade Tables

Exhibit your Company's products or services to Conference participants.  
24" x 48" table - \$100 (Early Bird before 6/1/08 - \$80)

### Advertising in the Conference Catalog

- Full outside back cover - 8.5x11: \$1500
- Full inside covers (4 available): \$1000
- Full page - 7x10: \$750
- Half page - 5x7: \$500
- 1/4 page - 3.5x5: \$225
- 1/8 page - business card - 2.25x3.5: \$100 (Early Bird by 6/1/08 - \$80)

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Please print your company name exactly as it should appear on all marketing and promotional materials for the conference:

BizJam™ Seattle 08 Sponsor: \_\_\_\_\_

**PRIMARY CONTACT INFORMATION**

Name \_\_\_\_\_ Email \_\_\_\_\_

Company \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Mailing Address (if different from Billing Address below) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**BILLING INFORMATION**

Name \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**SPONSORSHIP PACKAGE**

Sponsor Level \_\_\_\_\_

Price \$ \_\_\_\_\_

**EXHIBITOR TRADE TABLE**

24" x 48" Trade Table \$100  
 Early Bird (before 6/1/08) \$80

**ADVERTISING IN CATALOG**

- Full outside back cover - 8.5x11: \$1500
- Full inside covers (4 available): \$1000
- Full page - 7x10: \$750
- Half page - 5x7: \$500
- 1/4 page - 3.5x5: \$225
- 1/8 page (business card) - 2.25x3.5: \$100
- 1/8 page - Early Bird by 6/1/08: \$80

**TOTAL AMOUNT DUE:**

\$ \_\_\_\_\_

**PAYMENT INFORMATION**

Full payment in U.S. funds must accompany this form in order to secure your space as a sponsor, exhibitor or advertiser.

Cancellation policy: All payments made to Biznik under this application shall be deemed fully earned and non-refundable in consideration for expenses incurred by Biznik and Biznik's lost or deferred opportunity to provide space and/or sponsorship opportunities to others. In the unlikely event of the cancellation of the conference, Biznik shall determine and refund to the Company its proportionate share of the balance of the fees received which remains after deducting all expenses incurred by Biznik. The liability of Biznik is limited to the amount of fees paid.

**PAYMENT TYPE**

- Company check (please make out to Biznik)
- Visa     MasterCard     American Express     Discover

Account Number \_\_\_\_\_

Print cardholder's name \_\_\_\_\_

Cardholder's signature \_\_\_\_\_

Purchase Order    P.O. Number: \_\_\_\_\_  
 (required if payment not submitted with application)

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**COMPANY LOGO AND INFORMATION**

Please submit a company logo and a 65-word company/product description no later than 6/26/08. You authorize Biznik to make use of this information for the conference program, related marketing material, and the conference web site. Your company description and logo should be submitted by email to info@biznik.com and should comply with one of the following print specs: 1. Adobe Illustrator or Freehand EPS file, (vector file) with fonts outlined (this is very important: Biznik is not responsible for providing fonts for printing sponsor-submitted logos.) OR 2. 300 ppi Photoshop TIFF, EPS or JPEG file of your non-animated logo. The web logo will appear on a white background.

**CONTRACT SIGNATURES**

I have read and agree to all the terms and conditions of the Sponsor/Exhibitor Application and Contract, including the Participation Terms and Conditions below. I warrant that I am authorized to sign on behalf of the Sponsor and/or Exhibitor listed above and that all information I have provided is complete and accurate.

Sponsor	Title	Date
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Upon receipt of this signed contract and full payment, Biznik will countersign and return a copy to the contact listed on previous page.

Biznik	Date
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Please sign and return this contract with your payment to:  
BIZNIK Attn: Bizjam Seattle 08 Sponsorships, 4318 5th Ave. NVV, Seattle, WA 98107 Telephone: 206-228-0780 Fax: 206-286-9540

**PARTICIPATION TERMS AND CONDITIONS**

These terms and conditionals are an addendum to the Sponsor/Exhibitor Contract ("Agreement") between Company and Biznik as described above and are incorporated into that Agreement.

Participation in the Bizjam Seattle 08 event ("Conference"), presented by Biznik on July 9 and 10, 2008 depends upon acceptance of these terms and conditions. ASSIGNMENT OF SPACE BY BIZNIK: Biznik shall assign display and/or tabletop space for the period of the display. Location assignments will be made at the sole discretion of Biznik.

USE OF DISPLAY SPACE BY COMPANY: Company is allowed to distribute literature, run demonstrations, and sell products within the boundaries of the Company's assigned space. Company's product demonstration, placement or handing out of literature, signage, all booth furnishings and lighting must be well within the confines of the assigned space at all times and may in no way interfere with adjacent space.

Biznik requires that demonstrations using audio must use headsets to demonstrate audio capabilities. Company may not assign its space or any portion of that space to a third party without the prior written consent of Biznik, which Biznik may withhold at its sole discretion. If such permission is granted, the Company shall assume full responsibility for the conduct of the assignee and all its representatives. The following guidelines apply to Trade Tables: Table exhibitors may arrive at the venue at 7:30am. Tables & displays must be set up by 8am and removed no later than 5:15pm. Company may use supplied table only. Tables come with a skirted white table cloth, any covering for the table is OK. Nothing may be on the floor in front of or beside table. Height of objects on table not to exceed 30 inches. Width of objects behind table/on wall not to exceed 42 inches. No tacks, pins or nails may be used to adhere signage (what is this word) to the wall - blue painter's tape only. Since there are a limited number of electrical outlets in the hallway, please request an outlet if you need one, or bring a long extension cord. Table assignments near an outlet will be distributed on a first request basis.

COMPANY EVENTS: Company agrees not to schedule or sponsor any event in connection with the Conference, including without limitation evening events, during a time that overlaps or conflicts with any Conference event presented in Seattle by Biznik.

INDEMNITY AND LIMITATION OF LIABILITY: Neither Biznik, any co-sponsor, venue provider nor any of their respective officers, agents, employees, facilities, representatives or assigns shall be liable for (and Company hereby releases them from) any claims for damage, loss, harm, or injury to the person, property or business of the Company and/or any of its visitors, officers, agents, employees, or other representatives, resulting from theft, earthquake, water, unavailability of the facility, accident or any other reason in connection with the display at the conference. The Company shall indemnify, defend, and hold harmless Biznik, its co-sponsors and venue provider from any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees, or expenses which might result or arise from Company's participation in the Conference or any actions of its officers, agents, employees, or other representatives. Under no circumstance will Biznik, any co-sponsor, or the venue provider be liable for lost profits or other incidental or consequential damages for any of their acts or omissions whatsoever whether or not appraised of the possibility or likelihood of such damages or lost profits. Under no circumstances shall Biznik's liability exceed the amount actually paid to it by the Company. Biznik makes no representations or warranties regarding the number of persons who will attend the conference.

OBSERVANCE OF LAWS: Company shall abide by and observe all applicable laws, rules and regulations, and ordinances that relate to its participation in Conference.

FORCE MAJEURE: If Conference is cancelled for any reason beyond Biznik's reasonable control, including without limitation fire, strike, earthquake, damage, construction or renovation to the display site, government regulation, public catastrophe, act of God, or any similar reason, Biznik refund to the Company its proportionate share of the balance of the fees received which remains after deducting all expenses incurred by Biznik, at the sole determination of Biznik.

CANCELLATION BY COMPANY: All payments made to Biznik under this application shall be deemed fully earned and non-refundable in consideration for expenses incurred by Biznik and Biznik's lost or deferred opportunity to provide space and/or sponsorship opportunities to others.

COMPANY CONDUCT: Company and all of its representatives shall conduct themselves at all times in accordance with highest standards of decorum and good taste. Biznik reserves the right to eject from the conference any Company or Company representative violating those standards.

MISCELLANEOUS: This application represents the final, complete and exclusive agreement between the Company and Biznik concerning the subject matter of this application. Biznik does not make any warranties to Company except as set forth above. Any amendment to this contract must be in writing signed by Biznik. The rights of Biznik under this agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of Biznik. If any term of this agreement shall be declared invalid or unenforceable, the remainder of the agreement shall continue in full force and effect. This agreement shall be binding upon the heirs, successors, and assigns of the Company subject to the terms of this agreement regarding assignment.