



Success
No Delay

SOHO | SME BUSINESS
CONFERENCE
AND **EXPO**

FOR
BUSINESSES
ON THE **GROW**



Industry

PARTNER PROGRAM

A Winning Affinity Partnership Program



- A great value for your customers and members
- Access to preferred discounts on tickets
- Opportunity to generate revenue
- Opportunity to increase your brand awareness & exposure
- Opportunity to compliment the value of your products and services



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4 CITIES ... ONE GREAT DAY FOR BUSINESS!

**VANCOUVER
14th Year!**



Pop: 2,165,893

Sept 16, 2010

Expected
2,000 – 2,500

**TORONTO
6th Year!**

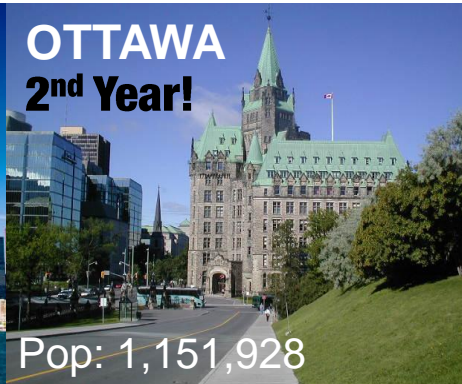


Pop: 5,191,030

Oct 27, 2010

Expected
2,000 – 2,500

**OTTAWA
2nd Year!**

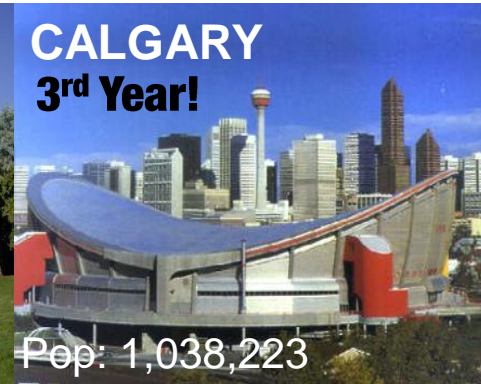


Pop: 1,151,928

Oct 29, 2010

Expected
1,500-2,000

**CALGARY
3rd Year!**



Pop: 1,038,223

Spring 2011

Expected
800-1,000



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2010 HEADLINE PRESENTERS

SOHO attracts amazing presenters including entrepreneurs, industry and business experts providing excellent value to conference delegates, sponsors and exhibitors.



Sir Richard Branson



President Bill Clinton



In partnership with Power Within, SOHO is pleased to include Sir Richard Branson in Toronto and President Bill Clinton in Ottawa.



Jordan Bank
Managing Director
Facebook Canada



Alfredo Tan
Senior Director
Facebook



Facebook Canada executives provide insight on the future and business of social media marketing. Facebook will present in Vancouver, Toronto and Ottawa.



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General Overview

The SOHOSME Business Conference & Expo is recognized as the #1 business-to-business event focused on supporting the success and growth of small and medium size businesses.

The event is held in four cities – Toronto, Vancouver, Calgary and Ottawa.

The Industry Partner Program is focused on building co-operative marketing relationships with leading industry associations, groups and SOHO-SME connectors. This partnership mutually benefits all organizations and members involved.

The Industry Partner Program is a relationship marketing program with a win-win-win solution!



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Your Marketing Opportunities & Benefits

- **Logo Recognition on soho.ca as an Industry Partner**
SOHO will provide you with branding and exposure on the conference website as a participating partner. This will include you a link to your website and your company profile.
- **Name or Logo Recognition at SOHO | SME as an Industry Partner**
SOHO will include your name/logo recognition on event poster boards as an Industry Partner (logo recognition based on space availability and meeting print deadlines)
- **Complimentary Event Tickets (Total Value = \$300+!)**
You will receive the following complimentary tickets to attend or give away to clients and staff:
 - Opening Breakfast – 2 complimentary tickets
 - Lunch Keynote Program – 2 complimentary tickets
 - Business Networking Reception – 2 complimentary tickets
 - Main Conference & Tradeshow Program – Unlimited tickets

NOTE: Programs may vary depending on the city. All tickets are provided based on seating availability.

Our objective is to provide you with the opportunity to create brand awareness/exposure and to connect you to both the online visitors at soho.ca and the event attendees.



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Industry Partner – Key Participation Benefits

- **There is no cost to you to participate in this program!**
SOHO has made it easy for you to market this event. We will provide you with the marketing items you need, the online registration process for your members and we manage the administration!
- **Add value to your Members/Customers!**
Provide Substantial Savings to your Customers and Contacts!
Your customers/contacts, with a unique promo code, will save up to 40%!
- **Generate revenue on attendance (free and paid tickets)**
SOHO has put together the most attractive marketing rebate for your efforts. The more you market, the more revenue you can generate.

The Revenue Accelerator Program offers opportunities to:

- Introduce a customer loyalty program to retain existing customers
- Introduce a new value-add product to attract new customers
- Support your customers business growth and success



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Ticket Pricing and Industry Partner Rebate

	Door Rate	Online Rate	Industry Partner Rate	Industry Partner Incentive
Main Conference & Trade Show	\$50	FREE	FREE	\$2 per attendee*
Breakfast Roundtable	\$30	\$25	\$20	10%
Lunch Keynote	\$75	\$65	\$60	10%
Business Networking Reception	\$30	\$25	\$15	10%
All Access Pass	\$149	\$99	\$89	10%
8 x10 Exhibit Space Referrals	N/A	\$2,745	\$1,295	10%

NOTE: Ticket prices may change without notice. Marketing incentive for Main Conference & Tradeshow is based on actual attendance at \$2 per attendee with a maximum of \$2,000. Marketing incentives on paid ticket programs and confirmed exhibit space are based on payments received by customer orders less cancellations and refunds. All event registrations are tracked using a unique SOHO pincode.



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