

New for  
2012!

2012 Information Sheet  
[www.slbizexpo.com](http://www.slbizexpo.com)

**This show's  
here for pretty  
much one  
reason: Your  
success.**

We think it takes more than an e-mail, a tweet or a Facebook page to make success happen. Call us crazy, but business is still done through people you know and like. And we call this show the **Great Salt Lake Business Expo** because it's a **great** help to you. It connects you, trains you, feeds you and brands you. It puts names with faces and faces with names. It aids those who feel the need to meet people on a personal level. And it's where thousands of business people will be. So come be a part of all that's big about doing business in Utah.



# The Great Salt Lake Business Expo

**at The South Towne  
Expo Center in Sandy, Utah  
May 16-17, 2012  
11 a.m. to 5 p.m.**



## What the show is-

Hundreds of Utah's top businesses on exhibit, national keynotes and award luncheons, Exhibitor Connector Breakfast events, food from Utah's Best of State restaurant winners, 1000's of great connections and much more. Organized in partnership with many of Utah's top Chambers of Commerce and business organizations.

## Why this show succeeds for you-

Market research has shown that good trade shows are the #1 ROI among all business marketing options, particularly b2b businesses. We'll get you in front of the right crowd. Even a few good connections can make a world of difference in business. And our Exhibitor Connector Breakfast is one of the most fun connectors you'll ever do.

## Testimonials-

*"The business shows that they've organized have been so powerful because of the quantity and quality of business leaders that attend and engage. I look forward to them every year."*

Jeff Rust, Corporate Alliance

*"Love the business expo. It's the most productive marketing we do each year."*

Jessica Devinish, Checknet

# The 2012 Great Salt Lake Business Expo Map

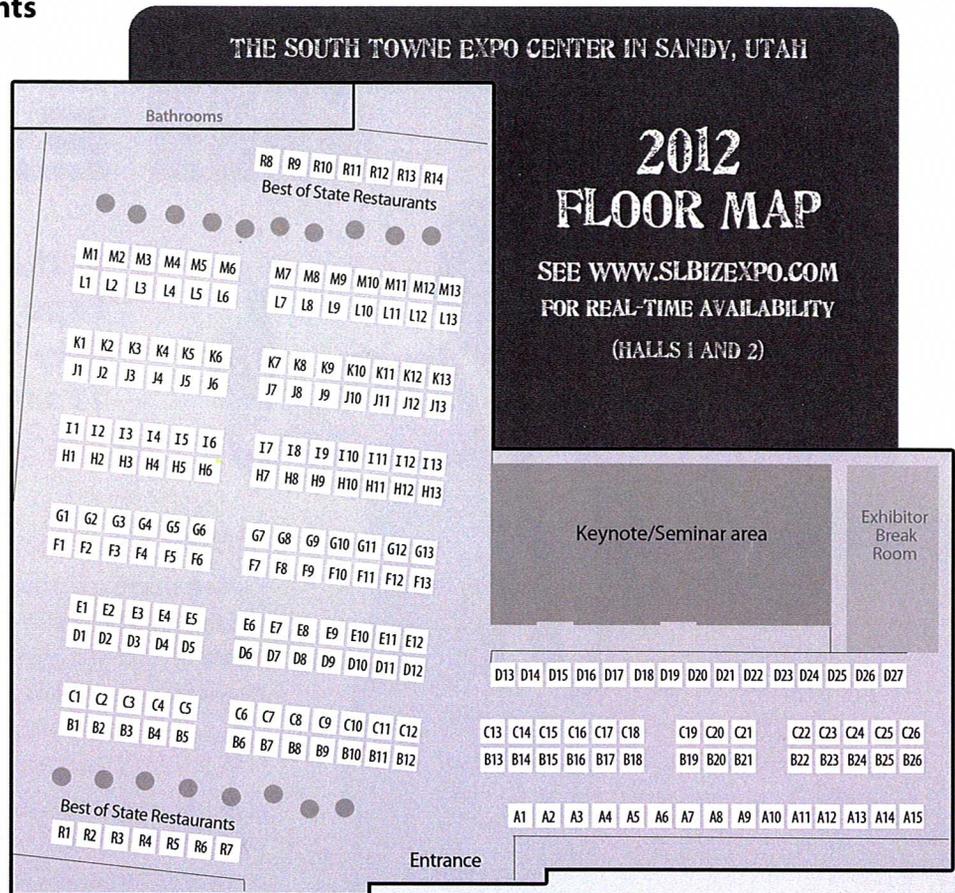
## Attendee Prospectus and Events

The Great Salt Lake Business Expo is Utah's premiere business-to-business event. As a renewal of the full-service 2-day Business Expo the show expects to draw between 7-10,000 quality attendees. Key events include ❶ an Exhibitor Connector Breakfast Event for all participating exhibitors to maximize relationships with Utah's best businesses, ❷ lunch-time keynotes and other seminars, ❸ Chambers of Commerce and other business events and ❹ free food sampling from multiple Utah Best of State restaurants.

## Marketing

Marketing for the Expo will be extensive. It includes multiple billboards (I-15 and city), three new social networking campaigns, multiple magazines, ticket inserts, direct mailers, newspapers (SLTrib and DesNews), business signage, MediaOne online advertising, customized e-ticket campaigns, ticket distribution points, ticket delivery to Utah's top companies and networking groups and more.

We'll see you there!



## Booth Rates

Booth; chamber members = \$799  
 Booths; non-chamber members = \$899  
 Corner booths = + \$100  
 Additional booths = - \$100 per booth  
 Additional expo discount = - \$100  
 Includes Exhibitor Connector Breakfast

## Sponsorships

In-show sponsor = \$3,000  
 Major sponsor = \$6,000  
 Title sponsor = \$10,000  
 Please call Jackie Sexton at the SL Chamber (801.328.5053), Roxanne Bennett (801.361.8382) or Alison Dyer (801.310.8479) for details.