

# TURN OUR MEMBERS INTO YOUR CLIENTS

Span the globe with the Broker Exchange Network. Connect with our members, advance your business!



**2012**  
**AUGUST 9**

**The Drake**

**CHICAGO ROADSHOW**  
**SPONSORSHIP**  
**OPPORTUNITIES**

# CHICAGO ROADSHOW SPONSORSHIP OPPORTUNITIES

August 9, 2012  
Chicago, Illinois  
The Drake

## ROADSHOWS 2012 The place to make our members your clients

### THE HISTORY

It all started in Austin, Texas, in 2006. In the six years since we launched our RoadShows, we've hosted 18 events in 13 cities. This will be our 19<sup>th</sup> RoadShow and our first in Chicago!

### OUR ATTENDEES

In assessing member responses after our RoadShows, we've learned one thing – our members want to connect with each other. These RoadShows are their chance to put email and instant messaging aside and connect in-person with people who can advance their business.



### YOUR OPPORTUNITY

When our members speak, we listen. In response to positive feedback BrokerBin is ramping up our RoadShow schedule. Don't miss the opportunity to land a starring role in our events and showcase your company to our industry's most elite businesses.

### TESTIMONIALS

Our RoadShows are popular because members trust we'll deliver on our promise to help them foster important business connections. The best testament to our success is our members who attend every RoadShow regardless of whether we gather in Arizona, the United Kingdom or anywhere in between.



"In New Orleans I met some people that I was always hoping to meet in person. Cold calling only gets you so far sometimes. But at the RoadShow they are right in front of you and are willing to chat with almost anyone. I not only met new contacts but was able to meet in person people I have known for years and connect with them on a more personal level."

David Gralnick  
Memory Dogg



"Friendly and professional staff with great overall sponsor value."

Lars Juhl Frandsen  
Epoka



"The RoadShow was absolutely beneficial and I appreciate the hospitality."

Keith Layton  
HP Financial Services

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Email: sales@BrokerBin.com or sales@ICBin.com

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## 2012 CHICAGO ROADSHOW - August 9, 2012 *The Drake*

### ROSTER OF EVENTS

Our inaugural Chicago RoadShow will be held at The Drake Hotel in downtown Chicago. Attendees will begin their day with a continental breakfast followed by a brief session before lunch. From there we'll head into an afternoon of Educational Sessions, including a panel discussion on counterfeit detection and prevention and formal networking.

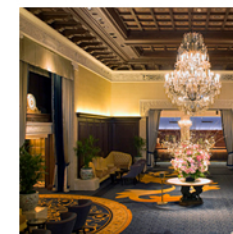
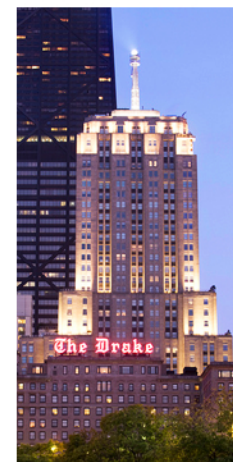
In the evening, attendees will gather for a casual networking event that will include hors d'oeuvres and drinks.

Our itinerary for the day is as follows:

- 10 am - Registration / Continental Breakfast
- 11 am - Get to know B.E.N.
- Noon - Lunch
- 1 pm - Counterfeit Presentation
- 2 pm - Panel Discussion
- 3 pm - Formal Networking
- 6 pm - Evening Reception with Hors d'oeuvres  
at Drake Bros' Restaurant

### HOTEL RESERVATIONS

The Drake  
140 East Walton Place  
Chicago, IL 60611  
Tel: 312-787-2200



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## SPONSORSHIP OPPORTUNITIES

### EDUCATIONAL SESSIONS

**AUGUST 9 - 9:00 AM TO 5:00 PM - THE DRAKE**

#### EXCLUSIVE SPONSOR

**\$5,000**

(Exclusive Educational Sessions Sponsor)

- An advertising display in our registration area, which will prominently display your logo in full view as all of our attendees check in for the RoadShow events.
- Logo featured in our RoadShow online event promotions.
- Attendee list with contact details, issued post-show, to use for distributing your own marketing message.

#### Bonus Options

- Table sponsorship during the conference.
- Company specific e-mail campaigns promoting your presence at the RoadShow.

#### LUNCH SPONSOR

**\$5,000**

(Exclusive Educational Sessions Lunch Sponsor)

Everyone will be talking about the food served during our Chicago RoadShow. We'll provide banner and table signage for this exclusive sponsor, giving you a prime opportunity to take center stage during a gathering of the industry's elite resellers as they wine, dine and forge lasting business relationships.

#### BREAKFAST SPONSOR

**\$2,500**

(Exclusive)

What better way to start your day than with a breakfast sponsorship! Help attendees get their eyes open and synapses firing by providing a continental breakfast including coffee, bagels, fruit juice and more.



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## SPONSORSHIP OPPORTUNITIES

### EVENING RECEPTION

**AUGUST 9 - 6:00 PM TO 9:00 PM - THE DRAKE**

#### BAR SPONSOR

**\$5,000**

(Exclusive Evening Reception Bar Sponsor)

An exclusive position, the Bar Sponsor receives signage during our Evening Reception. The event can be further customized at sponsor's discretion and expense with cocktail napkins, matches and other materials distributed that feature your company's logo. In advance of the event, you'll also be named within our online marketing materials as the RoadShow's evening Bar Sponsor. The Evening Reception should prove to be the talk of the Las Vegas RoadShow, making this among our most coveted sponsorship.

#### CUISINE SPONSOR

**\$5,000**

(Exclusive Evening Reception Cuisine Sponsor)

Everyone will be talking about the food served during our Chicago RoadShow. We'll provide banner and table signage for this exclusive sponsor, giving you a prime opportunity to take center stage during a gathering of the industry's elite resellers as they wine, dine and forge lasting business relationships.



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## SPONSORSHIP OPPORTUNITIES

### ADDITIONAL OPPORTUNITIES

AUGUST 9

#### ADDITIONAL SPONSORSHIP OPPORTUNITIES

##### 2012 LANYARD SPONSOR

\$3,750

SOLD

(Exclusive)

There is an excellent opportunity for your company to stand out all year long with this exclusive sponsorship. All RoadShow attendees in 2012 will be wearing a lanyard with your company logo featured. This sponsorship is a marketing opportunity that will put your company center stage with everyone in attendance for all our 2012 RoadShows.

##### VIDEOGRAPHER SPONSOR

\$3,000

(Exclusive)

Go viral with this sponsorship! A professional videographer will capture the entire RoadShow. Footage will be edited to feature the RoadShow's main highlights and a finished DVD, branded with your company name and logo, will be distributed to event attendees. The video will also be used in our future RoadShow promotions.

##### FLASH DRIVE SPONSOR

\$3,200

SOLD

(Exclusive)

An exclusive position, we'll create and distribute your customized 1 gig flash drive at the RoadShow. Stored within can be company messages and materials. On the outside, your company logo will embellish one side of the flash drive and ours will embellish the other. This sponsorship is a marketing opportunity without an expiration date -- RoadShow attendees will carry your logo with them everywhere they go!

##### CIGAR SPONSOR

\$2,950

SOLD

(Exclusive)

Establish a unique reputation for your company with this exclusive sponsorship. After a productive day of networking our members will be thrilled to enjoy a complimentary cigar with their cocktails. Capitalize now on this rare sponsorship opportunity!

##### PHOTOGRAPHER SPONSOR

\$3,000

(Exclusive)

Enjoy the advantage of timeless name recognition with our professional photo DVD, branded with your company's name and logo on the cover. The DVD will be distributed to RoadShow attendees after the event and photos used within our future RoadShow promotions. A sponsorship without an expiration date, what more can you ask for?

##### WI-FI SPONSOR

TBD

(Exclusive)

Ensure that all attendees remember your company throughout the day at our Chicago RoadShow! We'll also showcase your company within the RoadShow itinerary and in a name badge insert.

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