

Title  
Sponsor  
Logo

# BUSINESS LEADER

## NORTHWEST • 2009

February 25-26, 2009  
Oregon Convention Center  
Portland, Oregon

### Platinum Sponsors >

Your logo could go here on  
all conference materials!

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We enthusiastically invite you to take part in Business Leader NW – as a sponsor, exhibitor, presenter, or attendee. This conference will provide an ideal opportunity to sharpen your business and leadership capabilities, exchange ideas, share best practices, and connect with other remarkable leaders throughout the Northwest.

Learn from thought leaders such as Stephen MR Covey, Dennis Deaton, Terry Paulson, and Bill Acheson. Listen to six Champion Stories about real people doing amazing things right here in the Northwest. Choose from over thirty content-rich sessions on a variety of timely topics for today's business leader.

Make plans today to be there. You're worth it, don't you think?

## Because you **know** you need to **grow!**

- Four Nationally Acclaimed Keynote Speakers
- Six Centers of Excellence
- Six Champion Stories | Six Showcase Presentations
- Over 30 Content Rich Sessions
- Large Solution Provider Exhibit Hall
- Over 500 Expected Attendees
- LeaderStreamOnline™ to support learning, networking, practicing, collaborating, and coaching . . . long after the conference is over.

### Four Nationally Acclaimed Keynote Speakers



Stephen MR Covey  
*The Speed of Trust*



Dr. Terry Paulson  
*Leaders Make Change Work*



Dr. Dennis Deaton  
*The Ownership Spirit*



Dr. Bill Acheson  
*Listen to What They Don't Say*

# Conference Program



## Structure >

Finance, Accounting, Legal, Facilities, Information Technology, Business Support.

## Leadership >

Lead Self, Lead Relationships, Lead Teams, Lead Organization, Lead Culture.

## People >

Human Resource Planning, Hiring and Selection, New Employee Orientation, Performance Management, Learning, Team Development, Compensation and Reward.

## Solution >

Product Development, Service Development, Value Proposition, Business Model, Customer Support.

## Execution >

Operations, Planning, Process Management, Metrics, Project Management, Problem Solving, Technology, Logistics.

## Promotion >

Marketing, Branding, Sales, Lead Generation, Lead Conversion, Partnerships, Public Relations.



## Wednesday, February 25, 2009

7:30 am - 6:00 pm - Exhibit Hall Open  
 8:15 am - 8:45 am - General Session - Kickoff  
 8:45 am - 10:00 am - **Keynote - Terry Paulson**  
 10:00 am - 10:45 am - Break / Exhibit Hall Event  
 10:45 am - 12:00 - Breakout Sessions  
 12:00 - 1:00 pm - Lunch / Exhibit Hall Events  
 1:00 pm - 3:00 pm - Breakout Sessions  
 3:00 pm - 3:30 pm - Break / Exhibit Event  
 3:30 pm - 4:30 pm - **Keynote - Bill Acheson**  
 4:30 pm - 6:00 pm - Reception  
 6:00 pm - 8:00 pm - Champions Dinner  
 Schedule is subject to change

## Thursday, February 26, 2008

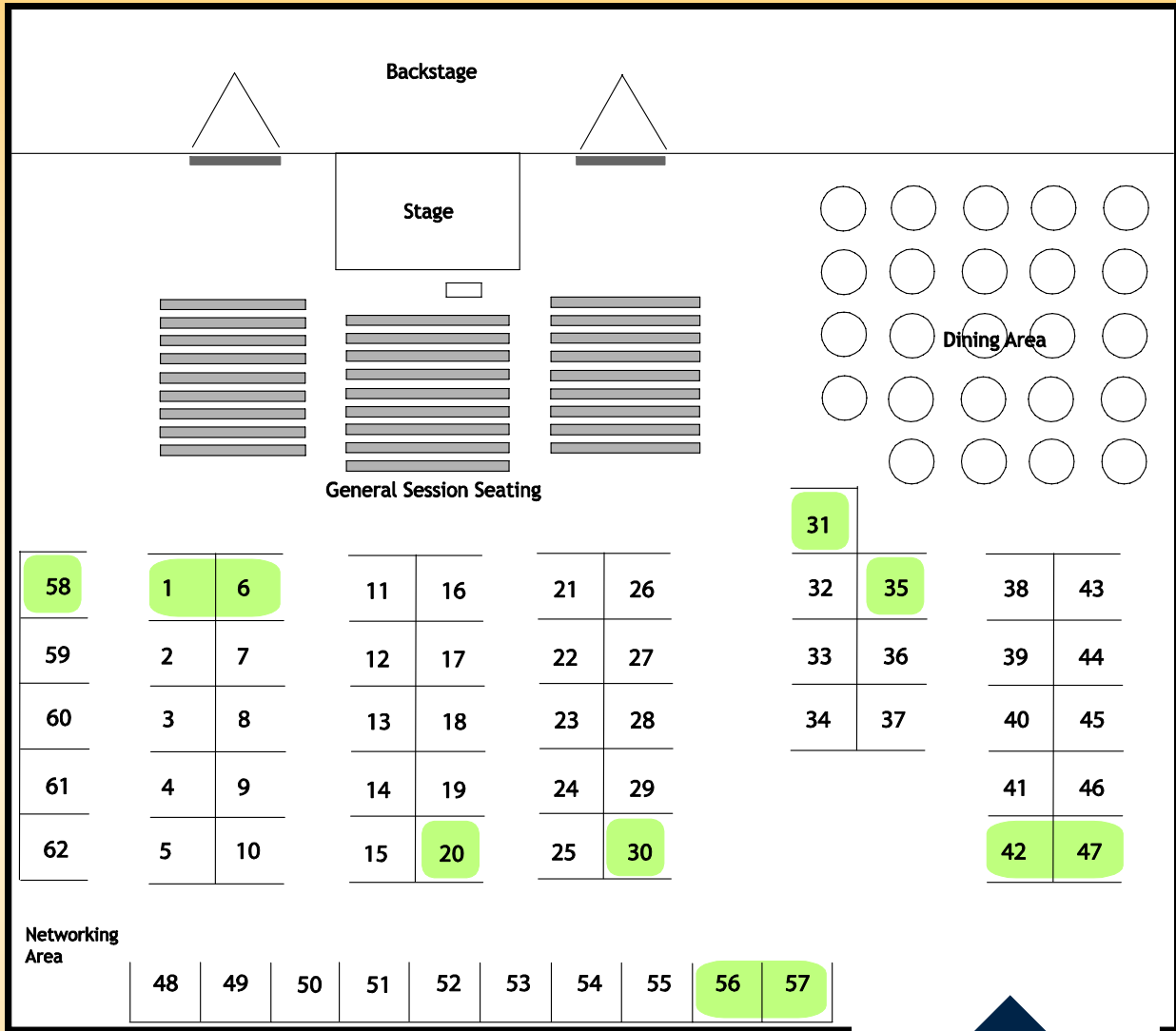
7:30 am - 5:00 pm - Exhibit Hall Open  
 7:30 am - 8:30 am - Executive Breakfast  
 8:30 am - 10:00 am - **Keynote - Stephen MR Covey**  
 10:00 am - 10:30 am - Break / Exhibit Event  
 10:30 am - 12:00 - Break Out Sessions  
 12:00 - 1:00 pm - Lunch / Exhibit Hall Events  
 1:00 pm - 3:45 pm - Break Out Sessions  
 4:00 pm - 4:30 pm - **Closing Session - Dennis Deaton**  
 4:30 pm - 4:45 pm - Final Drawings / Exhibit




# Main Hall Floor Plan

## BLNW 09 – Oregon Convention Center

February 25-26, 2009 – Hall E



 Space is currently reserved.

Floor plan is subject to change.



Entrance

## Exhibitor Information

### Conference Dates:

February 25-26, 2009

### Expected Attendance:

Over 500 paid registrants, not including exhibitor personnel, speakers or volunteers. Targeted attendees include business owners, general managers, executives, supervisors, entrepreneurs, educators, executive directors, public administrators.

### Exhibit Hall Dates:

February 24 - Afternoon - Set Up  
February 25 - All Day - Open Hall  
February 26 - All Day - Open Hall

### Location of Exhibits:

#### Oregon Convention Center

777 NE MLK, Jr. Blvd.

Portland, OR 97232

Telephone: (800) 791-2250

Website: [www.oregoncc.org](http://www.oregoncc.org)

Map: [maps.google.com](http://maps.google.com)

### Exhibit Hall Schedule

#### Tuesday, February 24, 2009

12:30 p.m. - 6:00 p.m. - Exhibitor Registration & Move-In  
*All exhibits MUST be set by 6:00 p.m. - absolutely no exceptions.*

#### Wednesday, February 25, 2009

7:30 a.m. - 6:00 p.m. - Exhibit Hall Open  
10:00 a.m. - 10:45 a.m. - Break / Exhibit Hall Event  
12:00 p.m. - 1:00 p.m. - Lunch in the exhibit hall  
3:00 p.m. - 3:30 p.m. - Break / Exhibit Hall Event  
4:30 p.m. - 6:00 p.m. - Reception in Exhibit Hall

#### Thursday, February 26, 2008

7:30 a.m. - 4:45 p.m. - Exhibit Hall Open  
10:00 a.m. - 10:30 a.m. - Break / Exhibit Hall Event  
12:00 p.m. - 1:00 p.m. - Lunch in the exhibit hall  
2:15 p.m. - 2:45 p.m. - Break / Exhibit Hall Event  
4:00 p.m. - 4:30 p.m. - Closing Session in Hall  
4:30 p.m. - 4:45 p.m. - Final Drawing in Exhibit Hall  
5:00 p.m. - Exhibit Hall Closed

NOTE: Exhibitors may begin dismantling at 5:00 p.m. and must be completed by 6:30 p.m. on Thursday February 26, 2009.

Schedule is subject to change.

### Exhibit Space Terms:

#### Before December 20, 2008:

50% of the total cost of the booth space is due with contract to confirm exhibit space. The remaining 50% must be paid by December 20, 2008.

#### After December 20, 2008:

Full payment for booth space is due with contract to confirm exhibit space.

### Exhibit Space Pricing:

# of Booths	Prior to December 20	After December 20
1 Booth	\$1195	\$1495
2 - 4 booths	\$995	\$1295
5-10 booths	\$895	\$1195
10+ booths	Call for special pricing	

### Included in your exhibit space package:

- Two complimentary Full Conference Registrations
- Additional Full Conference Registrations at \$100 each
- Exclusive, 4 hours of exclusive, non-conflicting exhibit hall time for attendees
- Networking opportunities that include exhibit hall events, receptions, and refreshment breaks
- Complimentary company listings in pre-conference attendee marketing brochures (subject to print deadlines)
- Company listing and 50-word description in BusinessLeaderNW Exhibitor's Directory (subject to print deadlines)
- 8' high draped back wall, 3' high draped sidewalls, 7" x 44" ID sign, 6' draped table, 2 chairs, wastebasket.
- 24-hour exhibit hall perimeter security - Although all reasonable measures are taken to secure the exhibit hall, individual booths and materials contained within exhibit booths are the responsibility of the exhibitor.

### Booth Assignment:

Booth space will be assigned on a first-come-first-serve basis. If your choice of space is not available, the closest space to your original selection will be assigned. No guarantees are made with respect to booth location. BusinessLeaderNW reserves the right to make changes to booth configurations, assignments, and scheduling.

[www.BusinessLeaderNW.com](http://www.BusinessLeaderNW.com)

[www.BusinessLeaderNW.com](http://www.BusinessLeaderNW.com) | 877-848-0039 toll free

## Sponsor Information

### Conference Dates:

February 25-26, 2009

### Expected Attendance:

Over 500 paid registrants, not including exhibitor personnel, speakers or volunteers. Targeted attendees include business owners, general managers, executives, supervisors, entrepreneurs, educators, executive directors, public administrators.

### Conference Features:

- Four Nationally Acclaimed Keynote Speakers
- Six Centers of Excellence
- Six Champion Stories
- Several Showcase Presentations
- Over 30 Content Rich Sessions
- Large Solution Provider Exhibit Hall
- LeaderStreamOnline™ - application to support learning and networking . . . long after the conference is over.

### Basic Sponsorship Package

All sponsors receive the following basic benefits:

- Recognition on the BusinessLeaderNW Website
- Recognition in preconference mailings
- Recognition in the Conference Program\*
- Recognition in the Exhibit Directory\*
- 2 Complimentary full conference registrations
- Sponsor recognition at conference
- Sponsor ribbons

\*Subject to print deadlines.

### Title Sponsor - \$50,000

(Limit – 1 Exclusive)

The Title Sponsorship is limited to only one organization. The Title Sponsor receives the following benefits:

- All of the Platinum Level benefits.
- Exclusive placement of logo with the display of the conference logo.
- Exclusive mention of Title Sponsor when officially mentioning the Conference Name “Acme Services – Business Leader NW Conference.”
- Exclusive recognition and promo of Title Sponsor Organization during general session.
- 6 seats at the Champions Dinner – Feb 25 Evening.
- 6 seats at the Executive’s Breakfast – Feb 26 Morning.
- 20 x 20 booth space
- \$30,000 worth of sponsor options

### Platinum Sponsors - \$30,000

(Limit – 5 Exclusive)

Platinum Sponsorships are limited to only five noncompeting organizations. The benefits to Platinum Sponsors include:

- All of the Basic Sponsor Benefits.
- Prominent Placement of logo on conference website and throughout conference venue.
- Special mention of organization at a strategic time during the conference.
- 4 seats at the Champions Dinner – Feb 25 Evening.
- 4 seats at the Executive’s Breakfast – Feb 26 Morning.
- 10 x 20 booth space
- \$25,000 worth of sponsor options

### Gold Sponsors - \$10,000

(Limit-20 Non Exclusive)

Gold Sponsorships are limited to only twenty solution providers. The benefits for Gold Sponsors include:

- All of the Basic Sponsor Benefits.
- 2 seats at the Champions Dinner – Feb 25 Evening.
- 10 x 10 booth space.
- \$10,000 worth of sponsor options.

### Custom Sponsor Packages

Customized sponsorship packages can be arranged to meet your company’s specific goals. We like creative ideas.

# Sponsor Options

## **BusinessLeaderNW Conference Bags \$5,000 (2)**

Put your company's logo in the hands of every attendee and guarantee that it is seen all over the conference, the Oregon Convention Center, and quite possibly many pronounced locations throughout the Northwest.

## **Conference Program \$3,000 to \$5,000 (3)**

The official guide to all concurrent sessions, special events, and keynotes, the Conference Program is given to every conference attendee in their registration bag. This sponsorship includes one of the following options:

- Full-page ad on the back cover of the conference program - \$5,000 (1)
- Full-page ad on the inside back cover - \$3,000 (1)
- Full-page ad on the inside front cover - \$3,000 (1)

## **Exhibit Directory \$5,000 (3)**

The Exhibit Directory is every conference attendee's guide to all solution providers and events in the exhibit hall. The Exhibit Directory includes an alphabetical list and description of all exhibitors plus a listing of companies by product and service categories. This sponsorship includes one of the following options:

- Four-color ad on back cover: \$5,000 (1)
- Four-color ad on inside back cover: \$3,000 (1)
- Four-color ad on inside front cover: \$3,000 (1)

## **Refreshment/Beverage Breaks \$5,000 (4)**

Sponsor the beverage break stations provided to attendees each morning. Sponsorship includes a signage as well as napkins and cups with your company logo.

- Wednesday , February 25 - Morning Break – \$5,000 (1)
- Wednesday , February 25 - Afternoon Break – \$5,000 (1)
- Wednesday , February 25 - Morning Break – \$5,000 (1)
- Wednesday , February 25 - Afternoon Break – \$5,000 (1)

## **General Sessions - Keynote Addresses \$5,000 (4)**

In addition to Grand Opening, all general sessions and keynote addresses will take place right within the exhibit hall area. Sponsorships include exclusive identification as the sponsor of the general session, 25 premium seats during the general session, recognition of sponsor's delegation from the podium, prominent display of sponsor's logo, and airing of a silent multi-media promotion of the sponsor's business for 20 minutes prior to beginning of the general session.

- Opening General Session - \$5,000 (1)
- Keynote Wednesday Morning - \$5,000 (1)
- Keynote Wednesday Afternoon - \$5,000 (1)
- Keynote Thursday Morning - \$5,000 (1)
- Keynote Thursday Closing General Session - \$5,000 (1)

## **SmartBadge \$7,500 (1)**

The SmartBadges electronically store vital attendee information, which is transferred to exhibitors when swiped through an electronic reader. Attendees use the SmartBadges throughout the convention to request information on various companies' products and services. Your logo and booth number will appear on the front of the plastic, wallet-sized cards that are distributed to every conference registrant with their registration materials.

## **Internet Stations \$5,000 (3)**

Help attendees stay in touch with the outside world while attending the conference by sponsoring the Internet Stations. Your company logo will be prominently displayed at one of the stations in as well as on the screensavers of each monitor within your station.

## **Volunteer Central \$1,000 (2)**

Volunteer Central is the hub of the volunteer network. More than 100 professionals from all over the Northwest will volunteer their valuable time to help ensure the success of the conference.

## **Lunch Sponsor \$5,000 (2)**

Put your name all over the dining, serving, and networking area. Put your logo on the large plasma or projection screens in the lunch area. In fact, you can put an entire video promotional presentation on the screens – that will play continuously during the lunch hour.

- Lunch on Wednesday February 25, 2008 - \$5,000
- Lunch on Thursday February 26, 2008 - \$5,000

## **Book Signing Tables \$1,000 (5)**

Sponsor book signing table during one of the exhibit hall events. Keynote Speakers will be signing their books and interacting with attendees. Your table will include a banner board with your logo on it.

## **Restaurant Reservations Booth \$500 (1)**

Sponsor the booth that encourages attendees and exhibitors to network while enjoying the food and fun in several of Portland's fine establishments.

## **Badge Holders \$8,500 (1)**

Reach every registrant at the conference by sponsoring the attendee's name badge holder. Your company name and logo will be visible every time an attendee puts on their badge.

## **Conference Check Service \$1,000 (2)**

Available for attendees throughout the conference to check coats, bags, or other personal items in a secure location. Sponsorship includes signage with company logo at the check service location.