



2015 STARTUP JOB FAIR NATIONAL TOUR PROSPECTUS

The Startup Job Fair is an event that connects the best startups with talented job seekers. The event was first founded in late 2009 during the height of the recession. The Startup Job Fair has now become a premier, nationwide platform for startups to hire exceptional talent. The event is open to startups of all growth stages and job seekers of all experience levels.

Who Attends the Startup Job Fair?

- 1,000 - 3,000 job seeker registrations per event
- 30 - 80 startup companies per event (with 2-3 representatives per booth)
- 25 - 40% of attendance are developers / computer programmers
- Over 80% of our attendees are between 21 and 35
- Event attendees are entrepreneurs, startup professionals, innovators, developers, techies, designers and other talented professionals

The Startup Job Fair Reach and Influence:

- Startupjobfair.org averages 2+ Million page views & 500K visitors annual and growing.
- Startup Job Fair's email newsletter is distributed to over 20,000 + startups professionals and event attendees.
- Startup Job Fair has been featured in variety of national & regional media including being cited in the CNN Money, Daily News, NY Post, Bloomberg, NPR, and many others.
- Regional politicians & VIP's are known to attend events including several Fortune 500 executives, local mayoral candidates, state representatives, etc.
- Startup Job Fair has local, relationship-based hyper focused marketing channels in each city which attracts trend setters, innovators and thought leaders to the events.

Exhibitor & Sponsorship Opportunities: Exposing your brands and product/service to consumer and business base of more than 10+ Million will unquestionably allow for more targeted and publicity for your company. Increase your company awareness through high visibility sponsorships of these targeted events where "entrepreneurial job seekers" for startups can be discovered.

Title Sponsorship: (One (1) Exclusive Opportunity per tour event city)

- Strategic speaking opportunity (Examples; Keynote Session/ Workshop approved by Event Chair)
- One (1) sponsored 30-minute case studies/breakout session.
- Branding & signage Co-sponsor for daily lunch & Evening Network/ Cocktail Reception.
- Up to 20 x 20 Island Display Area (prime location) in Startup Job Fair Showcase Area.
(Includes ID sign, table/chairs & wireless internet access, electric)
- Primary logo placement in all marketing materials—print, online, and on-site.
- Sponsor Logo placed within the Startup Job Fair Logo
 - i.e. AT&T Startup Job Fair
- Title Page - Full-page Ad/ Company Listing/Logo in Startup Job Fair Official Event Show Program.
- Official Sponsorship of Startup Job Fair Official Registration Packet up to 1000-3,000 Job Seekers per event.
- Full access to resume database for six (6) months
- 60-Day Banner Ad on the Startup Job Fair Event Website prior to the event.
- One (1) HTL Dedicated Email Blast to pre-registered delegates no later than 30 days prior to the event.
- One (1) time use email mail blast to final delegate list post event.

Investment Cost: \$12,500 per Startup Job Fair Event City. (Sponsor all five (5) event tour cities -15% Cost savings and 2-4 10%)

Corporate Recruiter Sponsorship: (Limited to 5)

- Two (2) Table-Tops (Draped, chairs, ID sign/logo on website, electric)
- One (1) sponsored 30-minute case studies/breakout session.
- 1/2-page Ad/ Company Listing/Logo in Startup Job Fair Official Event Show Program.
- One (1) time use email blast to final delegate list post event.
- One (1) promotional item in official Registration Packet up to 1000-3,000 Job Seekers
- Interview Access
- Job Posting

Investment Cost: \$5,500 per Startup Job Fair Event City (Multi- event tour cities 10% Discount.)

Hospitality Sponsorship

- Fully cater event
- Break area branding and information available
- Ability to solicit vendor companies at event
- One (1) Table –top (Draped, chair, ID sign/logo on website)
- Company Listing/Logo in Startup Job Fair Official Event Show Program
- One (1) promotional item in official Registration Packet up to 1,000-3,000 Job Seekers per event
- Interview Access
- Job Posting

Investment Cost: \$2,000 per show (Sponsor responsible for Food)

Engagement Exhibitor Packages:

- One (1) Table –top (Draped, chair, ID sign/logo on website)
- Company Listing/Logo in Startup Job Fair Official Event Show Program
- One (1) promotional item in official Registration Packet up to 1,000-3,000 Job Seekers per event
- 1/4 Page Ad 1/2-page Ad/ Company Listing/Logo in Startup Job Fair Official Event Show Program
Enhanced includes the 1/4 Page ad in official Show Program.
- Interview Access
- Job Posting

Investment Cost: \$1,500

Networking/Branding Sponsorship Activities

Cocktail Networking Sponsorship

- After-show networking happy hour
- Can be used to solicit or as a speaker/information session for companies
- Can solicit companies at the event
- Gold table placement
- One (1) promotional item in official Registration Packet up to 1,000-3,000 Job Seekers per event

Investment Cost: \$4,000

Affiliate Sales Sponsorship (Limited to 2)

- Provide customized question to companies or job seekers and provide hot leads from interested parties in registration form.
- Sponsor provides coupon code to track sales made from the Startup Job Fair Website

Investment Cost: \$1,000 per event + 15% of sales made

Startup Job Fair Website - Advertising Sponsorship

- All ads run for five months (Jan-May) or (Aug-Dec)
- Top banner ad on main page and all city pages
- Full page ad for registration exit page
- Featured in all e-mail campaigns (announcements and reminders)
- Video ad on main site (1k extra)

Investment Cost: \$1,000 or \$2,000 per event

For more information: Call Raymond Kyle; Business Development Director at 781-929-1098 or ray@startupjobfair.org www.startupfair.org