



STARTUP JOB FAIR

2016 STARTUP JOB FAIR NATIONAL TOUR SPONSORSHIP PROSPECTUS

The Startup Job Fair hosts hiring events throughout the United States and Canada with a focus on connecting a region's top startups with talented job seekers. The Startup Job Fair was 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?

- Up to 3,000 job seeker registrations per event
- Up to 80 startup companies per event (with 2-3 representatives per booth)
- Up to 40% of attendance are developers / programmers
- Over 80% of our attendees are between 21 and 35 years old
- 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 and 500K visitors annual, and growing
- The 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 and 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 trendsetters, 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.

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

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

- Strategic 30-minute Speaking opportunity (Examples: Keynote Session, Educational Workshop, Case Study)
- Co-Sponsor Happy Hour Reception 5:00PM- 7:00PM
- Branding & Logo ID Signage throughout the exhibit hall and including the Happy Hour 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 as the Title Sponsor
- 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 3,000 Job Seekers
- 60-Day Banner Ad on the Startup Job Fair Event Website prior to the event
- One (1) Dedicated Email Blast to pre-registered job-seekers no later than 30 days prior to the event
- One (1) time use email mail blast to final job-seeker list post- event
- Access to resume book signups for 6 months (Jan. – June or July – Dec.)
- Interview Access Room - Job Postings – Resume Book Service

Investment Cost: \$12,000 per Startup Job Fair Event City. (Sponsor 5- 6 event tour cities -15% Cost savings and 2-4 10%)

Corporate Recruiter Sponsorship: (Limited to 4)

- Company Listing/Logo in Startup Job Fair Official Event Show Program
- One (1) Table-Top (Draped, chairs, ID sign/logo on website, electric) near main entrance location
- One (1) sponsored 30-minute case studies/breakout session
- One (1) time use email mail blast to final job-seeker list post-event
- One (1) promotional item in official Registration Packet up to 3,000 Job Seekers
- Listed as Corporate Sponsor on city website for (Jan. – June or July-Dec.)
- Email Marketing – Job Posting- Resume Book Service

Investment Cost: \$5,000 per Startup Job Fair Event City (Multi- event tour cities 10% Discount.)

Engagement Exhibitor Packages:

- One (1) Table-top (Draped, chair, ID sign/logo on website) near main entrance location
- Company Listing/Logo in Startup Job Fair Official Event Show Program
- One (1) time use email mail blast to final job-seeker list post-event
- One (1) promotional item in official Registration Packet up to 3,000 Job Seekers
- Listed as Sponsor on city website for (Jan. – June or July-Dec.)
- Email Marketing – Job Posting - Resume Book Service

Investment Cost: \$1,500

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Networking/Branding Sponsorship Activities:

Cocktail Networking Sponsorship

- Company Listing/Logo in Startup Job Fair Official Event Show Program
- After-Show Networking Happy Hour Reception with includes Logo ID Signage & Branding
- One (1) Table-top (Draped, chair, ID sign/logo on website) near main entrance location
- One (1) promotional item in official Registration Packet up to 1,000-3,000 Job Seekers per event
- Option to provide “special-give-away” during reception
- Listed as Sponsor on city website for (Jan.- June or July-Dec.)
- One (1) time use email mail blast to final job seeker/hiring list post event

Investment Cost: \$3,500

Hospitality Sponsorship

- Exclusive Sponsor Fully-Catered Event
- Special Break Area and includes Logo ID Signage & Branding
- Includes a 30 minute pre-event speaking opportunity to show exhibitors
- One (1) Table-top (Draped, chair, ID sign/logo on website)
- Company Listing/Logo in Startup Job Fair Official Event Show Program
- Listed as Sponsor on city website for (Jan.-June or July-Dec.)
- One (1) promotional item in official Registration Packet up to 3,000 Job Seekers
- Startup Job Fair is responsible for handling catering

Investment Cost: \$6,000 per show

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 email campaigns (announcements and reminders)
- Video ad on main site (\$1k extra)

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

Startup Job Fair Affiliate Sales Program

- Negotiated on a case-by-case basis

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