

PALO ALTO

# Small Business RESOURCE FAIR

THE DAILY JOURNAL

APRIL 30, 2013

The Daily Journal continues its high profile series of community Business Events with the Small Business Resource Fair, designed to help local small business owners and self-employed professionals thrive in today's ever changing marketplace. Small business means big business in the Bay Area. If your company or organization markets to owners, C-level execs and self employed professionals, then this event is vital for your success.

Tuesday April 30, 2013, 9 am to 1 pm | Oshman Family JCC in Palo Alto

We are offering an unparalleled opportunity for you to enjoy the benefits of event marketing. If you've always wanted to do your own seminar to generate leads, let us do all the work for you. Your name will be branded as an expert in your field. And you will be able to showcase your body of knowledge at the event.

If presenting information in a group seminar setting isn't for you, then you can still attend the event as a vendor. There will be invaluable lead generation opportunities for your business from the attendees who come to the event.

### We have four packages for your event marketing needs:

#### PLATINUM PACKAGE

- You will be a major presenter at the event. Discuss your field of expertise and provide information to an audience of attendees.
- Your company logo appears in our event program, along with a 75-word description AND a quarter page advertorial about your business.
- Your company logo appears prominently in all Daily Journal print ads marketing the event.
- Your company logo appears in all flyers and/or posters distributed throughout the community
- Plugs on Facebook and Twitter
- A table at the event in a prominent location
- A banner ad on [smdailyjournal.com](http://smdailyjournal.com)
- Opportunity to give away a door prize at the event
- Possible placement of promotional literature or marketing collateral in attendee registration bag
- Access to registrant contact information
- Ad schedule in the Daily Journal -- Eight quarter page ads in the month of April (Value \$1,740). Add four more ads for only \$348.

**TOTAL INVESTMENT: \$1,750**

#### GOLD PACKAGE

- You will be a minor presenter at the event. Discuss your field of expertise and provide information to an audience of attendees.
- Your company logo appears in our event program, along with a 40-word description AND an eighth page advertorial about your business.
- Your company logo appears in all Daily Journal print ads marketing the event.
- Your company logo appears in all flyers and/or posters distributed throughout the community
- Plugs on Facebook and Twitter
- A table at the event
- A banner ad on [smdailyjournal.com](http://smdailyjournal.com)
- Opportunity to give away a door prize at the event
- Possible placement of promotional literature or marketing collateral in attendee registration bag
- Ad schedule in the Daily Journal -- Eight eighth page ads in the month of April (Value \$720).

Add four more ads for only \$250.

**TOTAL INVESTMENT: \$875**

#### SILVER PACKAGE

- Your company logo appears in our event program, along with a 25-word description AND a 3.2" x 3" advertorial about your business.
- Your company name appears in all Daily Journal print ads marketing the event.
- Your company name appears in all flyers and/or posters distributed throughout the community
- A table at the event
- Opportunity to give away a door prize at the event
- Possible placement of promotional literature or marketing collateral in attendee registration bag
- Ad schedule in the Daily Journal -- Six small square ads in the month of April (Value \$450). Add four more ads for only \$144. Add a banner ad on [smdailyjournal.com](http://smdailyjournal.com) for \$150.

**TOTAL INVESTMENT: \$375**

#### STUFF OUR GOODY BAG

Add an item of your choice into 250 goody bags reaching high value targets.

**TOTAL INVESTMENT: \$200**

THE DAILY JOURNAL  
Leading local news coverage on the Peninsula

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