

**Providing key information on
business opportunities with OCTA
and other leading agencies**

SMALL BUSINESS
CONFERENCE
October 28, 2011

Time: 7:00 AM – 1:00 PM

Location: DoubleTree Hotel
100 The City Drive
Orange, CA 92868



Seminar/Workshop, Expo and Network

Please register at www.octa.net/sbcon

For questions, please contact
Bekele Demissie at (714) 560-5657 or
at bdemissie@octa.net.

2011

Orange County Transportation Authority



2011 CONFERENCE OVERVIEW

Conference Highlights:

- Welcome Breakfast Program
- Invaluable Networking Opportunities
- Expanded Business Expo and Exhibit Hall with 40+ firms and vendors
- Seminars
- Program and Advertising Opportunities

Description of Conference Components:

The Breakfast Program:

The 2011 Small Business Conference will kick-off with a breakfast program featuring the Chair of the Orange County Transportation Authority Board of Directors, OCTA's Chief Executive Officer and other leading policy leaders and decision-makers. The breakfast program will spotlight OCTA's transportation achievements, contracting successes and small business partnerships. Additionally, the program will serve to introduce conference sponsors, speakers and partners.

Invaluable Networking Opportunities:

Business begins with relationships. And the 2011 Small Business Conference promises to deliver invaluable networking opportunities for sponsors, primes and small businesses alike. Attendees will have the opportunity to interact directly with leading officials, procurement officers, contractors and potential partners. Throughout the half-day event, attendees will have ample time to network, trade insights and discuss business.

Business Expo and Exhibit Hall:

This year's business expo and exhibit hall will feature more than 40 vendors as well as exhibitors from both the public and private sectors. From established businesses to emerging enterprises, the expo and exhibit hall will be an ideal place to learn about business opportunities and identify potential partners. Please note, however, that exhibitor space has sold out well in advance of the registration deadline in years past. And this year will be no different, so don't miss your opportunity to showcase your business. Register and secure your exhibit location now.

Insightful and Valuable Seminars:

The 2011 Small Business Conference will feature two seminars. Experienced and expert seminar panelists will deliver presentations designed to provide valuable insight for doing business. The seminars will include question and answer sessions where attendees will have the opportunity to interact with this year's line-up of industry experts/panelists.

Conference Program and Guide:

Whether you're a sponsor interested in strengthening or establishing your brand, the 2011 Small Business Conference Program and Guide is an attractive and valuable advertising vehicle designed to communicate your message to target audiences. In addition to being an advertising platform, the guide will include valuable information and resources.

Outreach Mediums:

As a sponsor of OCTA's 2011 Small Business Conference, your branding will be integrated with OCTA's outreach efforts, which will include, but are not limited to:

- Save the Date Postcards
- News Advisory
- News Release
- Media Pitches
- Web-based promotions
- Newsletter promotions
- Direct mailing
- Email blasts
- Presentations
- Conference Brochures
- Conference Program and Guide



OCTA 2011 Sponsorship Levels and Benefits

Platinum Sponsor (Breakfast Sponsor)

\$5,000

- Premium placement of logo or company name in promotional materials
- Display of company banner in highly visible area
- Sponsorship recognition at breakfast program
- Recognition boards featured in select areas
- Exhibit booth strategically placed for maximum visibility
- Primary placement of one full-page, B/W advertisement in Participant Program Guide*
- Display of logo or company name in event slideshows
- Six full-access passes to the conference
- Validated parking included for all six guests

Gold Sponsor (Seminar Sponsor)

\$3,000

- Prominent placement of logo or company name in promotional materials*
- Sponsor recognition board at entrance to seminar
- Recognition of company at seminar and display of logo in seminar slideshows
- Exhibit booth strategically placed for maximum visibility
- Placement of one-half page, B/W advertisement in Participant Program Guide*
- Four full-access passes to the conference
- Validated parking included for four guests

Silver Sponsor (Exhibit hall Sponsor)

\$2,000

- Placement of logo or company name in promotional materials*
- Exhibit booth strategically placed for maximum visibility
- Recognition board in select area
- Placement of one-half page, B/W advertisement in Participant Program Guide*
- Placement of logo or company name in exhibit hall slideshow
- 3 full access passes to the conference
- Validated parking included for three guests

*Inclusion in promotional materials is dependent upon early receipt of the sponsorship commitment form. Deadlines are assigned individually to each of the promotional items; thus, early commitment is crucial for placement in all promotional materials.



Contact Info:



Bekele Demissie



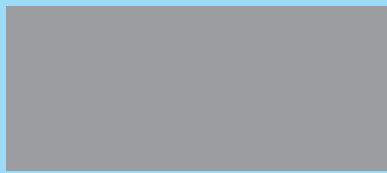
Orange County Transportation Authority
550 S. Main St., Orange, CA 92863-1584



bdemissie@octa.net



(714) 560-5657



Orange County Transportation Authority