



## Register today to exhibit at the Chamber's 23rd Annual Business Fair

**Time:** 4:00 – 7:00 pm

**Date:** Wednesday, March 14, 2012

**Place:** Coconut Grove, Santa Cruz

The Santa Cruz Business Fair is Santa Cruz's largest business event and premier opportunity to connect businesses, organizations, and the Santa Cruz County community face-to-face. The Fair's three-hour format at the Coconut Grove gives Santa Cruzans a chance to learn about the more than 100 businesses and nonprofit organizations who introduce their products and services to the more than 1,000 attendees at this popular annual event.

One of our 2011 attendees had the following to say:

*"As a first-time attendee to the Santa Cruz Chamber's Business Fair last Wednesday, I was pleasantly surprised at the number of exhibitors and the energy at the Coconut Grove. The wine and food were great and in abundance, even when I got there close to 5 p.m. The crowd was in a festive mood with live music, Santa Cruz Derby Girls skating about and the James Durbin Fan Club in full swing. I am a board member for KUSP and was impressed at the number of nonprofit organizations that were represented. It's obvious the Santa Cruz Chamber is working hard to promote the economic health of our area." - Kelly Wachs, Aptos*

The 2012 Business Fair will feature "hands-on" experiences, products, and exhibits. We'll focus on what's new, what's possible, what's exciting in Santa Cruz from the businesses and professionals that create our great business environment. The Chamber's marketing will include television, radio, mail, email, and print advertising that attracted nearly 2,000 attendees in 2011, crowds of motivated B2B and B2C buyers.

Co-op Television Advertising for the Business Fair is available for exhibitors for an additional fee. These KSBW-TV advertisements (Twenty 30-second "donut" ads) provide you with 15 seconds to invite fair participants to visit you at your booth. The commercials are shot at your business location.

Don't miss this great opportunity to connect with customers here in Santa Cruz, expand your prospect list, reinforce your brand, showcase your competitive advantages, and capture the attention of a new audience.

**To register, complete the form on the back of this flyer or visit <http://bitly.com/scbizfair>**

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**Bill Tysseling (831) 457-3713**

[bill.tysseling@santacruzchamber.org](mailto:bill.tysseling@santacruzchamber.org)

Company Name \_\_\_\_\_

Contact Name (First Last) \_\_\_\_\_

Contact email address \_\_\_\_\_

Phone Fax \_\_\_\_\_

Address City/Zip Code \_\_\_\_\_

Booth / Table Preference

1<sup>ST</sup> CHOICE      2<sup>ND</sup> CHOICE      3<sup>RD</sup> CHOICE

**Please Select one:**

- Sponsor \$1,500**  
Chamber members only: Includes booth with power, co-op advertising.
- Premium Double Booth \$800**
- Booth with Power • Members \$475**
- Nonmember \$625
- Booth without Power • Members \$435**
- Nonmembers \$585
- Business Table • Members \$390**
- Nonmembers \$525
- Non-profit Table • Members \$240**
- Nonmembers \$395

**Please Select one:**

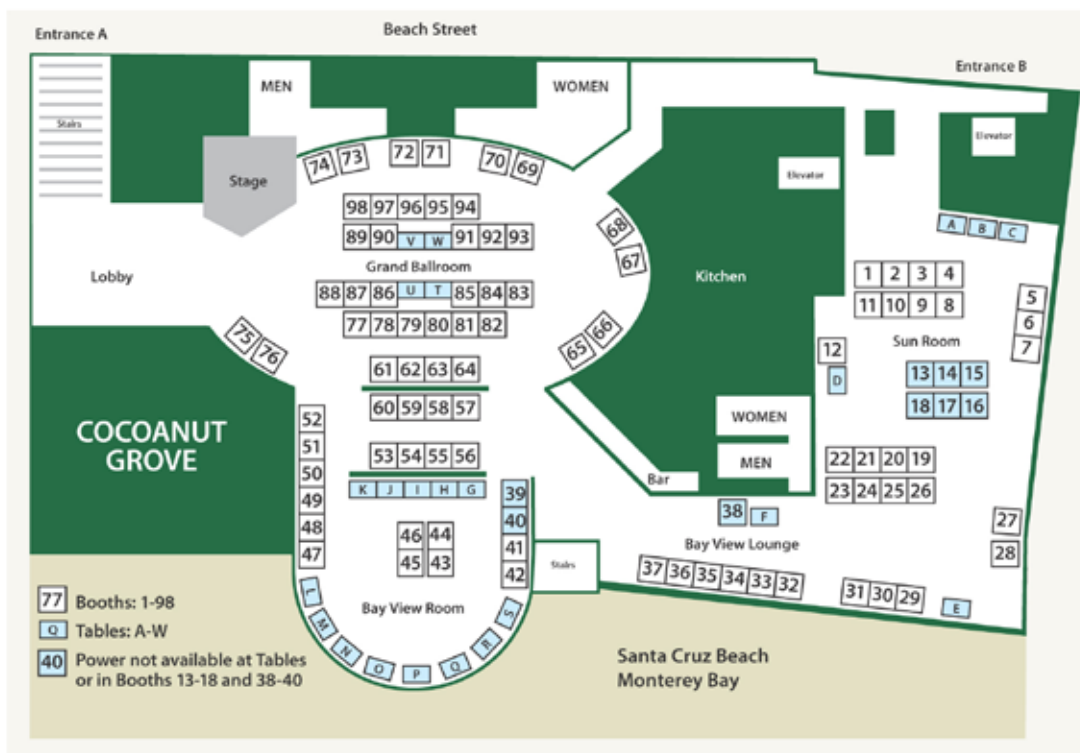
- Check Attached**
- Charge on Visa       Charge on MasterCard

Card Number \_\_\_\_\_ CVV# \_\_\_\_\_ Exp. Date \_\_\_\_\_

Invoice us (payment must be received prior to event)

**Registrant agrees to indemnify and hold harmless the Santa Cruz Chamber of Commerce, its staff and Board of Directors, the Santa Cruz Seaside Company, and Business Forum and Exhibition sponsors and exhibitors, their employees and agents for any and all claims and liabilities: (1) of the registrant, its employees, and agents, and/or (2) of third parties resulting from the acts or omissions of the registrant, its employees, and/or agents resulting from or related to the 2011 Santa Cruz Chamber of Commerce Business Fair held on March 14, 2012.**

**Booth and Table Selections:**



**Please complete form and fax to 831-423-1847 or call Annette at 831 457-3713.**