

Register today to sponsor the Chamber's 23rd Annual Business Fair

Time: 4:00 – 7:00 pm

Date: Wednesday, March 14, 2012

Place: Cocoanut 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 Cocoanut 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.

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.

The \$1,500 Sponsor Package includes:

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| <ul style="list-style-type: none">■ Radio Spots: Sponsor names will be rotated in more than 400 hundred radio spots throughout the county in a broad array of market segments■ Display Advertising: Logos will appear in display advertising in the local press■ Chamber Website: Logos on the website■ Business Fair Program: Logos and highlights in the program and any editorials | <ul style="list-style-type: none">■ Banner advertising: On the Chamber's Business Fair Website■ Premier exhibit space: For highest traffic potential■ Banner signage: At the Business Fair (you provide the banner)■ Free attendee tickets: To the Business Fair for employees and customers |
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For more information contact:

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