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WIN BIG PA PROUDLY PRESENTS THE BUSINESS INNOVATION & GROWTH 2025 CONFERENCE

Join us virtually and dive into the heart of innovation at the premier business development and growth conference. Our purpose is to unite Pennsylvania small and medium size businesses and innovators, with technology, businesses, products, and services to scale their business online.

SPONSOR & EXHIBITOR PACKAGE

January 15 - 16, 2025



BUSINESS **I**NNOVATION AND **G**ROWTH

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THE BUSINESS INNOVATION AND GROWTH CONFERENCE DELIVERS ACCESS TO OWNERS AND DECISION-MAKERS OF PENNSYLVANIA BUSINESSES

A 2-day, one-of-a-kind, virtual event. Join us online.

Over 1,500+ attendees expected, Pennsylvania's small- to medium-size businesses and entrepreneurs.

Attendees #1 objective for attending is to meet sponsors and explore new products, services, and find solutions to grow their businesses online. *

Two-thirds of the attendees hold management-level positions or higher. *

* Projections based on past events.

THE KEYSTONE STATE: GETS IT DONE.

“I’m competitive as hell, and I am ready to see Pennsylvania win.”

States **Governor Josh Shapiro** in his opening letter *A Ten-Year Strategic Plan for Economic Development in Pennsylvania 2024-2033*.

Pennsylvania is the sixth richest state in the US, with a gross domestic product of \$813 billion. In fact, if the keystone state was a sovereign nation, it would be the 19th largest economy on Earth, coming in after Saudi Arabia.



THE COMMONWEALTH OF PENNSYLVANIA

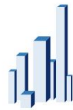
Over **1,100,000 small businesses** in Pennsylvania, 99.6% of all businesses in the state.

There are over **2,500,000 employees** of small business, or 46% of Pennsylvania's workforce.

PA is diverse with over 89,000 self-employed minorities.

A **vibrant export trade** with over 13,900 small business exporters which accounts for 34% of Pennsylvania's \$37.6 billion worth of export revenue.

PENNSYLVANIA BUSINESS AT A GLANCE



Industry



1-19 Employees



1-499
Employees



Nonemployer
Firms



Total Small
Firms

Professional, Scientific, and Technical Services	23,998	26,552	120,408	146,960
Other Services (except Public Administration)	31,497	33,581	107,995	141,576
Construction	24,121	26,254	92,321	118,575
Retail Trade	22,057	24,852	83,370	108,222
Real Estate and Rental and Leasing	6,807	7,365	93,483	100,848
Health Care and Social Assistance	18,999	23,210	61,748	84,958
Transportation and Warehousing	5,609	6,732	67,082	73,814
Administrative, Support, and Waste Management	11,378	13,028	56,279	69,307
Arts, Entertainment, and Recreation	3,689	4,458	49,419	53,877
Accommodation and Food Services	18,342	22,761	13,324	36,085
Finance and Insurance	7,936	8,737	25,522	34,259
Educational Services	2,402	3,338	28,956	32,294
Manufacturing	8,110	11,509	13,994	25,503
Wholesale Trade	8,346	10,532	13,442	23,974
Information	1,906	2,380	10,512	12,892
Agriculture, Forestry, and Fishing and Hunting	510	535	8,207	8,742
Mining, Quarrying, and Oil and Gas Extraction	529	687	2,414	3,101
Utilities	131	179	560	739
Total	196,444	225,751	849,036	1,074,787

International Trade Supports

1.59 Million

Pennsylvania Jobs*

ATTENDEE TITLES AT A GLANCE

CEO, Founder

Chief Digital Officer / Head of Digital

Chief Marketing Officer / VP Marketing

Chief Operating Officer

President / General Manager

Director, / VP Ecommerce

Director / VP Strategy

Director / VP Customer Relations

Director / VP Business Development

Director / VP Digital Media

Director / VP Website Production

Chief Experience Officer

Digital Marketing / Emerging Media

VP Operations

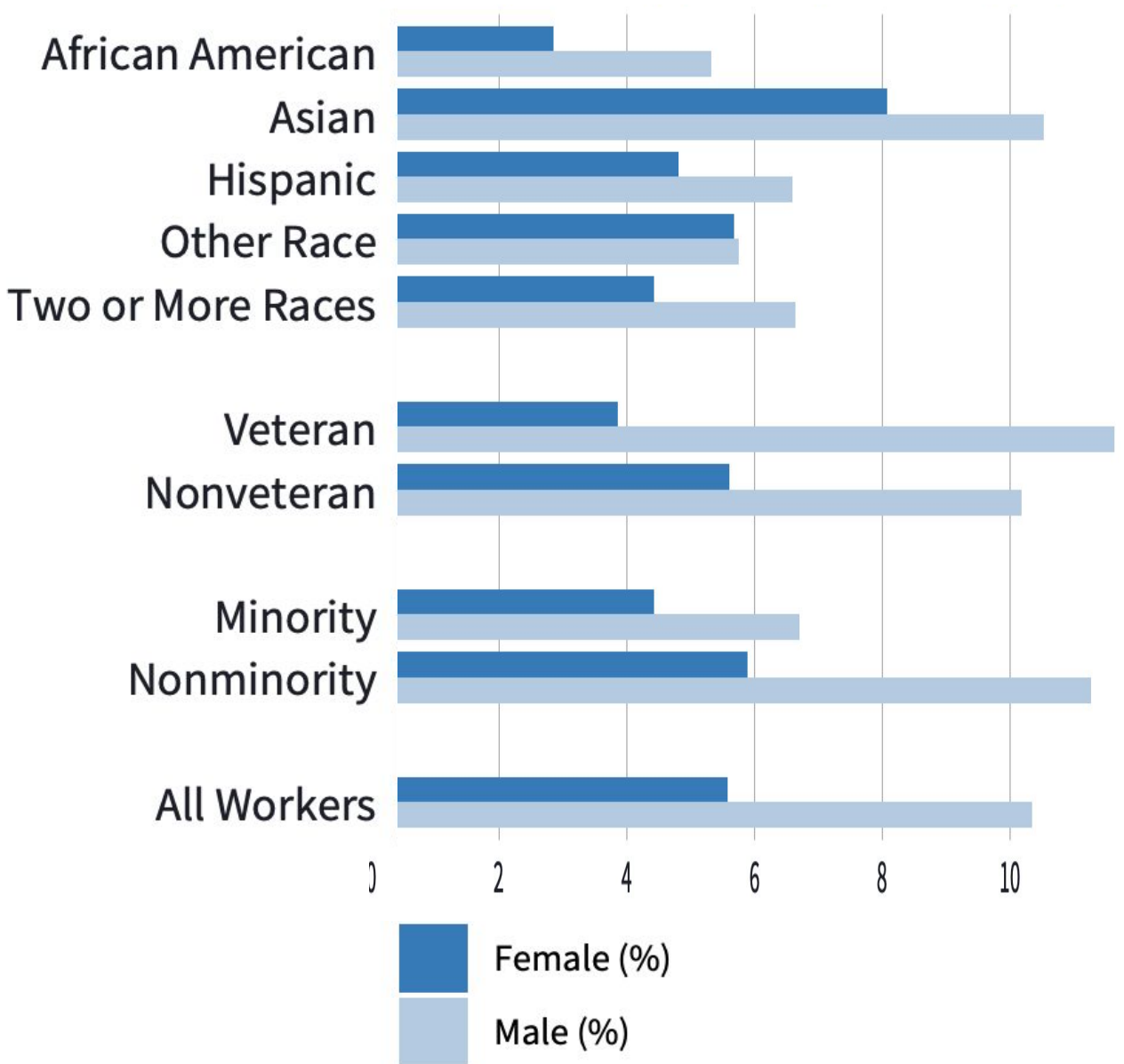
GM, Digital Commerce

Director / VP Optimization & Analytics

Director / VP / President Retail & Online

Sr. VP Merchandising & Logistics

ATTENDEE DEMOGRAPHICS



ABOUT WIN EVENTS

Trusted by Governments, NGOs, Foundations, and Companies (not to mention tens of thousands of attendees).

WIN has a track record of success. And strong partners, business, and collaborations is the key to this success in the rapidly evolving world of event marketing and technology. That's why we are proud to partner with a diverse network of agencies, consultants, and technology partners who share our vision for innovation and excellence.

We have hosted hundreds of Economic Development virtual conferences and have a track record of success. From the US government to Olympic Games non-for-profit, from G7 Summits, to the Tall Ships, and state Government EDC, we've helped organize tens of thousands of event goers in the past with great success.

OUR BIG PURPOSE

In 2 amazing days, learn from visionary digital marketing experts and business leaders who will deliver actionable insights and roadmaps to grow your business and your success.

From marketing strategies that grow online sales, to actionable insights on how to use AI to grow your business, and social networking promotions that grow your brand and fuel the intersection of retail and digital sales for your business, you'll find it all here – and more.

SPONSORSHIP SUMMARY BENEFITS

Attendees are coming to find new partners, suppliers, and businesses to help them grow their business online. Exploring new products, services, and solutions are their #1 objective for attending. The Business Innovation & Growth Conference offers:

- Keynote speaker sessions and speciality panels
- Practical workshops and breakout sessions to activate your business' solutions
- Matchmaking: 1-on-1 business match-up meetings
- Lead generation
- Peer networking



EXHIBITOR & ATTENDEE SUMMARY BENEFITS

Explore strategies to develop your business online with practical hands-on workshops and keynote speakers that will deliver actionable, in-depth learning and curated best-proactive knowledge for small businesses.

Whether it's your first time setting up Google AdWords, or you're perfecting sales development in your Amazon store, or you've been hunting for the right social media brand ambassador to grow your business, you'll win big and elevate your business.

You'll have every opportunity to forge invaluable connections with new suppliers, partners, and peers; exchange ideas, engage with visionaries, industry thought leaders and digital advocates, BIG 2024 is bringing together the brightest minds in the industry.



CONFERENCE AGENDA

DAY 1 – FOUNDATIONS FOR ONLINE GROWTH

- | | |
|------------------|---|
| 9:00 - 9:30 AM | Welcome and Opening Remarks |
| 9:30 - 10:30 AM | Keynote Session - The Future of Online Business |
| 10:30 - 11:00 AM | Networking Break |
| 11:00 - 12:00 PM | Building a Strong Online Store |
| 12:00 - 1:00 PM | Lunch Break |
| 1:00 - 2:00 PM | Social Media Strategies That Drive Sales Growth |
| 2:00 - 3:00 PM | E-commerce Essentials |
| 3:00 - 3:30 PM | Coffee Break & Virtual Exhibit Hall |
| 3:30 - 4:30 PM | Content Marketing and SEO |
| 4:30 - 5:00 PM | Q&A Panel Discussion |

CONFERENCE AGENDA

DAY 2 – ADVANCED STRATEGIES & TOOLS FOR GROWTH

- | | |
|------------------|---|
| 9:00 - 9:30 AM | Recap Day 1 & Overview of Day 2 |
| 9:30 - 10:30 AM | Keynote Session - Leveraging Data and Analytics |
| 10:30 - 11:00 AM | Networking Break |
| 11:00 - 12:00 PM | Email Marketing Mastery |
| 12:00 - 1:00 PM | Lunch Break |
| 1:00 - 2:00 PM | Leveraging Paid Advertising |
| 2:00 - 3:00 PM | Artificial Intelligence (AI) for Small Businesses |
| 3:00 - 3:30 PM | Coffee Break & Virtual Exhibit Hall |
| 3:30 - 4:30 PM | Tools and Technologies for Online Business |
| 4:30 - 5:00 PM | Q&A Panel Discussion |
| 5:00 - 5:30 PM | Closing Remarks and Next Steps |

CONFERENCE PASS | FREE

A conference pass includes:

- + Access to keynote sessions
- + Access to networking reception
- + Access to main exhibitor floor

VIP CONFERENCE PASS | \$100

Your VIP conference pass includes over \$1,000 in credits from our sponsors, including a \$600 Google AdWords credit*:

- + Priority reservation for keynote sessions, workshops, and panels.
- + Exclusive networking opportunities: VIP attendees have access to special networking events, receptions, or meet-and-greet sessions with speakers, sponsors, and other VIPs.
- + Enhanced conference library: VIP pass holders receive access for an additional 30-days to all conference digital content libraries.
- + Concierge service: Dedicated concierge services for VIP attendees to assist with any inquiries, scheduling appointments, or addressing special requests.
- + Gift package: VIP pass holders may receive a special gift bag with branded merchandise, exclusive products, or promotional items from our sponsors.
- + Access to VIP-only lounge

* Certain terms and conditions apply.

TITLE SPONSOR | \$25,000

(ONLY 1 AVAILABLE)

The Title Sponsor package is tailored for those seeking comprehensive benefits - from establishing thought leadership and generating leads to enhancing brand visibility and facilitating extensive networking opportunities, including securing the top Keynote Speaker position. Moreover, you'll play a pivotal role in shaping event content and collaborate closely with the WIN BIG 2024 team on marketing efforts and co-branding initiatives. Additionally, as part of this package, you'll gain an Advisory Board Membership for 2024.

- + One (1) 20-minute main stage keynote speaker presentation
- + Two (2) 30-minute breakout workshop sessions (*optional*)
- + Edited video of your Keynote Speaker presentation (and optional workshop session)
- + Prime placement in main exhibit area and in all online marketing and communications
- + Twenty (20) matchmaking meetings, 1:1 business match-up (first selections)
- + Lead two (2) roundtable panel discussions, plus one (1) guest invite per roundtable
- + Twenty (20) Backstage Conference Passes for sponsor team
- + Unlimited VIP Conference Passes for your clients and prospects
- + Access to RSVP list before and the attendee list post-event

PLATINUM SPONSOR | \$15,000

(ONLY 4 AVAILABLE)

Platinum-level sponsorship caters to companies aiming to demonstrate thought leadership, access outstanding lead-generation opportunities, and strengthen brand awareness.

- + Premium logo placement
- + One (1) 20-minute main stage Keynote Speaker presentation
- + One (1) 60-minute breakout workshop session (optional)
- + Edited video of your Keynote Speaker presentation and breakout workshop session
- + One (1) roundtable panel discussion leader seat
- + Ten (10) matchmaking meetings, 1:1 business match-up (first round selections)
- + Ten (10) Backstage Conference Passes for your sponsor team
- + Unlimited VIP Passes for your clients and prospects
- + Virtual exhibit booth with prime placement in main exhibit area and in all marketing Virtual exhibit booth with prime placement in main exhibit area
- + Access to RSVP list before event and the attendee list post-event

GOLD SPONSOR | \$10,000

(10 AVAILABLE)

Gold level sponsorship offers a valuable blend of thought leadership, lead-generation, and brand awareness opportunities.

- + Lead panel speaker seat and
- + 30-minute breakout workshop session
- + Virtual exhibit booth in Network Lounge
- + Gold-Level logo placement online
- + Five (5) matchmaking meetings, 1:1 business match-up. (second round selections)
- + Five (5) Backstage Conference Passes for your sponsor team
- + Unlimited VIP Passes for your clients and prospects
- + Access to RSVP list before event and the attendee list post-event

SILVER SPONSOR | \$5,000 (LIMITED*)

The Silver Package is tailored for individuals and companies prioritizing a prominent mainstage presence and seeking a robust platform to effectively convey their messages. The Silver Sponsor holds a position and chair within the Main Stage Open Panel Discussion.

- + Panel participation and breakout working session *
- + Virtual exhibit booth in Network Lounge
- + Logo placement Online and on Signage
- + Three (3) Backstage Conference Passes for your sponsor team
- + Twenty (20) VIP Passes for Retail Clients and Prospects
- + Access to RSVP list before event / Attendee list post-event
- + Eligible for 60-sec intro video
- + Pre-qualification required + topic dependant.

BRONZE SPONSOR | \$2,500 (UNLIMITED)

The Bronze Package is ideal for those prepared to enhance awareness of their services and brand.

- + Exhibit Area in Networking Lounge
- + Logo Placement Online & on On-Site Signage
- + Two (2) Conference Passes for Sponsor Team
- + Ten (10) VIP Passes for Retail Clients and Prospects
- + Access to RSVP list before event / Attendee list post-event**
- + Eligible for 60-sec intro video

STARTUP SPONSOR | \$500

To qualify for startup sponsorship benefits, interested companies must be under 5 years old and have raised less than \$5 million.

- + Two (2) VIP Conference Passes for Sponsor team
- + Exhibit Booth in Our Discover Innovation Zone
- + Five (5) VIP Passes for Your Retail Clients and Prospects
- + Logo Placement Online and on On-Site Signage
- + Access to RSVP list before event / Attendee list post-event*
- + Access to Networking Lounge

CONNECTIONS | \$7,500

The Connections Packages are for those companies that prefer to market their services in small group or in 1:1 meetings.

- + Ten (10) 1:1 Meetings with Attendees
- + Logo Placement Online
- + Three Conference Passes for Sponsor Team
- + Ten (10) VIP Passes for Retail Clients and Prospects
- + Access to RSVP list before event / Attendee list post-event
- + Eligible for 60-sec intro video

MORNING SESSION | \$7,500

The Morning Session Package is crafted for individuals and organizations who appreciate having a platform and avenue to conduct impactful breakout sessions and workshops to convey their message effectively.*

- + Virtual exhibit booth in Network Lounge
- + Channel stream drop in discussion and working session *
- + Logo placement Online and on Signage
- + TWO (2) Backstage Conference Passes for your sponsor team
- + Twenty (10) VIP Passes for Retail Clients and Prospects
- + Access to RSVP list before event / Attendee list post-event
- + Eligible for 60-sec intro video

* Pre-qualification required + topic dependant

AFTERNOON SESSION | \$7,500

The Afternoon Session Package is tailored for those who prioritize having a platform and opportunity to conduct impactful breakout and workshop sessions, enabling them to effectively share their message. *

- + Channel stream drop in discussion and working session *
- + Logo placement Online and on Signage
- + TWO (2) Backstage Conference Passes for your sponsor team
- + Twenty (10) VIP Passes for Retail Clients and Prospects
- + Access to RSVP list before event / Attendee list post-event
- + Eligible for 60-sec intro video
- * Pre-qualification required + topic dependant

BUILD YOUR OWN ACTIVATION | \$2,000 *

Got an amazing activation idea? We're selectively reviewing submissions for our Discover Innovation Zone—ideas, products, and services that will captivate our attendees and breathe life into your brand. Got an idea? Let's make it happen!

- + Hosted in the Network Lounge for the Full Day
- + Not sold separately, only available as an add-on and must pre-qualify, limited availability.

TIME CAPSULE BE A PART OF HISTORY | FREE TO ALL WHO JOIN*

Be a part of our digital time capsule celebrating business and innovation in Pennsylvania.

Preservation of History: Capture the rich legacy of Pennsylvania's business and innovation landscape for future generations.

Interactive Multimedia Platform: Incorporating various forms of media such as videos, images, and documents to leave behind for future generations an engaging and immersive experience.

Timeless Representation: Ensure that key milestones, achievements, and breakthroughs in Pennsylvania's business sector are immortalized in a digital format.

Accessibility: Make the time capsule easily accessible to a wide audience, allowing people from all over the world to explore Pennsylvania's business heritage.

Showcase Content: Highlight your business, industry, or individuals who have made significant contributions to Pennsylvania's economic growth.

Educational Resource: Serve as an educational tool for students, researchers, and enthusiasts interested in learning about Pennsylvania's entrepreneurial spirit and innovative endeavors.

Networking Opportunities: Connect businesses, entrepreneurs, and innovators through the time capsule platform, fostering collaboration and idea-sharing.

Brand Visibility: Showcase your company's commitment to celebrating Pennsylvania's business and innovation by sponsoring or contributing to the digital time capsule.

Long-Term Impact: Leave a lasting legacy by preserving Pennsylvania's business and innovation history in a dynamic and accessible digital format.



BENEFITS TO SPONSORS

“I can sponsor this event and speak with several hundred small businesses in PA for a cost of \$5,000 - \$10,000, or a cost per \$25 - \$50 / lead which is lower than other acquisition costs elsewhere. I think it is a good value / marketing investment. “

- John Conroy.



RESERVATION FORM

Thank you for considering sponsorship opportunities with us. Please fill out the form below to reserve your spot and secure your sponsorship level for our upcoming event before the deadline of September 30, 2024. We look forward to collaborating with you to make this event a success!

Company Name _____

Contact Person _____

Email _____

Phone Number _____

Preferred Sponsorship Level _____

Secondary Sponsorship Level _____

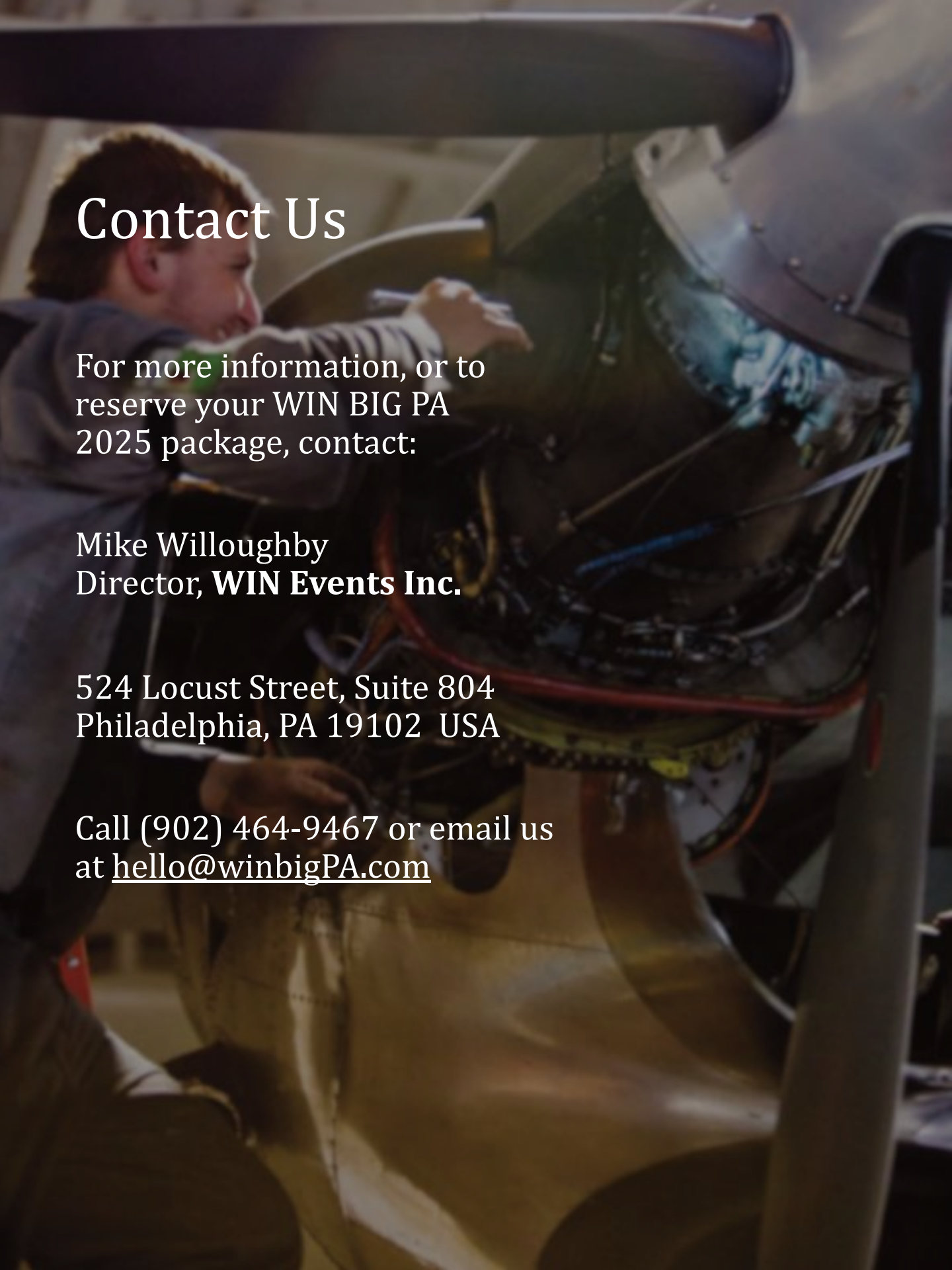
Additional Comments or Requirements

Terms & Conditions

Reservation is subject to availability and approval by event organizers. Confirmation of reservation will be sent via email within 5 business days. Payment terms and sponsorship benefits will be outlined in the confirmation email Reservation deadline: August 30, 2024. By submitting this form, you agree to abide by the terms and conditions outlined above.

Signature

Date

A man in a grey shirt is working on a large, complex mechanical device, possibly a PA system component. He is using a tool to adjust or connect wires. The device has various colored wires (blue, red, yellow) and a large, curved metal structure. The background is slightly blurred, showing an indoor setting.

Contact Us

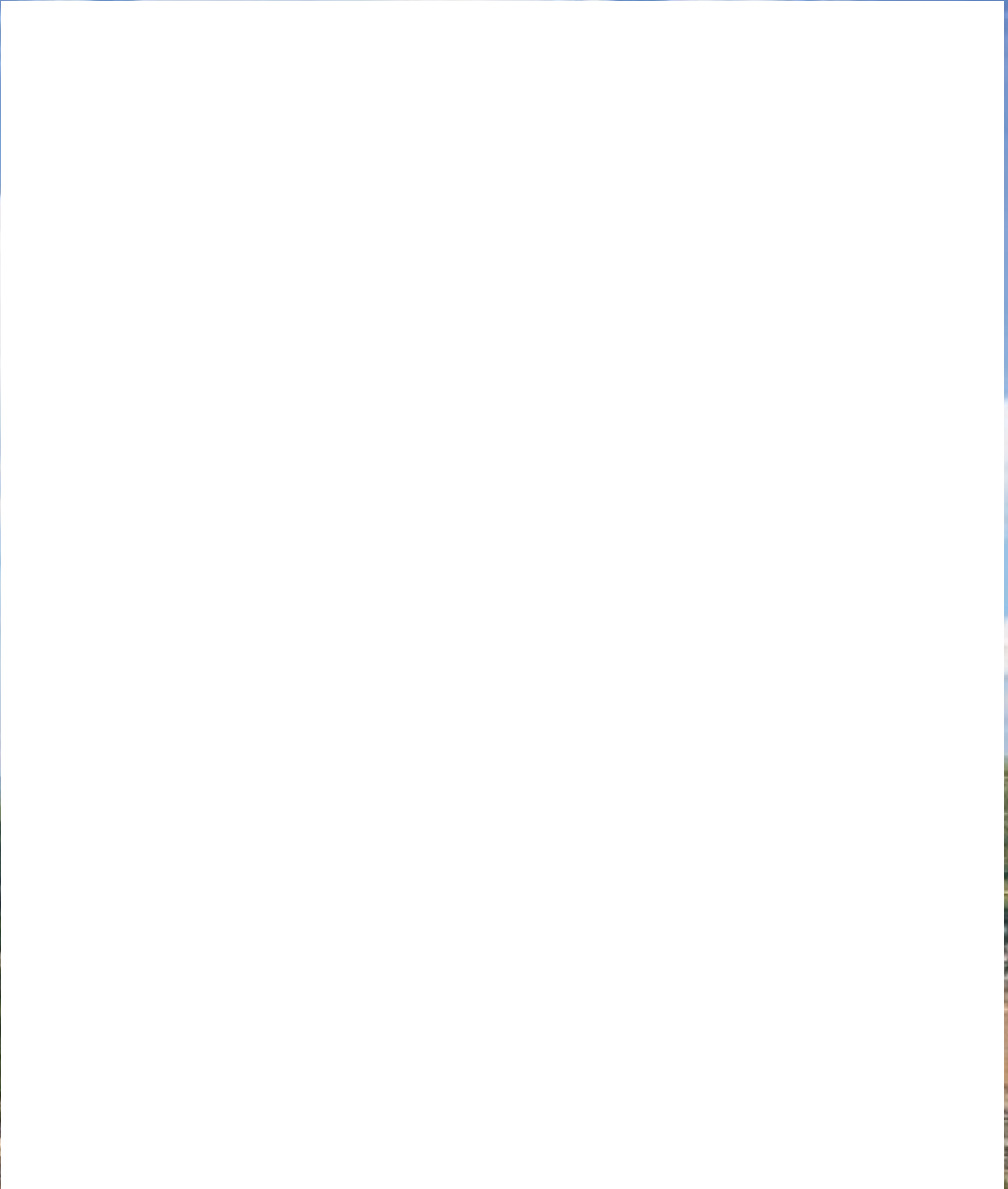
For more information, or to
reserve your WIN BIG PA
2025 package, contact:

Mike Willoughby
Director, **WIN Events Inc.**

524 Locust Street, Suite 804
Philadelphia, PA 19102 USA

Call (902) 464-9467 or email us
at hello@winbigPA.com

IDEA BOARD



JOIN US IN GOING GREEN; OUR SUSTAINABLE EVENT PLEDGE

Our Green Pledge: Embracing Sustainability in the WIN BIG 2024 Virtual Events series. At WIN, we're committed to making a positive impact on the environment. By choosing to host a virtual event, we're taking significant steps towards sustainability and reducing our carbon footprint.

- 1. Minimizing Carbon Emissions:** By eliminating the need for travel, our virtual event significantly reduces carbon emissions associated with transportation, contributing to cleaner air and a healthier planet.
- 2. Conservation of Resources:** Hosting virtually means fewer resources are consumed. We save on materials like paper, plastic, and energy, reducing waste and conserving valuable natural resources for future generations.
- 3. Global Accessibility:** A virtual platform opens doors for attendees worldwide, promoting inclusivity and reducing the need for long-distance travel, which in turn lowers greenhouse gas emissions and minimizes environmental impact.
- 4. Eco-Friendly Practices:** Throughout our event planning process, we prioritize eco-friendly practices, from digital invitations and online materials to utilizing renewable energy sources for powering servers and platforms.
- 5. Inspiring Change:** By embracing virtual technology, we aim to inspire others in our industry to adopt more sustainable practices, demonstrating that it's possible to host impactful events while minimizing environmental harm.

Join us in our commitment to sustainability. Let's work together to create meaningful experiences that not only benefit our communities but also nurture and protect our planet for generations to come.

Let's WIN BIG together.

TERMS AND CONDITIONS

1. Introduction

These Terms and Conditions govern your participation as a sponsor or attendee ("Participant") in the virtual event hosted by WIN Events Inc. ("Host"). By registering for and participating in the event, you agree to comply with these Terms and Conditions.

2. Registration

2.1. Sponsors: Sponsors must complete the registration process and provide accurate information about their company and sponsorship level.

2.2. Attendees: Attendees must register for the event using accurate and up-to-date information.

3. Participation

3.1. Sponsors: Sponsors agree to fulfill the obligations outlined in the sponsorship agreement, including providing any materials or content required for the event.

3.2. Attendees: Attendees agree to participate respectfully and comply with any rules or guidelines provided by the Host during the event.

4. Content

4.1. Host Content: All content provided by the Host, including presentations, materials, and recordings, is protected by copyright and may not be reproduced or distributed without permission.

4.2. Participant Content: Participants are solely responsible for any content they provide or share during the event and must ensure it does not violate any laws or infringe upon the rights of others.

5. Privacy

5.1. Personal Information: Participants acknowledge that the Host may collect and process personal information provided during registration for the purpose of organizing and conducting the event.

5.2. Data Protection: The Host will handle personal information in accordance with applicable data protection laws and its Privacy Policy.

6. Liability

6.1. Limitation of Liability: The Host shall not be liable for any direct, indirect, incidental, special, or consequential damages arising out of or in any way connected with the event.

6.2. Indemnification: Participants agree to indemnify and hold the Host harmless from any claims, losses, or damages arising from their participation in the event.

7. Modification and Termination

7.1. The Host reserves the right to modify or terminate the event at any time for any reason, without liability to Participants.

8. Governing Law

8.1. These Terms and Conditions shall be governed by and construed in accordance with the laws of the State of Pennsylvania.

9. Entire Agreement

9.1. These Terms and Conditions constitute the entire agreement between the Participants and the Host regarding the event and supersede all prior agreements and understandings. By registering for and participating in the event, Participants acknowledge that they have read, understood, and agree to be bound by these Terms and Conditions.