

25th annual  
**WASHINGTON STATE BIZ FAIR**  
*An All Virtual Event*

*Be Resilient and Thrive*

Tuesday, October 12, 2021  
7am - 5pm



Greater Seattle



PRESENTED BY:



Employment  
Security  
Department  
WASHINGTON STATE



Washington State Department of  
Labor & Industries

# PARTICIPATION OPTIONS FOR

**Economic Development agencies • Chambers of Commerce**

**Port Districts • Cities • Counties**

**Non-Profits • Associations**



To participate or discuss customized participation options:

Email [info@bizfair.org](mailto:info@bizfair.org)

## BACKGROUND

The Washington Small Business Fair, or “Biz Fair,” began in 1997 as a collaborative effort of local, state, and federal government agencies and local trade organizations. The aim was to put on a free, **one day one place** event for aspiring and current small business owners to gain access to the knowledge and resources they need to start, grow, and thrive. After a successful first Biz Fair in 1997 and continued demand from the small business community, the partner agencies formed an ongoing Biz Fair Planning Committee that has organized the event every year.

The Biz Fair has been comprised of two parts:

**BizFair exhibitors:** Where attendees gain valuable access to free small business information from the Biz Fair exhibitors. Resource Center Exhibitors include local, state, and federal government agencies, as well as non-profit and community organizations that support small business. Digital Market Exhibitors include for-profit companies who have critical services for small business.

**Seminars:** Where attendees sharpen their business skills by attending 60-minute seminars taught by savvy business experts who share their knowledge and real-life experiences. Examples of previous sessions:

- Small Business Ownership: Tips for Success.
- Starting a Business.
- Business Law Essentials.
- DIY Market Research.
- Financing & Crowdfunding Panel.
- Package & Price Your Services to Maximize Revenue.
- Drive Traffic to Your Website.
- Food Truck Business Basics.
- Developing a Business Plan.
- Sell to the Government.
- Slay the Social Media Dragon.
- Register, License, Go!
- Business Filing 101.
- Keys to Creating a Business Boosting Website.
- Taxes and the Small Business Owner.
- Selling Online.
- DIY Website.
- Marketing Tips & Advice.
- Quickbooks Basics.
- Buying a Business.
- Avoiding Predatory Lending.

## About the 2021 VIRTUAL Washington State Biz Fair

### GOING VIRTUAL

*In 2020, just as small businesses were facing unique challenges in navigating a new and evolving “normal” because of the COVID-19 pandemic, events such as the Washington State Biz Fair transitioned from a traditional in-person to an all-virtual format. Several new opportunities were afforded to us by “going virtual” which we will leverage again in 2021.*



### Virtual Event Platform

We will be using [Swapcard](#) as our virtual event platform for BizFair 2021 and [here](#) is a short video introduction to the platform.

### Expanded pre and post event exposure and attendance

**Pre-event:** After 23 successful in-person events with attendance averaging between 250 – 500 attendees, the virtual event will allow us to invite 300,000+ current small business owners as well as aspiring entrepreneurs across the state of Washington.

**During the event:** The virtual nature of the event in 2020 enabled us to expand event attendance to 2,000 attendees from across the state. We anticipate expanding event attendance again in 2021 to 10,000 – 15,000 attendees.

**Post event:** The event content will also be available to attendees for three months after the end of the event.

### Small Business Resource Center

An exhibitor area for local, state, and federal government agencies, as well as non-profit and community organizations that support small business.

### Expanded networking opportunities before, during, and after the event

The virtual event environment allows for highly effective ways of connecting all attendees before, during, and after the event. During the event we will be able to establish topic or geographic-focused networking lounges/venues and then keep people connected after the event.

## **PROGRAMMING FOCUS - Multiple Small Business program tracks:**

- **Setting up a New Business**
- **Digital Marketing**
- **Marketing & Selling Your Services**
- **Making Your Business with Employees More Successful**
- **Special, Industry or Local Sessions**
- **Diversity & Inclusion**

# Small Business Resource Center

Attendees can visit the Small Business Resource Center and browse exhibitor information. Exhibitors and sponsors can upload marketing materials and videos to allow attendees to learn more about their products and services.

**To participate:**  
Email [info@bizfair.org](mailto:info@bizfair.org)

## Exhibit hours

*Tuesday, October 12, 2021 | 7:00am – 5:00pm*

Attendees can search using filters based on their interests and contact exhibitors directly to set up a call or web conference during or after conference hours.

## Exhibitor benefits

*Virtual booth*

Each sponsor and/or exhibitor will receive their own personal portal where you can upload your logo and organization description, register booth staff, upload videos, etc.

Robust reporting provides exhibitors detailed analytics on the number of visitors to your virtual exhibit booth, attendee registration types, and views on uploaded content.

*Organization recognition*

100 Word Listing including contact information on the Biz Fair website exhibitor page.

## Exhibitor Cost \$150

# PARTICIPATION OPTIONS

## *Maximize your visibility*

Be front and center to show your support and showcase your programs and services to small business owners and aspiring entrepreneurs across the state of Washington.

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### Logo recognition

If you choose either **Level 1** or **Level 2** option below, your organization's logo will be recognized by size of logo commensurate with the contribution level as follows:

Supported by

**Organization logo** (Level 1)

or

**Organization logo** (Level 2)

#### LEVEL 1 - Logo recognition

**What the organization provides:**

- Participation fee: \$1,000.
- Promote the Washington State Biz Fair through their communications channels.

**What the organization receives:**

- Logo recognition on marketing materials/email blasts, event home page.
- One complimentary virtual booth.

#### LEVEL 2 - Logo recognition

**What the organization provides:**

- Participation fee: \$500.
- Promote the Washington State Biz Fair through their communications channels.

**What the organization receives:**

- Logo recognition on marketing materials/email blasts, event home page.
- One complimentary virtual booth.

# PARTICIPATION OPTIONS

## Resource booth only

### What the organization provides:

- Booth fee: \$150.
- Promote the Washington State Biz Fair through their communications channels.

### What the organization receives:

- Detailed analytics on the visitors to your virtual exhibit booth.
- 100 Word Listing plus contact information on the exhibitor page on the website.

## Promotional supporter

### What the organization provides:

- Fee: \$0.
- Promote the Washington State Biz Fair through their communications channels.

### What the organization receives:

- Recognition as promotional supporter on the website.

# PARTICIPATION BENEFITS

	Level 1	Level 2	Resource booth only	Promotional supporter
<b>Logo recognition</b>				
- Marketing materials	√	√		
- Email blasts	√	√		
- Event home page	√	√		
<b>Detailed analytics on booth visitors</b>			√	
<b>Exhibitor page on website</b>			√	
<b>Promotional supporter recognition on website</b>				√
<b>Sponsor Fee*</b>	\$1,000	\$500	\$150	\$0

\*Sponsor promotes the BizFair through their communication channels