



MAY 17-20
ORLANDO, FL



REGISTRATION
OPENS SOON

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FOR MORE INFO

LAUNCH YOUR FUTURE!



**National Veteran
Small Business
Coalition**

MAY 17-20, 2022

**DOUBLETREE HOTEL AT SEAWORLD
ORLANDO, FLORIDA**



EXHIBIT & SPONSORSHIP

PROSPECTUS

The Nation's Leading VSO-Sponsored Training,
Networking, and Advocacy Event for
Small Businesses Serving as Federal Contractors



Welcome

The **National Veterans Small Business Coalition (NVSBC)** invites you to participate in the VETS22 Conference. The Conference will be held at the Doubletree Hotel at SeaWorld in Orlando, Florida on May 17-20, 2022.

VETS22 continues our 12-year tradition of delivering the leading VSO-sponsored Veteran Small Business Conference providing a business-focused environment to deliver on the three core components of the NVSBC Mission – **Training, Networking and, Advocacy**.

VETS22 provides small business owners, large business partners, vendors, and government leaders the opportunity to meet and build new business development teams and partnerships. **LAUNCH YOUR FUTURE!** by exploring timely and innovative strategies to capture new Federal business. VETS22 is the must-attend Conference of 2022!

VETS22 will bring together more than 500 participants from government, small and large businesses, and Veteran-focused associations and service organizations. The Conference fulfills the NVSBC Mission of **Training**, featuring 2 full days of keynote presentations, general sessions, and breakout strategy sessions focused on Federal procurement trends, business opportunities, fed policy impact on agency acquisition, and other government contracting focused topics.

VETS22 offers **Networking** opportunities all day, every day at breakfasts, coffee breaks, luncheons, evening receptions, and other informal gathering sessions.

VETS22 provides the latest trends and updates on NVSBC's market-leading federal **Advocacy** initiatives and what they mean to your small business. The exhibit hall, a VETS22 key destination, features 75 organizations showcasing their products and services to key small business decision makers.

"The VETS conference brings together Veteran Business Owners and companies who seek to work with Veteran Business Owners — VETS is a different experience than any other conference you'll come across. It is very much a Vets-Helping-Vets mentality!"

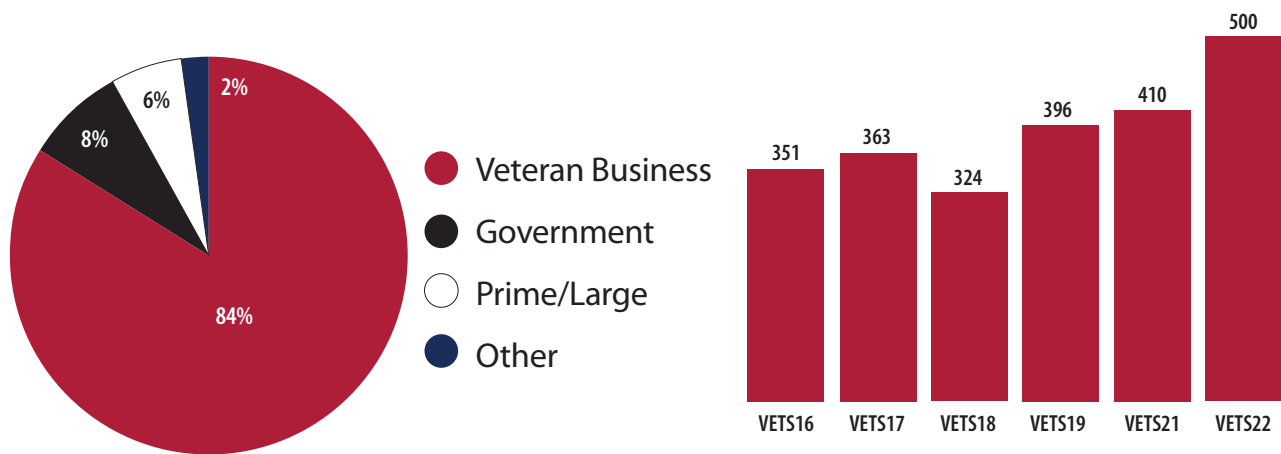
— Al Sowers, Chief Executive Officer — OneZero Solutions

Training Networking Advocacy

VETS22's unique environment promotes small business innovation and provides opportunities for small businesses to:

- ★ Participate in a structured program of training sessions mixed with formal and informal networking opportunities
- ★ Meet directly with large business and government representatives during scheduled and informal activities
- ★ Leverage the event's unique federal contracting emphasis to meet like-minded business leaders
- ★ Develop key business relationships and expand business networks
- ★ Engage with other small business owners to share ideas and best practices
- ★ Gain knowledge that translates into new revenue streams and drives business growth

VETS CONFERENCE ATTENDEE & ATTENDANCE DEMOGRAPHICS



Benefits

VETS22 is the largest VSO-sponsored conference serving Service Disabled Veteran Owned Small Businesses (SDVOSB), Veteran Owned Small Businesses (VOSB), and other small business categories (Women-owned, SDB/8(a), HUBZone, etc.).

Who Attends?

- ★ Small Business Owners and Leadership Teams
- ★ Large Businesses
- ★ Decision Makers
- ★ Government Agency Leadership
- ★ Industry Supplier Diversity Leadership
- ★ Prime Contractors
- ★ Small Business-Focused Vendors
- ★ Veteran Service Organizations
- ★ Other Nonprofit Organizations

VETS22 Delivers:

- ★ Opportunity to connect with teaming partners, government buyers, large business partners, and small business-focused vendors
- ★ Opportunity for prime contractors and large businesses to engage with leading growth-oriented small business owners for teaming, mentor/protégée partnerships, JVs and other new business directions

Exhibit Hall

- ★ The Networking Hub of the Conference
- ★ 10 Hours of Attendee Engagement over 2 Days, including Luncheon, Dedicated Networking Sessions and more

How Can You Benefit?





VETS 22

VETERAN ENTREPRENEUR
TRAINING SYMPOSIUM



Sponsorship Opportunities

Sponsorship Level	Investment
Titanium	\$35,000
Platinum	\$20,000
Gold	\$12,500
Silver <small>SMALL BUSINESS ONLY</small> NEW FOR 2022	\$7,500
Bronze <small>SMALL BUSINESS ONLY</small> NEW FOR 2022	\$5,000

Titanium Sponsor (\$35,000)

- ★ One (1) complimentary 10x20 booth
- ★ Full page ad in conference book
- ★ Identified as sponsor of keynote speaker in conference collateral
- ★ Provide keynote introduction
- ★ Four (4) complimentary registrations
- ★ Six (6) social media mentions leading up/during VETS22
- ★ Listed as Titanium Sponsor on sponsorship signage
- ★ Listed as Titanium Sponsor on general session slide
- ★ Listed as Titanium Sponsor on inside back cover (or other) in conference book
- ★ Announced at welcome ceremony and closing ceremony
- ★ Selection of premium exhibit hall space
- ★ 2 conference bag collateral insert
- ★ Window cling promotion on conference center windows

Sponsorship Opportunities-continued

Platinum Sponsor (\$20,000)

- ★ One (1) complimentary 10x20 booth
 - ★ 1/2 page ad in conference book
 - ★ Four (4) complimentary registrations
 - ★ Four (4) social media mentions leading up/during VETS22
 - ★ Listed as Platinum Sponsor on sponsorship signage
 - ★ Listed as Platinum Sponsor on general session slide
 - ★ Listed as Platinum Sponsor on inside back cover (or other) in conference book
 - ★ Announced at welcome ceremony and closing ceremony
 - ★ Selection of premium exhibit hall space
 - ★ One (1) conference bag collateral insert
-

Gold Sponsor (\$12,500)

- ★ One (1) complimentary 10x10 booth
 - ★ 1/4 page ad in conference book
 - ★ Two (2) complimentary registrations
 - ★ Two (2) social media mentions leading up/during VETS22
 - ★ Listed as Gold Sponsor on sponsorship signage
 - ★ Listed as Gold Sponsor on general session slide
 - ★ Listed as Sponsor on inside back cover (or other) in conference book
 - ★ Announced at welcome ceremony and closing ceremony
 - ★ Selection of exhibit hall space
-

Silver Sponsor (\$7,500) Reserved for Small Businesses

- ★ One (1) complimentary 10x10 booth
- ★ 1/8 page ad in conference book
- ★ Two (2) complimentary registrations
- ★ Two (2) social media mentions leading up/during VETS22
- ★ Listed as Silver Sponsor on sponsorship signage
- ★ Listed as Silver Sponsor on general session slide
- ★ Listed as Sponsor on inside back cover (or other) in conference book
- ★ Announced at welcome ceremony and closing ceremony
- ★ One (1) conference bag collateral insert
- ★ Floor cling promotion on exhibit hall floor
- ★ Selection of exhibit hall space

Sponsorship Opportunities-continued

Bronze Sponsor (\$5,000) Reserved for Small Businesses

- ★ One (1) complimentary 10x10 booth
 - ★ 1/8 page ad in conference book
 - ★ One (1) complimentary registration
 - ★ Two (2) social media mentions leading up/during VETS22
 - ★ Listed as Bronze Sponsor on sponsorship signage
 - ★ Listed as Bronze Sponsor on general session slide
 - ★ Listed as Sponsor on inside back cover (or other) in conference book
 - ★ Announced at welcome ceremony and closing ceremony
 - ★ Selection of exhibit hall space
-



Reception Sponsorships

Welcome Reception (\$15,000)

- ★ Sign in front of event
 - ★ Company logo on napkins
 - ★ Welcoming comments during the reception
-

Networking Reception Exhibit Hall (\$12,000)

- ★ Sign in front of breakout stations
 - ★ Company logo on napkins
 - ★ Comments during the networking reception
 - ★ Announced in general session
-

Breakfast Sponsor (\$5,000 each – 2 available)

- ★ Sign in front of breakout stations
 - ★ Company logo on napkins
 - ★ Company logo on general session screen during the breakfast announced in general session
-



A La Carte Sponsorship Opportunities

Want to elevate branding and marketing initiatives for your company and be listed as a NVSBC sponsor but have a limited budget? Consider the sponsorship opportunities below. These sponsorship opportunities may be purchased fully (your brand exclusively) or partially (in which you will be branded with others who commit to that same opportunity).

❑ WIFI SPONSOR - \$5,000

Company logo on landing page, company logo on signage

❑ CONFERENCE BAGS - \$5,000

Company logo on conference bags

❑ CONFERENCE LANYARDS - \$5,000

Company name on lanyards

❑ CONFERENCE TOTE BAGS - \$10,000

The tote bag is the most popular item and a gift to take home and enjoy long after the show is over. Exposure on this premium item includes sponsor's name and logo next to the NVSBC conference logo; both will be imprinted on the bag, which will be distributed to each meeting registrant.

❑ HOTEL KEY CARD SPONSOR - \$5,000

Design with company logo, VETS22 logo - will work with sponsor on design

❑ CONFERENCE PENS - \$3,500

Company name on pens

Distributed in all conference bags

❑ REGISTRATION SPONSOR - \$3,500

Large Signage in BACK of registration desk and additional registration area signage

Listed as Registration Sponsor on the registration site

❑ MOBILE APP SPONSOR - \$3,000

Logo on landing page seen with each app opening and company logo on signage

❑ COFFEE BREAK SPONSOR - \$1,500 EACH

Sign in front of breakout stations

Company logo on napkins

Company logo on general session screen during the break

Announced in general session prior to break .

❑ NATIONAL ANTHEM SINGERS - \$1,000

Announced during flag ceremony

Acknowledged on slide during ceremony

❑ STRATEGY SESSION SPONSOR - \$500 EACH

(3 AVAILABLE) RESERVED FOR SMALL BUSINESSES

Includes signage in front of all 6 breakout rooms for this strategy session period

❑ NETWORKING LUNCHEON TABLE SPONSOR (WEDNESDAY) \$500 PER TABLE OF 10

Includes signage on table

Learn More About Exhibit & Sponsorship Opportunities
scott.semple@nvsbc.org

Exhibit Fees & Booth Packages

Exhibitor Options

Exhibitor 10'X20'	\$5,500
Exhibitor 10'X10'	\$2,500
Exhibitor 10'X10' (Veteran, Government, Nonprofit)	\$1,500

Exhibitor Package Includes:

EXHIBIT PACKAGE (10'X20')

REGULAR PRICE - \$5,500

- ★ 10'x20' booth
- ★ Four (4) conference registrations
- ★ Pipe and drape
- ★ (1) ID sign (7'x44') – single line
- ★ (2) 6' draped table (3 sides)
- ★ (4) Contour chairs
- ★ (1) Wastebasket

EXHIBIT PACKAGE (10'X10')

REGULAR PRICE - \$2,500

VETERAN/GOV'T PRICE - \$1,500

- ★ 10'x10' booth
- ★ Two (2) conference registration
- ★ Pipe and drape
- ★ (1) ID sign (7'x44') – single line
- ★ (1) 6' draped table (3 sides)
- ★ (2) Contour chairs
- ★ (1) Wastebasket

