



Jackson Madison County African American Chamber of Commerce  
351-C North Royal Street • Jackson, TN 38301 • 731-424-2030 • jmcaacc.org

# WEST TENNESSEE BUSINESS SHOWCASE AND ECONOMIC DEVELOPMENT CONFERENCE

Focusing on the establishment of strategic business relationships, collaborations and partnerships to significantly impact the economic state of small business in the West Tennessee region through targeted exposure to information, expertise and resources designated for  
Prime, Prime-Ready, Emerging, New and Startup Businesses

## Saturday, July 14, 2018

DoubleTree Hotel | 1770 Highway 45 Bypass | Jackson, TN 38305

**SPONSOR  
INFORMATION**





**Jackson Madison County African American Chamber of Commerce**  
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December 20, 2017

Dear Prospective Sponsor:

The Jackson Madison County African American Chamber of Commerce (JMCAACC) will present our **Second Annual West Tennessee Business Showcase and Economic Development Conference (WTBS-EDC)** on **Saturday, July 14, 2018**, 8am-3pm at the DoubleTree Hotel, 1770 Highway 45 Bypass in Jackson.

More than 100 people attended the first conference held in July 2017. Keynote speaker LaTanya Channel, state director for the U.S. Small Business Administration, and other presenters challenged and inspired attendees. Highlights include the presidents of “million-dollar” minority-owned companies who shared their personal stories, strategies, and opinions on moving a business to the next level as well as economic development managers from federal and state agencies — SBA, TNECD, TSBDC, TDOT — and other experts in banking and business who shared their expertise and knowledge. The Grant Writing workshop with Dr. Jan Young of the Assisi Foundation drew as many participants as the concurrent one on “Show Me the Money: Insurance, Bonding and Franchising.”

Our watchword for 2018 is Preparation. To quote Whitney M. Young, *it's better to be prepared for an opportunity and not have one than to have an opportunity and not be prepared.*

We believe opportunities abound in 2018. One reason is that site development continues for the 4,100-acre Memphis Regional Megasite in Haywood County... and plans are unfolding for construction of a \$300-million dollar Tyson Foods plant in Humboldt. With these and other opportunities in mind, WTBS-EDC will showcase decision-makers and provide behind-the-scenes insight into the procurement process for government contracting and major corporations. We also intend to provide hands-on training for registration in state and federal databases.

Sponsorships for the WTBS-EDC range from \$1,000 to \$4,000. Exhibit space and advertising opportunities are also available. You will find more details on the following pages. The conference remains affordable for all attendees: Registration is \$ with continental breakfast and box lunch included. Early registration is \$55 through June 14th. Therefore, your support will keep the conference financially viable as well as affordable. Online registration will be available through Facebook, Eventbrite and via our website beginning February 1st.

You are invited to join us as a sponsor of the **Second West Tennessee Business Showcase and Economic Development Conference** — Saturday, July 14th in Jackson. More information is enclosed. We look forward to your involvement and support.

Best regards,

Florence Howard  
Executive Director



## **About Us**

The Jackson Madison County African American Chamber of Commerce (JMCAACC) represents more than 100 small businesses, nonprofits, corporations and individual supporters throughout West Tennessee, especially in the rural Jackson Madison County region. Our mission includes the growth and development of member businesses, youth entrepreneurial training, and economic and community development. JMCAACC provides its members with technical assistance, organizational development, marketing and promotion, and community recognition as well as partnering and networking opportunities.

## **About The Conference—One Big Day**

Once again, we will include state and local economic development professionals, elected officials, strategic partners, experienced entrepreneurs and key decision makers from across the state of Tennessee along with attendees, i.e., small business owners in four categories — Prime, Prime-Ready, Emerging, and New and Startup.

## **Bringing Together Small businesses, Industry and Governmental leaders**

For one big day, we will bring together Prime and Prime-Ready Businesses who desire to expand their business, access to capital and resources, networking and branding skills... *and...* New and Startup Businesses and Nonprofits who are willing to take the time to learn from those who know.

## **2018 Conference at a Glance — Double Tree Hotel, Jackson, TN**

- 8:00-9:15am ***Breakfast***  
Welcome and Introductions  
Keynote Speaker
- 9:00-10:15 Recap—***Moving Your Business to the Next Level***
- 10:15-10:30 Question & Answer Session
- 10:35- 11:15 ***Finance and Banking*** (Panel Discussion)
- 11:15 – 12:00 ***Certification, the Benefits***—Eric S. Terrell, *U.S. Small Business Administration, Memphis*
- 12:00 -1:00 ***Lunch***  
Remarks and Introductions  
***Business Showcase Presentations***
- 1:00-1:55 ***Procurement Panel—Government and Corporate Officers***
- 2:00-2:55 ***Certifications II : Marketing Your Business and Managing Contracts and Contacts***
- 3:00-4:00 **Closing Remarks and Activity** - Networking - On Your Own / Exhibit Tables Open



# Corporate Sponsorship Packages

*Registration included with Sponsorship*

## Platinum Sponsor — \$4,000

Five (5) Conference Registrations, Logo on conference agenda and event signage, Full-Page ad, inside front or back page of conference booklet, 120x240 ad on jmcaacc.org, Podium recognition, Exhibit Table, Social media recognition and logo and link on website; Speaker Opportunity; Giveaway Items can be included in goodie bag and as door prizes. Recognition as Presenting Host.

## Diamond Sponsor — \$3,000

Three (3) Conference Registrations, Logo on conference agenda and event signage, Full-Page ad in conference booklet, 120x120 ad on jmcaacc.org, Podium recognition, Exhibit Table in Business Showcase, Social media recognition and logon and link on website; Recognition as Continental Breakfast or Lunch Host; Speaker Opportunity; Giveaway Items in goodie bag and as door prizes.

## Gold Sponsor — \$2,000

Two (2) Conference Registrations, Logo on conference agenda and event signage, Full-Page ad in conference booklet, 120x90 ad on jmcaacc.org, Podium recognition, Exhibit Table in Business Showcase, Social media recognition and logon and link on website; Recognition from podium; Giveaway Items can be included in goodie bag and as door prizes.

## Silver Sponsor — \$1,000

One (1) Conference Registration, Podium Recognition, Half-Page Ad in conference booklet, Inclusion in event signage and social media.

**Community Sponsor — \$500** (Listing in program booklet, website, and social media)

**Contributing Sponsor — \$250** (Listing in program booklet)

**Business Showcase Exhibitor Table\* — \$200**

*For other sponsorship opportunities, contact Florence Howard at 901.827.0836 / fhoward@jmcaacc.org*

### Program Booklet Ads (Color)

Full Page Ad, 5.5" x 8.5" — \$350

Half-Page Ad, 5.5" x 4.25" — \$250

Quarter-Page Ad, 2.75" x 4.25" — \$150

Business Card Ad, 2.75" x 2.125" — \$100

*Registration included. All program book ads due June 1, 2018.*

**Conference Registration:**  
**\$75 Per Person\***  
*(Includes workshops and meals)*

*\*Early Bird Registration of \$55 ends June 14, 2018*



## REGISTRATION AND ORDER FORM

**Sign me up for one of the following:**

       **Platinum Sponsor**..... \$4,000

Up to 5 registrations; inclusion in media, publicity and signage; full-page inside front or back page ad; exhibitor's table; ad, link and logo on website; full-page booklet ad, recognition as presenting sponsor; speaker opportunity

       **Diamond Sponsor**..... \$3,000

3 registrations; inclusion in media, publicity and signage; full-page booklet ad; exhibitor's table; ad, link and logo on website; recognition as breakfast host; speaker opportunity

       **Gold Sponsor**..... \$2,000

2 Registrations; inclusion in media, publicity and signage; half-page booklet ad; exhibitor's table; ad, link and logo on website; recognition from podium

       **Silver Sponsor**..... \$1,000

1 Registration; inclusion in media, publicity and signage; quarter-page booklet ad; exhibitor's table, website ad, link and logo; recognition from podium

       **Community Sponsor**..... \$500

Listing in program booklet and signage, exhibit table, recognition from podium

       **Contributing Sponsor**.....\$250

Listing in program booklet

       **Exhibitor Table**.....\$200

Inclusion in Business Showcase

       **Individual Registration\***..... \$75pp

       *No. of Individual Registrations*

**\*Early Bird Registration of \$55 ends June 14, 2018.**

Color Ads in Conference Booklet (5.5"x8.5") are available (registration included):

       \$350, Full-page |        \$250, Half-page

       \$150, 1/4-page |        \$100, 1/8 page

Booklet Ads must be paid in advance. Camera-ready art, Word or text ads should be received no later than **June 1, 2018**. All camera-ready ads should to be submitted in PDF or jpeg format, at least 300 dpi with fonts embedded. **Email display ads to aachamber731@yahoo.com.**

Hard copy ads can be mailed to JMCAACC, 351-C N. Royal St., Jackson, TN 38301.

**TOTAL AMOUNT DUE:** \_\_\_\_\_

Yes, we would like to join the Jackson Madison County African American Chamber in supporting small business development through the West Tennessee Business Showcase and Economic Development Conference. **Area of interest/work:** \_\_\_\_\_

**Registration**

Your Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone (    ): \_\_\_\_\_

Email: \_\_\_\_\_

**Additional**

Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: (    ) \_\_\_\_\_ Email: \_\_\_\_\_

**Additional**

Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

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**Additional**

Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: (    ) \_\_\_\_\_ Email: \_\_\_\_\_

**Additional**

Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: (    ) \_\_\_\_\_ Email: \_\_\_\_\_

Make checks payable to **Jackson Madison County African American Chamber of Commerce** and mail to **JMCAACC, 351-C North Royal, Jackson, TN 38301. For more information, call 731-424-2030.**

Upon confirmation of your commitment to participate in WTBS-EDC, all sales are final. No refunds will be made for cancellations, no-shows or unforeseen Acts of God.