



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 15, 2017

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

**SPONSOR  
INFORMATION**





**Jackson Madison County African American Chamber of Commerce**  
351-C North Royal Street • Jackson, TN 38301 • 731-424-2030 • [jmcaacc.org](http://jmcaacc.org)

April 28, 2017

Dear Prospective Sponsor,

The Jackson Madison County African American Chamber of Commerce is pleased to present our **first West Tennessee Business Showcase and Economic Development Conference** for your consideration. Our goal is to attract 100 new and experienced business owners who will spend the day learning new business skills and upgrading old ones that they will actually use.

We hope that you will join us and contribute your strength as a Sponsor, Exhibitor, Advertiser, Supporter and highly visible partner-participant in this event.

The West Tennessee Business Showcase and Economic Development Conference on **Saturday, July 15, 2017** will offer a full-day of training and networking opportunities for sponsors who will be able to showcase their program services and gather new clients as well as for participants who will be inspired to move their business to the next level and to get and fulfill contracts while managing quality and services. For our part, we will showcase a number of successful African American and minority businesses worthy of notice and will present innovative, exciting leading edge speakers and presenters to make the day well worth the time spent. We would appreciate your help in this project.

Sponsorship for this event range from \$1,000 to \$5,000. The cost of registration is only \$65 and continental breakfast and box lunch are included. Early registration is \$45 through 6/15.

You will find more details regarding sponsorship levels and benefits on the following pages of this packet. Please feel free to contact us with any questions.

Best regards,

Charles Adams II, Event Chair  
Manager, Walgreens South Highland  
731-217-4288

Florence Howard, Event Coordinator  
Executive Director, Jackson Madison County African American Chamber  
[fhoward@jmcaacc.org](mailto:fhoward@jmcaacc.org)  
731-424-2030 (office) | 901-827-0836 (mobile)



## 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

Speakers 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 Businesses.

## 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.

### Track One — Expanding Your Business

- Access to Capital
- Branding Yourself and Your Business
- Contracting Opportunities—Government & Manufacturing
- Moving to the Next Level
  - ISO Quality Management Resources
  - People Power: HR Hiring and Retention
  - Putting Money Back into Your Business

### Track Two — Starting and Running Your Business

- Legal Structure
- Licenses and Permits
- Incorporating a Business or Nonprofit
- Business Taxes
- Registering a Trade Name
- Business Plans
- Grants and Loans
- Insurance and Bonding
- Profitable Business Strategies
- Grant Writing for Nonprofits
- Franchising

### READY FOR THE NEXT LEVEL

A select number of Prime and Prime-Ready Businesses will be presented as part of the Business Showcase which will take place on Saturday, July 15 during the conference. Governmental and Corporate Supplier Diversity Officers, Exhibitors, and Speakers invited to participate.

## Prospective Participants and Industries Who Should Involved

Accounting, Banking & Finance  
Business Services  
Community Services  
Community Development  
Construction  
Education  
Engineering  
Government

Healthcare  
Industrial Services  
Investments  
Manufacturing  
Non-Profit Agencies  
Office Supplies & Equipment  
Professional Services  
Public Relations and Marketing

Real Estate  
Retail and Consumer Durables  
Service Organizations  
Small Business Development  
Telecommunications/Technology  
Transportation  
Utilities  
*...and Others*



## Corporate Sponsorship Packages

### Platinum Sponsor — \$4,000

Five (5) Conference Registrations, Logo on conference agenda and event signage, Full-Page ad in conference booklet, 120x240 ad on jmcaacc.org, Podium recognition, Exhibit Table in Business Showcase, Social media recognition and logon and link on website; Recognition as Lunch Host; Giveaway Items can be included in goodie bag and as door prizes.

### Diamond Sponsor — \$3,000

Two (2) 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 Host; Giveaway Items can be included 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; 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](mailto: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" — \$75**

*All program book ads due June 9, 2017.*

#### **Conference Registration:**

**\$65 Per Person\***

*(Includes workshops and meals)*

*\*Early Bird Registration of \$45 ends June 15, 2017*



# REGISTRATION FORM

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

     **Platinum Sponsor**..... \$4,000  
5 Registrations; inclusion in media, publicity and signage; exhibitor's table; ad, link and logo on website; Recognition as lunch host

     **Diamond Sponsor**..... \$3,000  
2 Registrations; inclusion in media, publicity and signage; exhibitor's table; ad, link and logo on website; Recognition as breakfast host

     **Gold Sponsor**..... \$2,000  
2 Registrations; inclusion in media, publicity and signage; exhibitor's table; ad, link and logo on website;

     **Silver Sponsor**..... \$1,000  
1 Registration; inclusion in media, publicity and signage; exhibitor's table, ad, link and logo on website;

     **Community Sponsor**..... \$500  
Listing in program booklet and signage

     **Contributing Sponsor**..... \$250  
Listing in program booklet

     **Exhibitor Table**..... \$200  
Inclusion in Business Showcase

     **Individual Registration\***..... \$65pp  
     No. of Individual Registrations  
*\*Early Bird Registration of \$45 ends June 15, 2017.*

Color Ads in Conference Booklet are available:

     \$350, Full-page |      \$250, Half-page  
     \$150, 1/4-page |      \$75, 1/8 page

Booklet Ads must be paid in advance by **June 9, 2017**. Camera-ready art, Word or text ads should be received no later than **June 16, 2017**. 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:** \_\_\_\_\_

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.

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 1

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

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

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

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

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

Phone (    ): \_\_\_\_\_

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

### Registration 2

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

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

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

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

### Registration 3

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

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

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

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

### Registration 4

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

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

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

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

### Registration 5

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**.