

Event Partnership and Sponsorship Opportunities

Cape & Plymouth Business continues its series of highly acclaimed seminars and networking events throughout 2011.

Event Sponsorship Delivers:

- ▶ Face-to-face lead generation
- ▶ Promotion in our monthly magazine to more than 9,000 readers
- ▶ E-mail promotions
- ▶ Website presence

Cape & Plymouth Business events provide sponsors with unmatched opportunities for in-person lead generation and unique branding opportunities.

Sponsor Packages Starting at \$500



"I attended the event this morning and found it very informative and enlightening and wanted to say thanks for a job well done. Your company provides all of us who do business on Cape and South Shore a valuable service and also a venue for connecting."



brought to you by Cape & Plymouth Business

"I thought the panels were great. The panelists clearly knew their subject matter and I took away some great ideas for my business."



FEBRUARY 10, 2011
CAPE CODDER RESORT & SPA

Marketing Summit: Tools and techniques for small business

In today's new economy you do not have time and money to waste on ineffective marketing programs. We are bringing together experts so you can learn to build a marketing plan that's right for your business. Dramatically improve the effectiveness of your marketing investment.

Master Of Ceremonies:

David Frawley, Frontier Marketing Frawley is founder and senior marketing consultant of Frontier Marketing.

Presenters:

Alyssa Dver, Mint Green Marketing A seasoned author and speaker, Dver is CEO of Mint Green Marketing and author of the book *No Time Marketing*.

Corissa St. Laurent, Constant Contact St. Laurent is Regional Development Director, New England, for Constant Contact.

Topics to be discussed include:

- How to build your image statement
- Why everything you do is part of your sales cycle
- Practical ideas to attract new prospects
- How to easily separate yourself from the competition
- The power of tying e-mail marketing into social media
- How to turn followers into loyal customers



MARCH 10, 2011
CAPE CODDER RESORT AND SPA

Marketing Summit: Smart selling for retail and hospitality

Do you understand how the recession has changed your customers' shopping behavior? Shoppers are more measured, selective and practical. They learned to use new techniques and tools during the recession and these behaviors are here to stay. This event will help you learn how to leverage your marketing, positioning and merchandising to be more relevant to your customers' needs.

Panel Discussion - "2011 Trends - what does your business need to do to be successful"



Chris Marentis
Founder/CEO, Gennext Media
www.gennextmedia.com



Catherine Bean
Owner, Bella of Cape Cod
www.bellaofcapecod.com



Doug Fleener
President, Dynamic Experiences Group
www.dynamicexperiencesgroup.com



Moderator
David Frawley
President, Frontier Marketing
www.frontiermark.com

Followed by cocktail party and networking

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PAST EVENT SPONSORS HAVE INCLUDED:



ENTERPRISING
WOMEN
2011

APRIL 14, 2011
CAPE CODDER RESORT & SPA

Enterprising Women: How women compete and succeed

Women are creating and leading businesses at a faster pace than ever before. At Enterprising Women, learn from prominent businesswomen as they share their stories and their paths to success, and provide tips and tools to help every woman reach her potential.



Welcoming remarks
Wendy Northcross
CEO, Cape Cod Chamber of Commerce
www.capecodchamber.org



Keynote Speaker
Dorothy Savarese
President, & CEO Cape Cod Five Cents Savings Bank, www.capecodfive.com



Guest Speaker
Alyssa Dver
"Ms. Informed: Wake Up Wisdom for Women"
www.mintgreenmktg.com



Panel Moderator
Geri Denterlein
President, Denterlein Worldwide
www.denterleinworldwide.com

Panel Discussion - "Leadership Lessons"



Christine Perkett
President and Founder, PerkettPR
www.perkettpr.com



Dr. Cynthia Harrison
Thomas D. Davidow & Associates
www.tdavidow.com



Dune Thorne
Managing Director, Silver Bridge
www.silverbridgeadv.com



Trish Kennedy
Co-Founder and CEO,
BackOffice Associates LLC
www.boaweb.com

Followed by cocktail party and networking

Brought to you by:



CELEBRATING
small
BUSINESS

MAY 19, 2011
ROCKLAND HOLIDAY INN

Celebrating Small Business: The driver of our regional economy

After an undeniably challenging period, conditions have clearly turned the corner in Massachusetts and businesses have been refining their business models to keep up with the trends faced by all businesses in our region.

Keynote Speakers

Alyssa Dver Mint Green Marketing "No Time Marketing - Small Business Marketing Tips"
Corissa St. Laurent Constant Contact "Social Media Marketing Made Simple"

Panel Discussion - "The Power of Technology - what does your business need to be successful"

Awards Ceremony Recognition awards to be given to small business leaders

Panelists to be announced - check www.capeplymouthbusiness.com for details!

40
under
40
AWARDS

JUNE 9, 2011
CAPE CODDER RESORT & SPA

40 Under 40 Awards: Honoring young professionals



Cape & Plymouth Business' 40 Under 40 Awards spotlight the region's top young business leaders who excel in their industry and show dynamic leadership.

Speakers to be announced - check www.capeplymouthbusiness.com for details!

Now accepting nominations at www.capeplymouthbusiness.com/nominations/new.

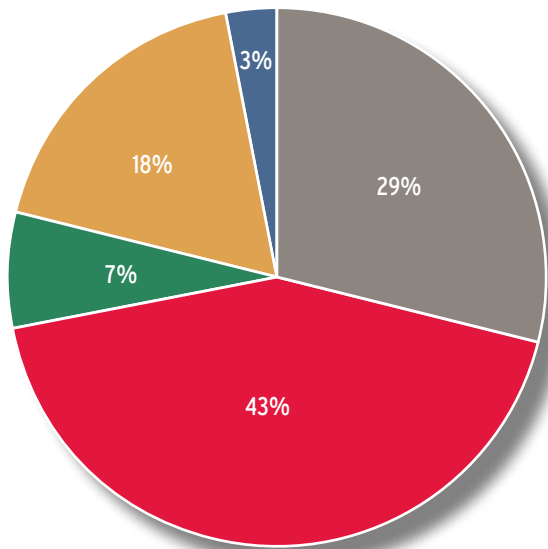
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**BUSINESS
CONNECT
2011**

brought to you by Cape & Plymouth Business

**NOVEMBER 16, 2011
RESORT & CONFERENCE CENTER AT HYANNIS**



Previous Attendee Breakdown

- President/CEO/COO/Owner/Founder
- Vice President
- Manager/Supervisor
- Administrator
- Other

**Business Connect 2011
B2B Conference & Expo**

Cape & Plymouth Business is ready to grow. Are you?

The largest business-to-business conference South of Boston has returned!

The 2011 Business Connect Conference will once again foster business growth and innovation. On November 16 more than 1000 executives and business professionals representing all industries will gather at the Resort & Conference Center at Hyannis in search of new products, connections, strategies and leads.

Business Strategy Seminars

- ▶ Marketing & Sales
- ▶ Social Media
- ▶ Growth & Leadership
- ▶ Technology

Sponsorship Packages

- ▶ Presenting Conference Sponsor \$7500
- ▶ Premier Sponsor \$5000
- ▶ Conference Sponsor \$2500
- ▶ Booth Sponsor \$1750

Reserve your booth now!

Contact Bob Viamari at 508-385-3811 or bob@capeplymouthbusiness.com

Co-produced by



"We cannot thank you enough for the entire event. Every aspect of the show more than filled our expectations. We will definitely be here next year."

"Our company took away some great leads."

"We got a lot of exposure and made several connections."

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capeplymouthbusiness.com



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