



2019 Regional BOOM Conference Sponsorship Opportunities

OVERVIEW

What: The BOOM Conference is a unique experience bringing together people age 45 and older, interested in starting or growing a business. BOOM Conference theme, *Free Inexpensive and Simple Technology for Business Growth*, offers an opportunity for attendees to use the tools discussed while they are in the meeting. We will have a plenary session, luncheon, business pitch competition, and two workshop tracks:

- 1) **Launch Pad** – Featuring tools, tips and strategies for people getting started
- 2) **Velocity Growth** – Featuring tools, tips and strategies for post-revenue companies ready to scale larger.

Why: The 2019 Regional BOOM Conference connects you to the number three economy in the world? This market has “...more than 100 million consumers generating \$7 trillion a year in goods and services...Every year, their numbers and buying power expands.” (<http://bit.ly/2Fi7Gas>). This is the age 50+ US market. Likewise, according to *Boomer Entrepreneurs and the State of Entrepreneurship* by the Kaufmann Foundation, Baby Boomers are twice as likely as Millennials to plan a new business. About 24% of new entrepreneurs are between 55 and 64, and this percentage is steadily increasing Kaufmann further cites that the average age of a successful start-up founder is 40.

However, aspiring and established mature business owners find that traditional training conferences are not meeting their needs. Most meetings are developed with limited understanding of their learning style, mindset and the technology gap that exists. Building on the success of the inaugural 2017 BOOM Conference where attendees left inspired and prepared to move forward, the 2019 conference is designed to empower participants with practical tools, best practices and information.

Where: The Conference is being held at the beautiful Silver Spring Civic Center in downtown Silver Spring, 1 Veterans Pl, Silver Spring, MD 20910

When: Thursday, May 23, from 8:30 AM to 4:00 PM.

Who: The organizer is award-winning entrepreneur and gig income expert, Angela Heath, Ms. Heath is author of “*Do the Hustle without the Hassle*,” featuring insights and instruction on how to win in the online gig economy. Her company, TKC Incorporated, is on a mission to help small businesses, career coaches, and everyday people leverage the online gig marketplace.



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You are invited to partner with us as a conference sponsor at The BOOM Conference 2019 - held May 23rd in Silver Spring, MD at the Silver Spring Civic Center.

As a sponsor, you will have the opportunity to influence and interact with mature, small business owners and aspiring entrepreneurs from the 3rd largest buying power in our nation. Through participation-based programming and networking-rich opportunities, we will engage in substantive conversations about how the changing technology landscape opens new doors for business growth opportunities and provides practical help for those wanting to start, or grow, a business.

Key features of this year's conference include:

- Scholarships for unemployed and under-employed aspiring business owners
- Practical workshops that teach various business building skills using 20th century strategies and technology.
- Interactive and practical business clinics that will enable attendees to connect with resources to fuel their business growth.
- Extended networking with local and national experts

Sponsors will have the opportunity to interact with key business champions and advocates through the conference's two tracks:

- **Launch Pad** – Featuring tools, tips and strategies for people getting started and those in the gig economy
- **Velocity Growth** – Featuring tools, tips and strategies for post-revenue companies ready to scale larger.

BOOM PITCH CONTEST

exclusive AARP

PLENARY SPONSOR

\$5,000

- **Access to list of all participants**
- **Joint selection (with TkC Incorporated) of one of two the plenary panel Speakers who can deliver your corporate message without direct selling**
- Presentation on 45+ Hustle Facebook Broadcast
- Branded conference bag (provided by sponsor)
- Primary placement on on-site signage
- Primary placement on the conference website
- Exhibit opportunity
- Breakfast focus group for 12 participants
- Placement of materials in participant conference bag

Media Sponsor

\$3,500

- Promotional Advertising Package – sponsorship promoted on
 - Social media paid promotion on Facebook, LinkedIn and Twitter
 - Press release featuring your sponsorship to 60 local media outlets
 - Mention during all media interviews (last year had 3 TV appearances)
- **Access to list of all participants**
- Presentation on 45+ Hustle Facebook Broadcast
- Recognition during the opening and closing sessions
- 5 minute remarks during the closing session
- Primary placement on on-site signage
- Primary placement on the conference website
- Exhibit opportunity
- Placement of materials in participant conference bag

Launch Pad Track Partner

\$2,500

- **Access to list of workshop attendees**
- Placement on on-site signage
- Placement on the conference website
- Sponsorship of a workshop presenter
- Exhibit Opportunity
- Presentation on 45+ Hustle Facebook Broadcast
- 5 minute remarks and introduction of workshop speaker
- Placement of materials in participant conference bag

Velocity Growth Track Partner

\$2,500

- **Access to list of workshop attendees**
- Placement on on-site signage
- Placement on the conference website
- Sponsorship of a workshop presenter
- Exhibit Opportunity
- Presentation on 45+ Hustle Facebook Broadcast
- 5 minute remarks and introduction of workshop speaker
- Placement of materials in participant conference bag

Unemployed Boomer Champion

\$2,000

- Sponsorship of registration fee for 20 unemployed boomers
- Placement on on-site signage
- Exhibit Opportunity
- Placement on the conference website
- Presentation on 45+ Hustle Facebook Broadcast
- Separate promotion to the media and community organizations

Energy Partner

\$1,500

- Conference lunch sponsor
- Placement on the conference website
- Placement on on-site signage
- Acknowledgement during luncheon
- Exhibit Opportunity

Contributor

\$ 500

- Placement on the conference website & on-site signage

Contact

- Angela Heath, Conference Team Lead, 301/949-3469, ah Heath@tkcincorporated.com

Stay Connected

FACEBOOK - <https://www.facebook.com/BoomConference>; Twitter - @TheBoomConf