

# Madison Area Business Expo 2018

Presented by 

Thursday, January 18th, 2018

4 - 7pm at The Coliseum Bar and Restaurant  
232 Olin Avenue, Madison



Join Us for Networking  
Over 50 Business Exhibitor Spaces  
Incredible Door Prizes  
Appetizers, Beer & Soda



Bring Plenty of Business Cards!

" Well organized event, we received great traffic! It's always a pleasure to exhibit at the SMBA Expo, and market our business to a diverse professional crowd. Don't change anything!"

-Matt, Midwest Financial



" The SMBA Business Expo has been a great, leveraged way for us to meet a lot of business executives at one time.

We were able to quickly qualify interested business owners for follow up and made several business partnership contracts as well. A very worthwhile use of time and resources!"

-Susan Schmidt-Thomson,  
ActionCOACH



" The SMBA Expo is a great event that takes the networking and education typical of other expos and makes it more dynamic and fun. The food and the drinks cannot be beat either."

-James Kademan, Calls on Call



A ticket to the annual **Madison Area Business Expo 2018**

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Complimentary Admission with this ticket and your business card

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ADMIT ONE

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## Exhibitor Information

**PUBLICITY:** The South Metropolitan Business Association (SMBA) will promote Business Expo 2018 through the media, its membership, and other channels.

**PARTICIPANTS:** Businesses of all types and sizes throughout the Madison Metropolitan Area are invited to participate as exhibitors. SMBA members in good standing will be given priority as exhibitors by pre-registering no later than November 30th, 2017.

**DISPLAYS:** Exhibitors will be provided a 6 or 8 foot long by 30" deep table, fully draped with a black tablecloth. Table top displays without electrical service are suggested to keep the Expo informal.

**EXHIBITOR DRAWINGS:** Exhibitors are expected to conduct a drawing at their display for a product, service or gift valued at \$25 or more. Exhibitors will draw a winner at the conclusion of the Business Expo and report their winner to the SMBA information desk. Exhibitors are responsible for notifying the winners and arranging the delivery of their prize. Exhibitors and the winners will be recognized in the February SMBA 2018 Newsletter.



**GRAND PRIZES:** Exhibitors, SMBA Members, and sponsors will be asked to volunteer grand prizes with a value of \$100 or more. Drawings for grand prizes will take place throughout the night. Names drawn must be present to win.

**SCHEDULE:** Setup: 3:00 - 4:00pm  
Expo: 4:00 - 7:00pm  
Tear Down: 7:00 - 7:30pm

**COST: SMBA Members:** \$50 is due at the time of registration.

**Non-Members:** \$100 for non-members (\$50 of which can be applied toward membership).

## Exhibitor Registration:

Register online under the "Events" tab on <http://www.smba-madison.org>

FOR MORE INFORMATION:

Contact Jodi Fisher

Email: [SMBA@SMBA-Madison.org](mailto:SMBA@SMBA-Madison.org)

This is a non-profit, Pro-Business  
initiative sponsored by the

**SMBA** South Metropolitan  
Business Association