

PRESS RELEASE
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BUSINESS TO BUSINESS EVENT REGISTRATION BEGINS; NEW SPONSORSHIP OPPORTUNITIES AVAILABLE

AT&T's Sam Balark knows a golden opportunity when he sees one. "We really feel it is important for AT&T to be a part of the Business To Business Event," said Balark. The event, now in its third year, has become the premier networking expo in the region and AT&T has become the event's first-ever silver sponsor.

Vivette Payne of the Avery Payne Group, co-founder of the event, is pleased to announce the new sponsorship opportunities. "This year, the B to B Event is offering real sponsorship levels, from a \$3000 title sponsorship to a bronze sponsorship of \$1000. We are partnering with the Business Ledger - know as the business newspaper for suburban Chicagoland - to provide an exponentially larger audience to all of our exhibitors, and a unique opportunity for the sponsors." Payne stated that sponsorships include different advertising opportunities and effective ways to market to the ever-growing Southland business community.

Payne says registering for a booth quickly is the best way to ensure a spot on the floor as the floor has filled to capacity in the previous two years. "We have eliminated the seated lunch to make more room for booths, but we encourage exhibitors to register as soon as possible."

Registration for both booth space and sponsorships is available now by logging onto www.BtoBExpo.com. Click "register" from the main menu to reserve your booth, or click "sponsorship opportunities" to discover all the benefits of being a Business To Business sponsor.

The Business To Business Event is September 16th from 9am to 3 pm at the Tinley Park Convention Center, Harlem Avenue and I-80. This is the third year for this annual event, a cooperative effort of local chambers of commerce throughout the Southland region. Every local chamber in the Southland region, from the Indiana border to Joliet, from I-55 to Peotone, is invited and welcomed to join the event.

Rebecca Palumbo of Rollins Palumbo Creative, the other half of the founding team said, "Business to Business is an opportunity for our South and Southwest suburban businesses to network throughout the day." Palumbo stated that this event was devised to promote business-to-business suppliers such as printers, technology and IT companies, office supply and furniture dealers, advertising

agencies, accountants, lawyers, and more who actually support other businesses.

“B2B companies are very much out of place at our community expos, and most chambers do not have enough B2B members to merit their own expo. Pooling the B2B companies across the Southland through the cooperation of our most excellent local chambers has solved that problem and created an extraordinary opportunity for those companies.”

“It’s another benefit for our members”, say , President and CEO of the Tinley Park Chamber. “It’s something beyond our consumer shows, something for our b2b members who really wanted this kind of outlet.” Mary Schmidt, Executive Director of Alsip Chamber of Commerce stated that all her exhibiting members have had only positive things to say about the event and its networking opportunities.

Local chambers of commerce designing Business To Business 08 are at present; Alsip, Blue Island, Bridgeview, Crestwood, Evergreen Park, Frankfort, The Hills, Homewood Area, Lemont, Lockport, Matteson Area, Mokena, New Lenox, Oak Lawn, Orland Park Area, South Holland and Tinley Park. The event’s media sponsors include the Business Ledger and Next Media which broadcasts 1340 WJOL, 98.3 WCCQ and 96.7 STAR.

“This is a low-cost high-visibility marketing tool that B2B businesses are eager to use. It hits their target so effectively,” said Palumbo.

Exhibiting local chamber member businesses will pay only \$185 until July 15th for space, hot breakfast, box lunch, and an exhibitor-only reception, registering through their local chambers. After July 15th, businesses will pay \$199.

Attending the event for on-the-floor networking is free with a business card.

For more information, or to register for the event, log onto www.BtoBExpo.com or call Vivette Payne at 708-747-0844 or your local chamber of commerce.
