



IDEA LAB

IdeaLabUtah.com



NOVEMBER 9, 2017 | SALT MINE PRODUCTIVE WORKSPACE, SANDY

Salt Lake Community College, Salt Mine, the Sandy Area Chamber of Commerce and Utah Media Group present **Idea Lab**, an event for men and women who are currently founding a startup, thinking of entrepreneurship, or wanting to implement a new idea into their current workplace. The hardest part of making an idea reality is starting and the key to startup success is execution.

Idea Lab will let attendees will practice execution skills in a risk-free zone, meet fascinating people, collaborate on interesting ideas, and inspire the next great startup idea. Idea Lab is a hands-on experience. Attendees will brainstorm an idea, create a solution, and prototype phases. Our knowledgeable facilitators will be on-site to help teams through these phases. At the end of the lab teams will get a chance to share ideas in front of a panel of business experts.

You are invited to be a sponsor to showcase your company's innovative services and products to help launch the next great Utah start up.

ATTENDEE PROFILE

- Individuals interested in starting their own business
- Individuals looking to network and grow their current business
- Driven, passionate, hardworking individuals who are interested in taking on more managerial and leadership positions

PRODUCED AND PRESENTED BY

 Utah Media Group

For sponsorship opportunities, contact Michael Gura:
mgura@utahmediagroup.com or (801) 204-6821

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SALT MINE

SPONSOR BENEFITS

\$10K
PRESENTING
SPONSOR

\$7.5K
GOLD
SPONSOR

\$5K
SILVER
SPONSOR

\$2.5K
BRONZE
SPONSOR

\$1K
TABLE
SPONSOR

| MARKETING & BRANDING BENEFITS | | | | | |
|---|---------------------------------|--------------------------------|--------------------------------|----------------------------------|---|
| Tickets to attend the event | 10 | 8 | 6 | 4 | 2 |
| Company logo displayed in event program | ✓ | ✓ | ✓ | ✓ | ✓ |
| Company logo displayed in Idea Lab sponsor reel | ✓ | ✓ | ✓ | ✓ | ✓ |
| Company logo and link displayed on idealabutah.com | ✓ | ✓ | ✓ | ✓ | ✓ |
| Company logo on event signage | ✓ | ✓ | ✓ | ✓ | |
| Company logo in all promotional materials including: <i>Deseret News</i> , <i>The Salt Lake Tribune</i> , <i>Utah Business</i> and other media partners | ✓ | ✓ | ✓ | | |
| Company logo on all event emails | ✓ | ✓ | ✓ | | |
| ON-SITE BENEFITS | | | | | |
| Exhibitor table | ✓ | ✓ | ✓ | ✓ | ✓ |
| Sponsorship recognition from the stage | ✓ | ✓ | ✓ | ✓ | ✓ |
| Company gift allowed in swag bag | ✓ | ✓ | ✓ | | |
| Corporate brochure distributed with attendee handouts | ✓ | ✓ | ✓ | ✓ | ✓ |
| Copy of the attendee list | ✓ | ✓ | | | |
| Lunch sponsor | ✓ | | | | |
| Company logo and description in event program | 250 words | 175 words | 100 words | | |
| Advertisement in event program | Back cover | Full page | Full page | | |
| Representative to Introduce keynote speaker | ✓ | | | | |
| PARTNER BENEFITS | | | | | |
| Advertisement in <i>Deseret News</i> and <i>The Salt Lake Tribune</i> | Full page (10.972" x 19.75") | Half page (10.972" x 9.75") | Half page (10.972" x 9.75") | Quarter page (5.431" x 9.75") | |

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