



**27 YEARS  
AND BETTER  
THAN EVER!**

BE A PART OF  
MISSISSIPPI'S LARGEST  
BUSINESS TO BUSINESS  
MARKETING EVENT



Wednesday, April 7th  
9:30 am - 7:30 pm

Thursday, April 8th  
10 am - 3 pm

MISSISSIPPI TRADE MART  
Jackson, MS

# EXHIBIT AT EXPO: The Place to Be

- EXPO 2010 is the premier networking event of the year where you can meet thousands of potential new clients or suppliers in attendance.
- WE PRESENT a quality environment for companies to network with other professionals and empower decision makers from all sectors of the region's economy.
- 200 EXHIBITORS showcase their products and services to over 5,000 attendees including executives, managers, and purchasing agents.
  - Promote your business
  - Gain recognition
  - Gather leads
  - Get face to face with your customers and competitors
  - Network, Network, Network!
- EXHIBITS receive complimentary tickets for their customers and to invite new prospects.
- **YOUR COMPETITORS WILL BE THERE. YOUR CLIENTS WILL BE THERE. PUT YOUR BEST IMAGE FORWARD THIS YEAR AND MAKE IT COUNT.**
- 4 SPECIAL EVENTS bring top management from across the state.
- POSITION YOUR company for SUCCESS at Expo 2010.

Exhibitors offering a wide variety of services and products will be exposed to thousands of potential customers. This is a prime networking opportunity for businesses across the state to increase revenues, boost the economy and gain valuable exposure.

EXPO 2010 will empower decision makers from all sectors of the region's dynamic economy: telecommunications, software, finance, insurance, environmental science, health services, tourism and hospitality services, industry associations, educational institutions, retail business, office furniture, and countless other professional services.

**Whether you're an entrepreneur,  
a sole proprietor or CEO of a large  
corporation, this is the event  
you don't want to miss.**

*A Special Project of the Mississippi Business Journal*

# Mississippi Business and Technology EXPO

## BIGGEST AND BEST NETWORKING EVENT IN THE STATE

Comcast *Presents*  
Business Class

MISSISSIPPI  
BUSINESS &  
TECHNOLOGY

2010  
**EXPO**<sup>TM</sup>

A SPECIAL PROJECT OF THE  
MISSISSIPPI BUSINESS JOURNAL

Check out  
these statistics

For Quality Leads and Effective  
Networking, EXPO is the place to be!



Find out  
Who's Who  
Who's Where  
&  
What's Up  
&  
What's New!

- 91.6% EXHIBITORS say they plan to return.
- 97.2% ATTENDEES say they are coming back.
- 55.7% attendees were male.
- 44.3% attendees were female.
- 74% of attendees said they are **LIKELY** to purchase products or services they found at the Business and Technology EXPO within the next 12 months.
- 64% of attendees said they have a significant impact on purchasing decisions for their company.
- 72% of attendees represent established companies that have been in business for 5 or more years.
- 26% of attendees are company owners, presidents or corporate officers who visited the EXPO an average of 2 hours and 52 minutes.
- Over half of attendees (57%) visited the Mississippi Business and Technology EXPO to network with suppliers and/or peers. Another 33% attended the EXPO to become aware of new products and suppliers.
- 96% of attendees said they would recommend to peers and colleagues that they attend EXPO.

Survey conducted by Southern Research Group

# WHERE BUSINESS MEETS COMMERCE

**Wednesday, April 7th • 9:30 am - 7:30 pm**  
**Thursday, April 8th • 10 am - 3 pm**

**Biggest & Best Networking Event in the state...**

**WE BRING BUYING POWER  
 Straight to your booths!**

The floor plan shows a large rectangular layout with various zones. At the top center is the 'STAGE'. To the left is the 'PREMIUM CORNER' and 'ABC CONSTRUCTION ZONE'. A central vertical strip is labeled 'ACTIVITY AREA'. To the right is the 'MEETINGS, CONVENTIONS & TOURISM MALL'. Booth numbers are arranged in a grid, with some clusters highlighted. An 'ENTRANCE' is marked at the bottom center. The text 'Event Entrance' and 'Floor Plan Subject to Revisions' is at the bottom left.

**Comcast** Presents  
 Business Class



**Find out Who's Who,  
 Who's Where, What's  
 Up & What's New!**

*For quality leads and effective networking, EXPO is the place to be!!*

**Heavy Hitting Media Promotion,  
 Direct Mail and Special Events.**

## SPECIAL EVENTS

**Sponsorships still available!!**

- Kick Off Breakfast: Best Places to Work Awards *(Sponsored by Southern Research Group)*
- Top 40 Under 40 Luncheon *(Sponsored by BancorpSouth & Cellular South)*
- Business After Hours Networking Party featuring "The Chill" *(Sponsored by BCI & Greater Jackson Chamber Partnership)*
- Business Woman of the Year Luncheon *(Sponsored by BankPlus, MEC, St. Dominic)*
- Seminars *(Presented by HCC Eagle Ridge and Carnival Cruise Lines)*
- Technology Clusters *(Sponsored by Mississippi Technology Alliance)*
- Cyber Cafe *(Sponsored by Comcast Business Class)*

**Act promptly for prime booth location**

Company Name \_\_\_\_\_ Business Category \_\_\_\_\_  
 Contact Person \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_  
 # of Booths: \_\_\_\_\_ Booth Choice: \_\_\_\_\_ 1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd  
 Last year to exhibit \_\_\_\_\_ New Exhibitor \_\_\_\_\_

**BOOTH SPACE RENTAL:**  
 Center Aisle: \$995; End Caps (limited number) 2 booths: \$1,800;  
 General population: \$895 first booth, \$850 2nd booth  
 Please fax this form to EXPO 2010 at: 601-364-1007 or email  
 Tami Jones at [tami.jones@msbusiness.com](mailto:tami.jones@msbusiness.com)  
 or call (601) 364-1011

### EXHIBITOR FEATURES

- Construction Zones
- Meetings, Conventions & Tourism Mall *(Sponsored by McGehee Cruise & Vacation)* Register to win a 5 day cruise for 2
- Technology Clusters



**Wednesday & Thursday  
April 7-8, 2010**

**Mississippi Trade Mart  
Jackson, MS**

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## **EXHIBITOR AGREEMENT**

### **Terms of agreement for Exhibit Space.**

The acceptance of this agreement will be by an authorizing signature indicating the exhibitor has read, understands and agrees to abide by all the rules, regulations and restrictions outlined in the following agreement.

Definitions - As used herein, "Exhibit Management" means Mississippi Business and Technology EXPO. "Exhibitors" means any person or firm on whose behalf the exhibit space is leased.

1. Exhibitors will move in on Tuesday, April 6, 2010 between the hours of 1:00 p.m. and 5:00 p.m. **Any exhibitor who has not checked-in by this time will forfeit the reserved exhibit space without refund.**
2. No exhibitor will be permitted to disassemble their exhibit space prior to the close of the show on Thursday, April 8, 2010.
3. Exhibitors canceling on or before October 31, 2009 will be eligible for a refund of any pre-paid exhibitor's fees, less the required \$100.00 per booth deposit. Exhibitors canceling after October 31st will not be eligible for any refund. Booth prices (Center Aisle: \$995; End Caps (limited number) 2 booths: \$1,800; General population: \$895 first booth, \$850 2nd booth)
4. There shall be no retail sales, cash exchanges or deliveries from any booth, except for the distribution of free samples and advertising. No exchanges of monies between exhibitors and show visitors shall occur on EXPO 2010 floor.
5. Exhibitors will keep their booths clean and orderly at all times and shall not engage in any activity which would endanger any persons or property or would be in violation of any state, federal, or local law, regulation or ordinance. All displays must be flame retardant.
6. Exhibitors and representatives shall not deface or injure the interior or exterior of the facilities.
7. Any additional services necessary for the effective operation of the exhibit will be at the expense of the exhibitor. Order forms will be mailed out one month before the EXPO.
8. Booth payment is due at the time of reservation for space unless other arrangements are made with the Expo administration. **The final day for booth payment to be received is Monday, April 15, 2010. Late fees will apply.**
9. No exhibitor will be allowed to set up a display unless payment has been received.

Accepted By: \_\_\_\_\_ Date: \_\_\_\_\_  
Signature of Authorized Representative

Please make check payable to **Mississippi Business and Technology EXPO** and return to:

Mississippi Business Journal, 200 North Congress Street, Suite 400, Jackson, MS 39201

Phone (601) 364-1030 or FAX (601) 364-1007

For credit card orders call

Tami Jones at (601) 364-1011

***Mississippi Business and Technology EXPO is coordinated by the Mississippi Business Journal.***