Dear W.I.L.D. Exhibitor,

Thank you for your interest in the **5th Annual Women In Leadership Development (W.I.L.D.) Conference**, we look forward to working with you! In preparation for the Friday, May 11, 2012 event, you will find the following information.

1. **Registration Deadline Extended to Monday, April 30, 2012**

   We are extending our deadline to accommodate more exhibitors, especially new exhibitors. To learn more about the 2012 W.I.L.D. Conference go to www.sbdcgannon.org. Exhibitors can also register and pay online. A small booth is $200.00, a medium booth is $275.00 and a large booth is $375.00. This is an excellent marketing opportunity for business owners to network with a targeted group of over 700 professional women, women in business and educators.

2. **W.I.L.D. Exhibitor Packet**

   The packet contains information about the **2012 W.I.L.D. Conference on Friday, May 11, 2012 at the Erie Bayfront Convention Center. Booth Set-Up Day is Thursday, May 10, 2012 from 11 a.m. to 4:00 p.m. only. To register and pay online for your exhibitor booth go to wild.sbdcgannon.org.** If you have questions after reviewing the website, contact Jodie Camillo at camillo002@gannon.edu or call 814-871-7452.

3. **Gannon SBDC Request for Consulting (RFC) form, the Client Rights and Responsibilities and a business questionnaire**

   The Gannon SBDC is available to provide assistance in business management consulting, entrepreneurial education and marketing opportunities. Upon completion and submission of the SBDC documents, an assigned SBDC consultant will review your business information and contact you to schedule a mutually convenient, one-one-one consulting session.

   We would like to request that you complete the forms so that you have the opportunity to receive business consultation at no-charge before, during and after the **2012 W.I.L.D. Conference**. The Gannon SBDC's mission is to provide entrepreneurs with the education, information and tools necessary to build successful businesses. Our professional consulting team will assist you in maintaining a competitive advantage now and in the future.

The Gannon SBDC and the W.I.L.D. Committee look forward to working with you. We thank you for your interest. If you have any questions, please email Jodie at camillo002@gannon.edu or call 814-871-7452.

Attachments

Women In Leadership Development

"Knowledge, Energy, Passion"

Exhibit Fact Sheet
Set-Up Day: Thursday, May 10, 2012 from 11 a.m. to 4 p.m. Only
Conference Day: Friday, May 11, 2012 from 7:30 a.m. to 4:00 p.m.
Erie Bayfront Convention Center, 1 Sassafras Pier, Erie PA 16507

SIZE	GREAT HALL-BOOTH PACKAGES	PRICE
SMALL (10 x 10)	Booth includes: 10 x 10 pipe and drape 1 – 8' skirted table 2 chairs Small wastebasket 1 - 110/20amp electric hook up Eligible for (1) discounted conference ticket at 20% off	**$200**
MEDIUM (10 x 20)	Booth includes: 10 x 20 pipe and drape 2 – 8' skirted tables 2 - chairs Small wastebasket 1 - 110/20amp electric hook up Eligible for (2) discounted conference tickets at 20% off	**$275**
LARGE (10 x 40)	Booth includes all of small plus the following: 10 x 40 pipe and drape 3 - 8' skirted tables 4 - chairs 2 - 110/20 amp (2 total) electric hook up Small wastebasket Eligible for (3) discounted conference tickets at 20% off	**$375**

Each exhibitor is responsible for all marketing materials and displays. Each exhibitor is required to accept cash, checks and/or credit card payments for merchandise. **All exhibitors must pre-register and pre-pay for booth and conference tickets, the deadline is April 30, 2012**. All booths include one voucher to be used at the BCC concessions for lunch. Exhibitors with conference tickets can attend the breakfast and lunch programs. 20% discounted tickets at the time of purchase. NO TICKETS AT THE DOOR. Register and pay online at wild.sbdcgannon.org. If you have any questions about exhibiting contact Jodie Camillo at camillo002@gannon.edu or by calling 814-871-7452.

Tickets Prices:

NOW $150.00 through May 7, 2012

NO TICKETS SOLD AT THE DOOR.

"Knowledge, Energy, Passion"

5TH ANNUAL WOMEN IN LEADERSHIP DEVELOPMENT CONFERENCE

FRIDAY, MAY 11, 2012

BAYFRONT CONVENTION CENTER

1 SASSAFRAS STREET, ERIE PA 16507

Exhibitor Information Sheet

Date of the WILD Conference: Friday, May 11, 2012 from 7:30 a.m. to 4:00 p.m. at the Erie Bayfront Convention Center.

Exhibitor Set-Up Date: Thursday, May 10, 2012 11:00 a.m. - 4:00 p.m. Only. No Exceptions. All exhibitors must enter at the North loading dock entrance. Your hours on May 11th are from 10 a.m. to 4:00 p.m. Tear down begins at 3:00 pm on Friday, May 11, 2012. Please note that ***no carts*** are allowed through the front door entrances of the BCC. **The *only* entrance to the exhibitor area is off the main hallway during the conference.**

***All W.I.L.D. Exhibitors, whether Exhibitor Only or Exhibitor/Attendee, will register, set-up booth space and pick up name tags on Set-Up Day, Thursday, May 10, 2011 from 11 a.m. to 4:00 p.m.* ONLY.** Exhibitor/Attendees will need to go through the registration line on Friday before 9 am to pick up a satchel.

Deadline to Register: The deadline for all exhibitors to register and pre-pay for a booth is April 30, 2012. Bookings are made on a first come, first served basis**. The deadline to be included in the 2012 W.I.L.D. Conference Program is March 1, 2012.** As soon as your booth is paid for, you can pick your booth space.

Expected number of W.I.L.D. Attendees: We are anticipating 750 attendees and 100 participating exhibitors at the 2012 W.I.L.D. Conference on Friday, May 11, 2012.

Lunch arrangements for 2012 W.I.L.D.: If you are an exhibitor and not attending the conference the concession stands will be open for the day. One lunch voucher is included with your exhibitor package. **You will receive a voucher on Set-Up Day on Thursday, May 10, 2012 from 11 a.m. to 4:00 p.m. This voucher is for your lunch on Friday.**

More Exhibitor Information…

1. Corresponding with booth size you are eligible for discounted attendee conference tickets. **All ticket sales are paid in advance, no exceptions.** Depending on what size booth you reserve all booths include: electric, pipe and drape linens, tables, chairs and wastebasket. Pipe and Drape color is grey. Table Skirting is black with white table cloths.

2. You are encouraged to take advantage of the educational training seminar on "***Trade Shows & Event Marketing"*** for experienced exhibitors on **Wednesday, March 28th, 2012 from 8:30 a.m. to 10:30 a.m.** at the Gannon University SBDC**. There is no cost for W.I.L.D. Exhibitors but you must pre-register for these special seminars as well as register and pre-pay for your booth at the 2012 W.I.L.D. Conference. Go to wild.sbdcgannon.org to register and pay online for the W.I.L.D Conference booth. Then register at www.sbdcgannon.org for the seminar.**

3. If you have a cart and/or dolly please bring it. The Bayfront Convention Center has limited carts.

4. Feel free to do drawings at your booth. If you do so **YOU** are responsible for contacting your winners. We **cannot** announce them for you.

5. **If you would like to donate a W.I.L.D. Grand Prize,** it must have a value of $300 or greater. Grand Prizes must be dropped off at the Gannon SBDC, 120 West 9th, Street, Erie, no **later than April 1, 2012**. The donor is responsible for signage on the Grand Prize. **New for 2012, a W.I.L.D. Silent Auction will be held for the majority of the Grand Prizes. The proceeds benefit the Girl Scouts of Western Pennsylvania, the 2012 W.I.L.D. Philanthropy**. The remainder of the Grand Prizes will be awarded via drawing to W.I.L.D. Attendees. Contact Amy Farrar at afarrar@pidowns.com or Anita Kuchcinski at Kuchcinski@fnb-corp.com. Amy and Anita are our W.I.L.D. Grand Prize Champions for 2012.

6. Each conference attendee receives a stylish, signature W.I.L.D. satchel with their ticket purchase. The satchel is filled with tangible promotional items **(no paper).** Please let me know if you would like to put a promotional item in the bags. We are stuffing 750 satchels for 2012. Satchel contributions must be dropped off to the Gannon SBDC office by April 1, 2012. No duplicate items – first come, first serve basis. **In order to be listed in the W.I.L.D. Conference program, your satchel contribution must be confirmed by February 1, 2012.** *Some Satchel ideas*: Jump drive, hand lotion, sanitizer, business card holder, water bottle, pen, etc.

7. Please make sure to check your email on a regular basis as all correspondence with be through this channel. It might be helpful to create a WILD 2012 folder to file this information.

8. Please feel free to forward to anyone who may be interested in attending or exhibiting at the 5th Annual W.I.L.D. Conference.

9. **Tentative W.I.L.D. Conference Agenda (subject to change) for Friday, May 11, 2012:**
   7:30 am– 9:00 am – doors open/ registration/breakfast
   9:00 am - 9:10 am – Welcome/Opening
   9:10 am - 9:15 am – Sponsor speaker introduces Leadership speaker
   9:15 am – 10:30 am – Leadership speaker
   10:30 am – 12:00 pm – Exhibitors/Break
   12:00 pm – 12:30 pm – Lunch
   12:30 pm – 12:40 pm – High 5 Video
   12:40 pm – 12:50 pm – Girl Scouts
   12:50 pm – 1:00 pm – W.I.L.D. Legacy Award
   1:00 pm – 1:05 – Sponsor speaker introduces Entrepreneurship Speaker
   1:05 pm – 2:20 pm - Entrepreneurship Speaker
   2:20 pm – 3:45 pm – Exhibitors/Break
   3:45 pm – 4:00 pm – Conference Wrap

10. **Exhibitor Names Must be Registered:** All of those who will be staffing any W.I.L.D. Exhibit Booth must pre- register their name(s) with Jodie Camillo **by April 1, 2012.** Any Exhibitor without a name tag will not be permitted into the Great Hall.

Contact Information: Registration for Exhibitors & Attendees

Jodie Camillo/Educational Program Coordinator
Gannon University SBDC, 120 West 9th Street, Erie, PA 16501
Email: camillo002@gannon.edu or 814-871-7452

Contact Information: W.I.L.D. Conference Sponsorship/Satchel items

Marsha MacKinnon/W.I.L.D. Conference Coordinator & Media Specialist
Gannon University SBDC, 120 West 9th Street, Erie, PA 16501
Email: mackinno001@gannon.edu or 814-871-7767

GANNON UNIVERSITY

SBDC PENNSYLVANIA
Small Business Development Center
Gannon University
Helping businesses start, grow, and prosper.

Vendor Checklist	Yes/No
Banners and Signs	
Product display holders	
Lights	
Computer/AV	
New products	
Existing products	
Past projects binder	
Catalogs	
Order forms	
Brochures	
Sales Sheets	
Business cards	
Giveaways	
Pens/markers/note pade	
Stapler	
Safety Pins	
Paper clips	
Packing tape	
Lanyard for name tag	
Scissors	
Hand sanitizer	
Tools (screwdriver/pliers)	
Power strip	
Extension cords	
3 to 2 prong plug convertor	
Light bulbs	
Plastic bags	
Small first aid kit	
Appointment book/calendar	
Lead forms	
Basket to collect business cards	
Breath mints	
Snacks/Water	
Lock box	
Credit card machines	
Receipt book	
Comfortable shoes	
Money to make change	

Gannon University Small Business Development Center

REQUEST FOR CONSULTING

Name of Company (if currently in business)	**Your Name** (Last, First, Middle)

Address: **Street**	**City**	**State**	**Zip**	**County**
Home:				
Business:				

Home Phone _____

Business Phone_____

Cellular _____

Fax _____

Email _____

How did you learn of the SBDC services?

___Yellow Pages
___Radio
___Bank
___Word-of-mouth
___SBDC mailing
___Television
___Newspapers
___Chamber of Commerce
___Internet
___SBA

___Other _____

Have you attended a pre-business seminar?
___Yes ___No

Have you previously owned a business? ___Yes ___No

Have you worked with an SBDC in the past?
___Yes ___No

If yes, SBDC name/year
_____/_____

Within the last two years, have you ever received?
Aid to Families with Dependent Children (AFDC) ___Yes ___No
Temporary Assistance to Needy Families (TANF) ___Yes ___No

Business Owner Gender
___Male
___Female
___Male/Female

Veteran Status
___Veteran
___Service Connected Disabled Veteran
___Disabled Veteran
___Non-Veteran

Type of Business:
___retail
___service
___wholesale
___manufacturing
___construction

SBA Client: ___borrower
___applicant
___8(a) client
___COC
___Surety Board

Ethnic Background

a) RACE
___Native American or Alaskan Native
___Asian
___Black or African American
___Native Hawaiian or other Pacific Islander
___White

b) ETHNICITY
___Hispanic Origin
___Not of Hispanic Origin

Are you (check one):
___starting a new business
___purchasing an existing business
If purchasing, name of business _____
___currently in business
If currently in business, how long? _____

Is this (or will this be) a home-based business? ___Yes ___No

Existing businesses:
Date founded ___/___/_____
Prior Year's Sales $_____
Prior Year's Export Sales $_____
Full-time Employees _____
Part-time Employees _____

Legal Entity:
___Sole Proprietorship
___Partnership
___S Corporation
___C Corporation
___LLC

Briefly describe product or service (3 to 5 words) _____

Can you provide recent:
Income Statements ___Yes ___No
Balance Sheets ___Yes ___No

If YES, who prepared the financial reports?
___internal accountant ___bookkeeper
___external accountant ___other _____

Do you have an accountant? ___Yes ___No
Do you have an attorney? ___Yes ___No
Have you been to a bank? ___Yes ___No

Are you willing to provide a copy of your most recent business tax return?
___Yes ___No (*If **YES**, please bring to initial meeting.)*

I request business management counseling service from a Small Business Administration Resource Partner. I agree to cooperate should I be selected to participate in surveys designed to evaluate SBA assistance services. I authorize SBA to furnish relevant information to the assigned management counselor(s). I understand that any information disclosed to be held in strict confidence by him/her.

I further understand that any counselor has agreed not to: (1) recommend goods or services from sources in which he/she has an interest and (2) accept fees or commissions developing from this counseling relationship. In consideration of the counselor(s) furnishing management or technical assistance, I waive all claims against SBA personnel, SCORE and its host organizations, and other SBA Resource Counselors arising from this assistance.

Signature:	Date:

CHECK THE PROBLEM AREAS FOR WHICH YOU SEEK ASSISTANCE:

___Business Start-up/Acquisition

___Business Plan

___Sources of Capital

___Marketing/Sales/Advertising

___Federal Procurement (Selling to the government or military)

___Accounting Systems and Recordkeeping

___Financial Analysis/Cost Control

___Inventory Control

___Engineering/Research and Development

___Human Resources

___Computer Systems/Technology

___International Trade

___Business Liquidation/Sale

___Franchises

___Environmental

___Other _____

BRIEFLY DESCRIBE THE SERVICE AND/OR CONSULTING YOU ARE SEEKING:

BUSINESS QUESTIONNAIRE

Your next step is to begin developing your business plan. The SBDC is prepared to help you, but we need your input before we start. Your answers to the following questions will give us the information we need to help you put together a successful business plan and/or financing proposal.

Type of business *(manufacturing, retail, service, construction)*

_____

Product or Service (give a detailed description) _____

_____

_____

Status of Business: _____ Start-up _____ Expansion _____Purchasing existing business

Business Formation: _____Sole Proprietor _____Partnership _____Corporation _____LLC

Date Business Opened *(or will open)* _____

Location: _____

Hours of Operation: _____

Who are your customers and where are they located? _____

_____

How do you plan to advertise? ___Newspaper ___TV ___Radio ___Internet ___Yellow pages ___Other

Who are your top five competitors? *(Be realistic – everybody has competition – just check out the Yellow Pages.)*

_____

_____

_____

OVER

If purchasing an existing business, do you have 3 years of tax returns from the owner?

____Yes ____No

How is your product/service different from your competitors? *(Successful businesses have a competitive advantage that sets them apart from other companies.)* _____

_____

_____

Who will manage your business and what is their actual experience to make the business a success?

_____

_____

_____

_____

Will you hire employees? _____ Yes _____ No

If yes, how many part-time _____; full time _____

How many salaried employees _____ hourly employees _____

If you are financing your business, how much will you need? *(Estimated)* **$**_____

Is your credit history good? _____ Yes _____No

Are you financially able to invest approximately 10-20% of your own money as a down payment to the total loan request? _____Yes _____No

Exhibitor Space Contract Application
Friday, May 11, 2012
Bayfront Convention Center, Erie PA

Gannon University Small Business Development Center
120 West 9th Street
Erie, PA 16501
814.871.7232

Complete and return application contract **with payment** to address listed above.
Application Deadline: April 30, 2012
Questions? Please call Jodie Camillo at 814.871.7452 or camillo002@gannon.edu
Cancellation Policy: requests must be received in writing by March 1, 2012 to receive a 50% refund. No refunds will be given after March 1, 2012.

Business Name (as it will appear in the program):_____
Contact Name:_____
Email:_____
Address:_____ City:_____ State:_____ Zip:_____
Phone:_____ Cell:_____
Website:_____
Detailed description of booth/products that will be at the conference:_____
_____
_____
_____
_____

Payment Information:
Payment must be received at the time of application.

- ☐ Check enclosed in the amount of $_____
- ☐ Visa
- ☐ Mastercard
- ☐ Discover
- ☐ American Express

All information is required:
Name as it appears on card:_____
Card Number:_____
Expiration Date:_____
Signature:_____
Booth Size:_____ Booth Price:_____
Are you purchasing conference tickets? If so, how many and what price? (see separate form)_____

I have read fully and understand the exhibitor packet and cancellation policy.
X_____
Signature of person completing application