



How I Built It

Date: Wednesday, Dec. 5, 2012

Time: 7:30 - 10 a.m.

Location: Coralville Marriott

Price: \$40

Register online at www.corridorbusiness.com, click on events, click on the How I Built It logo and complete registration, or call Kristin Reynolds at (319) 887-2251 ext. 314 or kristin@corridorbusiness.com by Nov. 27.



How I Built It is a networking breakfast for entrepreneurs interested in learning about how to transform a breakthrough idea into a thriving business. The presentation will provide information from local business owners on how they started their companies and how our region can foster a more entrepreneurial culture.

Past Panelists:

Dawn Ainger - President/CEO, Genova Technologies

Matt Gibson - CEO, The Gold Estate & Owner, Designs By Reminisce

Chris Klitgaard - President, MediRevv (formerly Precision Revenue Strategies)

Dr. Darlene McCord - CEO/Founder, McCord Research & Pinnacle Inc.

Al Ruffalo - CEO & Founder, RuffaloCODY

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Average audience size: 275

	PRESENTING SPONSOR (1 @ \$7,250)	MAJOR SPONSOR (3 @ \$4,750)	SUPPORTING SPONSOR (5 @ \$2,250)
MARKETING BENEFITS:			
Event collaboration and development w/ <i>CBJ</i> publisher	X		
Opportunity to give brief remarks at the event	X		
Database of attendee's w/contact information	X	X	
Guaranteed first right of refusal at same level for 2012	X	X	X
Your logo on all promotional materials including:			
Event email blasts	X		
Event program	X	X	X
Displayed on screen in auditorium	X	X	
Rights to event logo	X	X	X
Company name mentioned in all event press releases	X	X	X
ADVERTISING BENEFITS:			
Full color ad in Entrepreneurship focus issue	Full page	3/4-page	1/3-page
1/4-page, black and white sponsor welcome ad in <i>CBJ</i>	X	X	X
EVENT SEATING:			
	Table of 10 with preferred seating	Table of 10	2 tickets
ADDITIONAL AMENITIES:			
Opportunity to provide a gift for each attendee	X		
Opportunity to supply a banner to be displayed at venue	X	X	X
Opportunity to place marketing materials at place settings	X	X	X