

# 5th Annual Mobile Retail & Food Truck Business Expo



**5TH ANNUAL**  
**MOBILE RETAIL**  
**AND FOOD TRUCK**  
**BUSINESS**  
**Expo**  
**& Mobile Marketplace**

*Save The Date*  
**SATURDAY**  
**9.23.2017**  
**8:30AM - 3:00PM**

*Keep On Truckin'*

**PRESENTED BY**



Vermont Slauson  
Economic Development Corporation  
Build • Empower • Thrive



City Of Los Angeles  
Business **source**  
South Los Angeles Region

**PRESENTING PARTNERS**



AMERICA



KAREEM



Erik Garcetti



NEW 9th





**Free comprehensive and all-inclusive information for starting, growing and financing a Mobile Retail or Food Truck Business.**

- Attend Business Seminars for Pre-Startup, Startup and Existing Businesses
- Register and attend the Seminar to qualify to win your own Food Cart
- Learn about VSEDC BusinessSource services and programs
- Learn how Fashion, Food and other industries are going mobile
- Get the Latest in Social Media Marketing
- Tour Mobile Retail and Food Truck/Carts
- Shop and enjoy the delicious and unique offerings of our Mobile Marketplace
- Meet Lenders on the spot

**LOS ANGELES TRADE-TECHNICAL COLLEGE**

400 W. Washington Blvd., Los Angeles, CA 90015

**EXACT LOCATION:** S. Campus Quad/South Tent  
 @ 23rd Street and Grand

**The *only* Mobile Business Expo of its Kind**



**FREE ADMISSION. SIGN UP TODAY!**  
**TINYURL.COM/MOBILEBIZEXPO2017**  
 For more information, call (323) 789-4515.

Sponsor/Exhibitor Prospectus



Businesses searching for creative and interactive ways to reach new, loyal and active customers are invited to partner with the Vermont Slauson Economic Development Corporation (VSEDC) for the 5<sup>th</sup> Annual Mobil Retail & Food Truck Business Expo Saturday, September 23, 2017.

By partnering with VSEDC you can increase your business exposure within the Los Angeles urban customer base.



The cross-marketing opportunities will benefit your business and strengthen your roots in the community and surrounding areas.

We offer many sponsorship opportunities that can be tailored to fit your marketing goals and budget. Get face to face with a diversity of new customers!

"This expo was great!  
Having the opportunity to  
learn about everything you  
need to start a mobile  
business in one place was  
invaluable."  
Ashly, It's Delish



# About

Attend the only Mobile Expo event of its kind. Attendees are small business owners, hungry entrepreneurs with passion for food or retail, and everyone interested in starting a Mobile business! Free comprehensive all-inclusive information for starting and financing a Mobile Retail and/or Food Truck Business all under one roof!

Attendees meet with Lenders on the spot, review the latest Mobile Tech, get Food Handling Certification information, meet Culinary Chefs, learn about City licensing and Health permits, get the latest on Email Marketing, tour Mobile Retail and Food Truck styles, talk with exhibitors face to face on packaging, design, insurance, mobile wraps, attend business seminars learn how to start a business and so much more.

- Business Seminars by industry experts
- Chef Spotlight
- Lenders' Corner (private meetings with lenders to discuss and/or apply for financing)
- New this year the Mobile Marketplace



## SPONSORSHIP BENEFITS & DETAILS

We aim to provide value to sponsors by:

- Providing opportunities for you to market your services to attendees.
- Providing you with opportunities to become actively involved in VSEDC ongoing business events.
- Helping to enhance your profile as an active supporter of a worthwhile initiative that promotes Economic justice and equality, access to capital, small business development and viable, sustainable communities.

Levels	Major Sponsor	Partner	Cyber Station	Small Biz Partner	Exhibitors
	\$10,000.00	\$5,000.00	\$3,500.00	\$2,500.00	\$250.00
# Sponsorships Available	2	2	1	4	60
<b>“Sponsored by”</b> Recognition in all communications and materials	✓				
Recognition in all communications and materials as Event Partner		✓	✓	✓	
Recognition on VSEDC EXPO Webpage	✓	✓	✓	✓	
Logo included in Event Eblasts	All	All	Select	Select	
Category exclusivity	✓				
Signage at Event on Main Stage	✓				
Ad in Event Program	Full Page Ad (b/w)	Full Page Ad (b/w)	Full Page Ad (b/w)	½ Page Ad (b/w)	Logo Profile
Company logo on Event Signage	✓	✓	✓	✓	
Opportunity to Speak at Opening	✓	✓			
Opportunity to hold workshop on Mainstage	✓				
Exhibit Table	4 (aisle end)	2	1	1	1
Exhibitor Badges	10	6	4	4	2
Logo on Attendee Name badge	✓				
Option to provide item(s) for Expo Bag	✓	✓	✓	✓	✓
Certificate of recognition	✓	✓	✓	✓	



## Other Sponsorship Opportunities

### \* In-Kind Opportunities

Many of our sponsors are able to provide us with great products and services in exchange for sponsorship recognition! If you are interested in adding in-kind value to your cash sponsorship or providing a full in-kind sponsorship, please contact Lura Ball at [lball@vsedc.org](mailto:lball@vsedc.org). Some in-kind items received in the past include: Product samples, Event T-Shirts, Refreshments for exhibitors and volunteers, tablecloths/drapes.

- **Consider providing event lanyards (1500 quantity) \$1,500.00**

Are you interested in providing support to VSEDC with something that is not mentioned in this proposal? Do you have a unique idea of how you can partner your business with VSEDC? Sponsorship proposals can be customized to meet your business needs by contacting:

Lura Ball, VSEDC Events Manager  
[lball@vsedc.org](mailto:lball@vsedc.org)  
213.400.3489

## MEDIA REACH

VSEDC provides wide exposure through a variety of media outlets and marketing channels. Please use the below information as a basic guide for the types of advertising, public and community relations opportunities afforded by partnering with us.

**Note:** The data in this section reflects 2016 usage

- Website – [www.vsedc.org](http://www.vsedc.org)
- Make-up of Expo participants is multi-ethnic
- Social Media – Facebook
  - <https://www.facebook.com/VermontSlausonEconomicDevelopmentCorporation/>
- E-Newsletters
  - Email List: 5100 subscribers
  - Email Open Rate: 33%
- Print Advertising
  - Neighborhood News
  - El Classificado
  - LA Focus
- Radio Advertising
  - KJLH 102.3
  - Zion Radio
- Flyers/Cards
  - 10,000 distributed (locally)
- Community and event calendars (35)
- Event Presenting Partners post to Facebook, Instagram and Twitter. In addition, they eblast to their list groups and include:
  - The Los Angeles Mayor's Office, the LA Office of Economic Workforce and Development, the American Mobile Retail Association (AMRA), the LA Ninth Council District and Kareem Carts.

# SPONSORSHIP RESPONSE FORM

Please fill-out the following form to confirm your chosen sponsorship level and/or Ad. Completed forms can be returned to Lura Ball by email [lball@vsedc.org](mailto:lball@vsedc.org) or fax to 323.753.6710. For questions call 213.400.3489.

## CONTACT INFORMATION:

\_\_\_\_\_  
Company Name *(as you wish to be acknowledged)*

\_\_\_\_\_  
Contact Person's Name

\_\_\_\_\_  
Company Email Address

\_\_\_\_\_  
Contact Phone Number

\_\_\_\_\_  
Address

\_\_\_\_\_  
City/State/Zip Code

## SPONSORSHIP OPPORTUNITIES:

\_\_\_\_ \$10,000.00 [Major Sponsor]

\_\_\_\_ \$5,000.00 [Partner]

\_\_\_\_ \$3,500.00 [Cyber Station Sponsor]

\_\_\_\_ \$2,500.00 [Small Business Partner]

\_\_\_\_ \$1,500.00 [Lanyard Sponsor]

\_\_\_\_ \$250.00 [Exhibitor]



## AD RATES: All ads are B/W

\_\_\_\_ \$250.00 Full Page (8.5 x 7) no bleeds

\_\_\_\_ \$175.00 Half Page Vertical (3.5 x 8.8)

\_\_\_\_ \$175.00 Half Page Horizontal (7 x 4.25)

\_\_\_\_ \$100.00 Quarter Page (3.5 x 4.25)

## PAYMENT INFORMATION:

\_\_\_\_ Please send me an invoice

\_\_\_\_ I have enclosed a check made payable to VSEDC

THANK YOU FOR SUPPORTING the  
VSEDC 5<sup>th</sup> Annual Mobile Retail &  
Food Truck Business Expo

Once we receive your completed  
sponsorship form, we will contact you  
to discuss arrangements, sponsorship  
benefits and recognition.

Please send your high-resolution color  
and black-and-white logos (.EPS or  
vector preferred, Hi Res JPG and PDF  
accepted) to Lura Ball  
[lball@vsedc.org](mailto:lball@vsedc.org)

**DEADLINE, Thursday, Aug. 31, 2017**

All materials will be sent for your  
approval before going to print.

\$

\_\_\_\_\_  
Total Sponsorship/AD Commitment

\_\_\_\_\_  
Authorized Sponsor Signature

\_\_\_\_\_  
Date

NOTES: