



**The 2017 Business Showcase**  
**Thursday, March 30, 2017 (3:00 – 7:00 pm)**  
**The Park Expo & Conference Center (800 Briar Creek Rd)**

We invite you to participate in the largest annual business to business showcase in the Charlotte area and exhibit your services and products to more than 1,000 business decision makers in the region.

The **Charlotte Chamber** and the **Greater Charlotte Hospitality & Tourism Alliance (HTA)** once again partner to co-sponsor this tradeshow, which had an attendance of over 1,000 from the membership of both organizations and over 150 exhibitors in 2016. The 2017 Business Showcase promises to be even better than before as we now proudly have **CRVA Partners In Tourism** as an additional co-sponsor for this event.

- This Business Showcase includes a complimentary reception and plenty of giveaways for attendees and exhibitors.

**\*\*EARLY BIRD SPECIAL\*\***

**Take advantage of the 2017 Business Showcase's early bird discount of 20% when you reserve and pay before Wednesday, December 21, 2016**  
**(please note that this discount is on booth or sponsorship rate only)**

To reserve your space please complete the attached form and email it to Landon White at [Landon@charlottehta.com](mailto:Landon@charlottehta.com) or fax it to (704) 331-0719.

For information about additional sponsorship benefits and the GuideBook app, please call the HTA's office at (704) 331-0079.

Presenting Sponsor \$3000 (limited availability)	<b>Two</b> exhibit booths in the most premier location, <b>company name on drink ticket, company name on event invitation, company logo on event banner, company logo</b> in the event <b>GuideBook app</b> with link to company website, <b>company name</b> listed on <b>co-sponsor's websites</b> .
Platinum Sponsor \$2500	<b>Premier</b> exhibit booth, <b>company name on event invitation, company logo on event banner, company logo</b> in the event <b>GuideBook app, company name</b> listed on <b>co-sponsor's websites</b> .
Gold Sponsor \$1750	<b>Exhibit booth, company logo on event banner, company logo</b> in the event <b>GuideBook app, company name on event invitation</b> .
Silver Sponsor \$1200	<b>Exhibit booth, company name on event banner, company name</b> in the <b>GuideBook app, company name on event invitation</b> .
Bronze Sponsor \$900	<b>Exhibit booth, company name</b> in the <b>GuideBook app, company name on event banner</b> .
Regular Exhibitor \$600	<b>Exhibit booth</b> (10x10 exhibit space, pipe & drape, 8' backdrop and 3' side rails 6' covered table, 2 chairs, identification signage)

**Please complete the registration and payment form enclosed to reserve your sponsorship and/or booth NOW.**



## 2017 Business Showcase Registration & Payment Form

**Thursday, March 30, 2017**

**The Park Expo & Conference Center**

(800 Briar Creek Rd - formerly known as the Charlotte Merchandise Mart)

**3:00 – 7:00 pm**

\_\_\_\_\_ check here to reserve a **sponsorship** and circle your desired sponsorship level below

<b>Presenting</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
<b>(\$3000)</b>	<b>(\$2500)</b>	<b>(\$1750)</b>	<b>(\$1200)</b>	<b>(\$900)</b>

\_\_\_\_\_ check here to reserve a **regular** exhibitor level (booth only) \$600

### Will you need?

\_\_\_\_\_ Corner booths (add \$75)      \_\_\_\_\_ Electricity needed (add \$100)      \_\_\_\_\_ WiFi (add \$75)

**\*\*20% discount applies to the sponsorship and booth rate ONLY\*\***

Please complete the form below & fax it to 704.331.0719 or email it to Landon White at Landon@charlottehta.com  
For more information, please call us at 704.331.0079

CONTACT NAME		COMPANY		
ADDRESS		CITY	STATE	ZIP
TELEPHONE	FAX	E-MAIL		
Send To: HTA, 301 South McDowell Street, Suite 1106, Charlotte, NC 28204				
_____ CHECK ENCLOSED (Payable to HTA)				
_____ BILL MY (circle one)      AMEX      VISA      MC				
ACCOUNT NUMBER		EXPIRATION DATE		CID CODE
SIGNATURE				
<b>**Limited number of booths are available for this Business Showcase**</b> <b>**Reservations MUST be guaranteed with payment by Wednesday, December 21, 2016 and are non-cancellable**</b>				