



2014 Entrepreneurs & Innovators Conference

PROMOTE ECONOMIC GROWTH IN ALABAMA



Alabama State Black
**CHAMBER of
C&M**
Help Us and Let us Help You



June 19-20, 2014
Sheraton Hotel-Birmingham

2014 Entrepreneurs & Innovators Conference

Alabama State Black
**CHAMBER of
COMMERCE**
Help Us and Let us Help You

Join us for two days filled with seminars and forums focused on Entrepreneurial Activity and Financial Business Prosperity to promote economic growth in Alabama.

Entrepreneurial activity and financial business prosperity are key drivers of economic growth in Alabama. That is why today, entrepreneurs and business owners are more vital than ever to our state's future. In order to create the ecosystem that will be responsible for creating new jobs in Alabama's future, we need to inspire entrepreneurship in all segments of our community. Additionally, take part in supporting youth entrepreneurship as we host a Youth Entrepreneur Business Plan competition for Birmingham high schools.

SPEAKERS PREVIEW

Connect with these successful entrepreneurs, business experts, and influencers as they share their insights, best practices and tricks of the trade for business growth. NEW SPEAKERS ARE ADDED WEEKLY!

Jo Bonner

UA System Vice Chancellor Government Relations & Economic Development and former U.S. Congressman

Melinda F. Emerson

The "SmallBiz Lady" & Forbes magazine #1 woman for entrepreneurs to follow on Twitter & best selling author

Dr. Raj Singh

President/CEO, Vivo Biosciences Inc.

William Canary

President/CEO Business Council of Alabama

Dr. Samuel N. Addy

Phd Director and Research Economist, Center for Business and Economic Research

J.R. Wilson

President/CEO, Wilson Group Investment Properties, franchise owner/operator of Holiday Inn/Holiday Inn Express/Sleep Inn

Michelda Johnson

President/CEO of JEM, Inc, franchise owner of Edible Arrangements

Joy Maples

Vice President & Founder, Earth Creations, Birmingham AL

Everett Hall

President/CEO, Everett Hall Designs, Washington DC

Ty West

Managing Editor, Birmingham Business Journal

Attorney Loren E. Mulrane

Entertainment/Intellectual Property Law practice and Associate Professor of Law at Belmont College of Law, Nashville TN

Eugene Byrd

President/CEO, Eugenius

Dr. Eric Reed

President, Analytical Testing Group

Darnell Self

Principal Network Advisor, LegalShield

Michael Bell

President/CEO, Birmingham Construction Industry Association

Dr. Henry Panion

Conductor/Arranger for music superstar Stevie Wonder

President/CEO, Audiostate 55 Recording Studio & Entertainment Company



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Presented by the **Alabama State Black Chamber of Commerce**

Sheraton Birmingham Hotel
2101 Richard Arrington, Jr. Blvd.N.
Birmingham AL 35203

CONFERENCE SCHEDULE

Day 1 - Thursday June 19

Business Casual Attire

Challenge your thinking and get fresh ideas, powerful insights and strategies that work at the 2014 Entrepreneurs & Innovators Conference.

7:30am

On-Site Registration and Continental Breakfast

8:10am

Welcome

8:30am

General Sessions/Keynotes

Alabama Economic Update
How to become a Social Ninja
Crowdfunding for Fun and Profit

12:00pm

Lunch with Keynote

Jo Bonner, Former U.S. Congressman & current UA Vice Chancellor for Economic Development

1:30pm

Breakout Sessions/Panels

Inspiring Entrepreneurship through Innovation

What are the keys to inspire entrepreneurship in Alabama? The "Inspiring Entrepreneurship" panel will feature successful entrepreneurs who will share their own entrepreneurial journeys.

Break into Business Ownership with a Franchise

Franchising is an affordable business platform with proven systems that work well for many entrepreneurs. Panel will share their perspectives on what owning a franchise business entails and some of the merits over starting a business independently.

Failure is Just the Beginning!

Is your fear of failure inhibiting your business from succeeding? Learn how successful business leaders overcame their fears and responded to setbacks that ultimately laid the groundwork for their success.

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What can CERTIFICATION do for you?

Learn the benefits of agency certifications and how they can help grow your business.

PR Perspectives from Media Pros

Getting your brand into the headlines is not as easy as it looks. Get an inside view on what it takes to get coverage, what makes a great pitch, and when and where to do it right.

Fashion Apparel & Retail Industry Panel

5:00pm

Meet the Speakers Networking Hour

Conference Schedule Day 2 - Friday June 20

8.00am

Breakfast w/Keynote

Willaim Canary President/CEO Business Council of Alabama
Recognition of Youth Entrepreneur Business Plan Competition Winners

9:30am

Breakout Session/Panels

Is a Home-based business right for you?

Over 50% of all small businesses in the U.S. are home-based businesses. Engage a highly successful award-winning home-based entrepreneur in discussing the pros & cons of these businesses over traditional brick and mortar enterprises.

INDUSTRY PANELS

Music & Entertainment

Hear from a diverse panel on their personal journeys and the array of opportunities, as well as traps and snares of this growing industry.

Bio-Tech/Life Sciences

Learn from practicing entrepreneurs about one of Alabama's fastest growing industry segments .

12:15pm

Conference Ends

**SPONSORSHIP
OPPORTUNITIES
Still Available...**

SPONSORSHIP OPPORTUNITIES

PREMIER CONFERENCE SPONSOR (\$15,000)

Corporations contributing at least \$15,000 are eligible for Major Sponsorship recognition, which includes logo Representation on all conference materials and the following benefits :

Company name and/or logo included in all news releases and press materials (national, regional and local campaign distribution)

Company name and/or logo in the conference brochure, distributed to over 15,000 business owners, government agencies, elected and appointed officials, economic development, business organizations, and community leaders

Company name and logo in conference program book, distributed to all Conference attendees

Company name included on conference webpage

Company logo on signage displayed at registration area and General sessions the day of the event

10'x10' Exhibit space near registration area

Full-page, color Ad in the Conference Program

Reserved VIP table at both the Conference Breakfast and Kickoff Luncheon

Opportunity to distribute a piece of company collateral in the Conference Attendee bags

Sponsor Link on the ASBCC Website

Advertising on ASBCC Monthly E-mail blast for one year

YOUTH ENTREPRENEUR BP COMPETITION SPONSOR (\$2,500)

1/2 Page ad in Program Book
(2) tickets to Kick Off Luncheon and Breakfast
Recognition during award of Youth Entrepreneur winners

GENERAL SESSION AND BREAKOUT PANEL SPONSOR (\$10,000)

Opportunity to distribute a piece of company collateral in the Conference Attendee bags

General Session and Breakout sponsorship designation in mailer, program book and all press materials

General Session and Breakout Panel sponsorship designation on signage at event

Full-Page ad in Program Book

Recognition as co-sponsor of one Refreshment Break

Company name included on Conference webpage

10'x10' exhibit space

Reserved table at Conference Breakfast and Kickoff Luncheon

Advertising on ASBCC Monthly E-mail blast for one year

INDUSTRY PANEL SPONSOR (\$5,000)

1/2 Page ad in Program Book

Industry Panel Sponsorship designation on signage at event

Recognition as Sponsor on Conference Webpage

Sponsor Link on ASBCC Website

Opportunity to sponsor Refreshment break of choice

10'x10' Exhibit space



BUSINESS COUNCIL
OF ALABAMA
THE UNIVERSITY OF
ALABAMA



Greater Birmingham Black Chamber of Commerce
"Empowering the community through entrepreneurship and leadership"



Southeast Alabama Black Chamber of Commerce

2014 Entrepreneurs & Innovators Conference



Registration and Exhibitor Pricing

General Admission	\$39.00
Exhibitors	
Small Business (<100 employees)	\$425.00
Government Agency	\$575.00
Large Business (>100 employees)	\$850.00

For lodging reservation contact the Sheraton Birmingham Hotel, (205) 324-5000, and request the Entrepreneurs & Innovators Conference Group rate of \$ 109 per night.

Contact: alfredg.adams@alblackcc.org | 256.564.7574 | www.alblackcc.org