

BROWARD BACK TO

BUSINESS **VIRTUAL**
EXPO

PRESENTED BY: BROWARD COUNTY COUNCIL OF CHAMBERS

PR PACKAGE

DECEMBER 8TH, 2020 • 3 - 6PM

via PREMIER VIRTUAL | Online Platform

ABOUT

OVERVIEW

BB2B is Broward's largest virtual expo presented by the Broward County Council of Chambers. With the power of 13 supporting chambers - we are seeking to make a true impact in our local economy. With this virtual platform, businesses have the opportunity to increase revenue conversions, grow their digital presence and expand their reach to potential clients/partners.

PARTNERSHIPS

Participating in the 2020 Broward Back to Business Virtual Expo is an investment in your business and community - Presented by the Broward County Council of Chambers. Exhibitors are comprised of each membership base of the following Chamber of Commerces:

(1) Greater Hollywood (2) Greater Pompano (3) Greater Sunrise (4) Greater Dania Beach (5) Davie-Cooper City (6) Broward County Black Chamber of Commerce (7) Greater Fort Lauderdale (8) Hallandale Beach (9) Tamarac North Lauderdale (10) Deerfield Beach (11) Coral Springs Coconut Creek Regional (12) Parkland (13) Brazilian Business Group

PRESENTING SPONSORS



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OUR PLATFORM

'Premier Virtual' takes virtual client interactions to the next level. Exhibitors can customize booths to fit their business style and 'Calls to Action'. Each booth can be optimized with strategic brand marketing, promote products/services and provide multiple client 'touchpoints'. Businesses will achieve significant ROI with a Premier Virtual booth. Exhibitors collect the information of each visitor with their own backend login to Premier Exhibitor Analytic dashboard. From chatting directly with clients to directing visitors to their website/social media platforms - options for conversions are endless. Attendees and Exhibitors will be provided a tutorial to complete their login to join the expo.

Understand more about booth set-up + the process to participate

Tutorials for Exhibitors

www.youtube.com/watch?v=rWikqWTWGe0

Tutorials for Attendees

www.youtu.be/rkV2o7QJo6Y



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BB2B EXPO

HAPPENINGS

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MEET OUR MEMBERS

As we continue to provide value to our membership base - members have exhibitor exclusivity. Expo goers can interact with potential clients/vendors. Target specific audience base to engage in unique ways. Discover what local Broward based businesses have to offer. Our Business Expo will cover the goals of both B2B and B2C.



MORE OPPORTUNITIES

Attend and/or exhibit at our expo with purpose. With the capability of reaching approximately 100 exhibitors and over 300 attendees - The Broward Back to Business Expo will provide the tools to grow your business. Expand your digital presence by utilizing social media integrations and custom 'Call to Actions'. Develop client relations by using our goal-driven Interactive Chat Feature - an opportunity for personal connection + conversion strategies.



ACHIEVE YOUR GOALS

From displaying products/ services to building beneficial business relationships - our members are here to do business. Our organization strives to support local businesses by providing opportunities + resources that advance business growth and facilitate new opportunities



WHY EXHIBIT

- Gain valuable exposure
- Meet potential new clients / vendors
- Provides synced visitor contact information and analytics
- Sell & Showcase business products / services
- Build digital marketing presence with social media integration
- Increase revenue funnels/conversions
- Target specific audience base
- Customize 'Call To Actions'

WHY ATTEND

- Discover what local Broward based businesses have to offer
- Participate in Broward's largest *Virtual* Business Expo with 13 chambers
- Build strong business relationship with 'Custom Attendee Profile'
- Interact with potential clients/vendors through 'Chat Features'
- Utilize job fair feature to directly access 'Job Vacancies'
- Expand digital presence and following

