



The landscape of the events industry has changed considerably, and our company has expanded and evolved to meet the needs of our clients. As part of this growth, Sponsorship Boost will now be known as SB Expos & Events, and will offer expanded services to support our clients.

SB Expos & Events (formerly Sponsorship Boost) launched in 2009 with the mission of increasing association non-dues revenue through the sales and fulfillment of creative event sponsorships. More than a decade later, our company has grown to include many additional services, and we believe that SB Expos & Events more accurately reflects our growth into an association expo sales and event management company.

### **A Strategic Approach to Expo Sales and Event Management**

Our staff takes a team-based, full-service approach that leverages technology and delivers creative, flexible, and financially lucrative solutions. From our earliest days, we led with strategic thinking, a partnership mentality, and an unwavering commitment to superior customer service. We are guided by our mission to maximize event revenue and enhance the success of our association clients' events, and we achieve this by developing non-dues revenue from association meetings through exhibits, sponsorships, registration, and advertising while reducing association expenses by optimizing event management practices.

### **The Future of Association Events - Technology Driven Profitability**

As a technology driven company, we are uniquely positioned to integrate live and hybrid components of your association event to maximize your event's potential. Our comprehensive knowledge of [Cadmium](#), the leading platform for education, events, and sponsorship, is a cornerstone of the superior services and best practices we offer our clients.

## Client Services Expansion

Our expanded services include:

### Strategy and Development

- Virtual/Hybrid development
- Pricing/Budget Analysis
- Show Audits

### Expo

- Exhibit Sales and Management
- Sponsorship Sales and Management

### Registration

- Comprehensive Registration Services
- Lead Retrieval
- Attendance/CE Tracking/Session Tracking

### Meetings Management

- Site Selection
- Housing
- Logistics (F&B, AV, Set-Ups, IT, Event Specs)
- Cadmium Website and App Management

*To learn more about our new services and how SB Expos & Events can grow your event please email us at [info@discoversb.com](mailto:info@discoversb.com) or visit our website, [discoverSB.com](http://discoverSB.com).*

