



CONNECT

Your Brand To The \$363 Billion Market of Georgia Consumers Who Want To Buy Local

How many Georgia made products can you name?

The average that most consumers can name is

LESS THAN 5!

We exist to
CONNECT
consumers to
YOUR BRAND

Present and Past Sponsors



Charitable Partners



Year-round events including monthly NetworkingMFG meetings and the Georgia Manufacturing Expo

Georgia Manufacturing Alliance Inc.
750 Longleaf Blvd. Suite C - Lawrenceville GA 30046
678-896-9312 – Jason@GeorgiaManufacturingExpo.com

GOALS FOR SPONSORS

Goal: Connecting your products to Georgia consumers who want to buy American-made and locally made goods. Educating consumers about the positive impact each purchase has on jobs in Georgia will drive sales and grow your customer base branding you as “Georgia’s Solution”.

ABOUT THE FOUNDER



Jason Moss is the founder of NetworkingMFG, which is a five-year-old networking organization specifically designed to promote and support Georgia manufacturers. Jason saw the need to help manufacturers sell more products, so he created the country’s first trade show to highlight goods made in a single state. The inaugural Georgia Manufacturing Expo in June of 2013 was a huge success with 50 exhibitors and over 1,000 in attendance.

STORY OF THE GEORGIA MANUFACTURING ALLIANCE

Sales and Marketing is the number one concern for Georgia Manufacturers based on the 2012 Manufacturing Survey conducted by Georgia Tech, HA&W and Kennesaw State. In a more informal study, when consumers are asked to name products made in Georgia, the common response is a blank stare, followed by embarrassment. The reality is that **most consumers cannot name more than three products made in Georgia**. GMA is committed to connect consumers with locally manufactured products. There is a tidal wave of patriotic purchasing based on the high unemployment in America. Motivated consumers find it very difficult to identify products that are made in the United States and almost impossible to find goods made in Georgia.

When given a choice between buying an American-made product and an identical one made abroad, 78 percent of Americans choose the American-made product, according to a new national survey by CRNRC.

“We’ve learned that the more items we are able to manufacture at home, the more people we can employ. If every American were to spend just \$64 a year on things made in the USA, 200,000 new jobs would be created,” said Michael Araten, President & CEO of K’NEX & The Rodon Group.

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It was the day of the big expo...

In the quiet of the morning, before any of the vendors arrived, the event promoter was looking out over an exhibit hall full of Georgia manufacturers. Taking a moment to reflect on the enormous effort it took to convince manufacturers to participate in the first-ever event of its kind highlighting manufacturers in a single state, the promoter stood proud of what had been accomplished in less than six months but the next hurdle was to come...



Final adjustments were being made on the booths by the exhibitors as the doors opened at 10 am. Everyone was holding their breath in anticipation. The anticipation soon turned to exhilaration because it only took a few minutes for the aisles to begin buzzing with excitement and guests...

The “BUY AMERICAN” movement has been growing at a feverish pace around the country. Interest in attending this event was strong with over **1,500 people pre-registering** online. Without a history to compare registrations to attendees, no one could predict how many people would actually show up at the expo. Skeptics were on every corner voicing their doubt about the “regular folks” actually spending their time on a weekend to learn about manufacturing in Georgia...



The most common response by the exhibitors, guests and sponsors was that **“The show exceeded our wildest expectations.”**

“We did not know what to expect when we chose to exhibit at the 2013 Georgia Manufacturing Expo. The concept sounded good but we were impressed at how well the event came together and we were blown away with the attendance. **Count us in for next year. We think that every Georgia manufacturer should participate, both for their own benefit and to help support this important movement”**

Charlie Post – President TSI Solutions



WHY GEORGIA CONSUMERS ARE A STRONG MARKET WITH PURCHASING POWER

Looking back at the 2013 Georgia Manufacturing Expo, there were many valuable lessons learned. First is that the **American Spirit is Strong** and by working together Georgia can be the state that leads our country in the manufacturing renaissance. Growing jobs in Georgia is why we exist. Second is that average Americans will gladly take an active role in creating jobs through changing their buying habits if they can make the connection between a product on the shelf that is made locally to a real job and the real person that makes these goods. The mission of **Georgia Manufacturing Expo is to be the bridge that connects consumers to brands that support jobs in our state.** It is critical that we look at consumers both as individuals and businesses. Just like individuals, if given the choice, businesses would rather buy locally manufactured goods to support jobs rather than sending money out of state or out of the country. A final lesson learned is that the 2013 Georgia Manufacturing Expo was **Just The Beginning** of what is sure to be an enduring job creation tool for the manufacturing industry in Georgia.

Companies and leaders who become sponsors will directly benefit from the positive and permanent change to the buying habits of Georgia consumers for generations to come.

DEMOGRAPHICS OF GEORGIA RESIDENTS WITH PURCHASING POWER

9.9 Million Georgia Residents
\$353 Billion in Personal Income
30-65 Married with children
\$75K - \$200K Household Income
Home Owners

Purchasing Agents in ALL Industries

By tapping into the “Buy American” movement you will position your brand in front of consumers who are looking for American-made products which will ultimately grow jobs.

CHARITABLE PARTNERS

Part of the proceeds from the event will be donated to our charitable partners, DECA (international association of marketing students) and Georgia FIRST Robotics (For Inspiration and Recognition of Science and Technology) engages, celebrates and inspires students as they discover that they can be successful in science, technology, engineering, marketing, website design, 3D animation, communications and more. These charitable partner are 501c(3) non-profit organizations, so a portion of sponsorship fees may be tax-deductible as charitable donations.



MISSION STATEMENT

Connecting business and individual consumers to products and brands that are manufactured in Georgia.

DESCRIPTION OF PROGRAM

The 2014 Georgia Manufacturing Expo is a two-day trade show featuring manufactured goods produced in Georgia. Commercial, industrial and consumer goods will be featured during the event. Guest speakers will be discussing issues specific to the manufacturing industry.

When: 10:00 am – 4:00 pm
Friday June 13th and
Saturday June 14th, 2014

Where: Gwinnett Civic Center
6400 Sugarloaf Parkway
Duluth GA 30097

MEDIA OPPORTUNITIES

Gwinnett Daily Post is the second largest newspaper in Georgia with **readership of over 154,000** on a weekly basis. A special insert will be delivered the week prior to the expo to all subscribers. This show guide will list all of the exhibitors and highlight you as a major event sponsor.

Gwinnett Daily Post

Gwinnett Citizen will promote the expo to more than 30,000 readers in the local area along with their online following.

SPONSOR BENEFITS

Some promotional opportunities can include, but are not limited to:

- Branding to more than 1500 professionals through the following: NetworkingMFG (400) - SME - Society of Manufacturing Engineers Atlanta (125) - APICS Atlanta (175) - Gwinnett Chamber of Commerce (750)
- Promotion in upcoming media in a special insert publication through the Gwinnett Daily Post with a distribution of 154,000
- Exposure in Gwinnett Citizen (30,000 distribution)
- Hyperlink on GeorgiaManufacturingExpo.com – NetworkingMFG.com – BuyFromGeorgia.com
- Enhance your cause-related marketing by participating in a program that benefits FIRST Robotics Georgia, a program that encourages students to explore career engineering and technology and DECA which is an international association of marketing students
- Exclusivity in your category
- Exhibitor opportunities, signage and your company representatives at the events
- Promotion in social online media through Facebook and LinkedIn connecting with both individual consumers and purchasing agents for all business types
- Branding on a national resource list
- Speaking opportunity at the events
- Option to provide premium in show bags
- Free ad in Georgia Manufacturing EXPO program guide
- Option to provide prize giveaways
- On-site sales, sampling and couponing opportunities
- VIP passes for staff and special clients
- Dedicated campaign with pre-marketing and follow-up promotion
- Email blast to over 1500 Georgia consumers who registered for the 2013 Expo
- Press Release to various media outlets
- Year-long manufacturing networking meetings to keep sponsor's name visible through NetworkingMFG
- Making a Difference Award will be presented to sponsor with media and photo opportunities

CAUSE -RELATED MARKETING OPPORTUNITIES

As a sponsor you will play a vital role in helping to educate Georgia consumers about the power they have with each purchase to impact job growth in our state. **Your support will have a lasting positive impact on our economy for generations to come.**

ULTIMATE MARKETING PLAN

Exposure through the following business networking events:

Chamber of Commerce
Rotary
Kiwaniis Club
Georgia Inventors Association
Networking Works Business Network
New Lawrenceville
APICS Atlanta
SME Society of Manufacturing Engineers
RITZ Investment Group

Regular post on the following Social Media:

LinkedIn
Facebook
PATCH - (Local online News)
Guest spot on Manufacturing Revival Radio
Lawrenceville Spring Green Festival
Lawrenceville Trolley Tours
Press releases
Gwinnett Daily Post

ADVISORY BOARD AND MANAGEMENT TEAM



Clyde and Sandra Strickland



J.K. Murphy



Raymer Sales



Denise Lawrence



Scott Luton



Ward Council

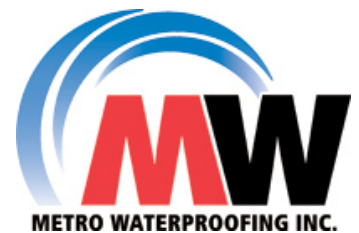
Clyde Strickland
 J.K. Murphy
 Raymer Sales
 Denise Lawrence
 Scott Luton
 Ward Council
 Charles Post
 Ed Bishop
 Carol Counter

Owner - Metro Waterproofing
 Vice President / Content - Gwinnett Daily Post
 Founder - E2E
 Founder and CEO of Charity Consultants
 Riverwood Associates
 Law Office of Ward Council - Attorney
 President TSI Solutions
 Marketing Director - Murray Plastics
 Owner - My Time Not Yours - Assistant

PRESENT AND PAST SPONSORS AND CLIENTS



Gwinnett Chamber



“I am impressed with how well attended the show was and how eager the guests were to learn about Georgia Manufacturing. I did this show to support the concept and our industry. **I was not expecting to generate business directly from the show because I am an industrial manufacturer but I am pleased to announce we received several great contracts. I will be back next year!**”

Ed Bishop - Director of Marketing - Murray Plastics



SPONSORSHIP: YEAR-ROUND MULTIPLE BENEFITS PACKAGES

Sponsorship Level	Investment	Benefits	Year-Long Benefits Package
Innovator Sponsor	\$10,000/year	Visibility Access Impression	Signage and exhibitor opportunities. Recognition from the platform. Branding in state-wide resource for business and individual consumers who are searching for local suppliers - www.BuyFromGeorgia.com logo inclusion in Georgia Manufacturing Expo Event Guide with a circulation of 154,000. VIP passes for staff and special clients. Annual membership in NetworkingMFG.com at Partner Level (\$2,000 value).
Developer Sponsor	\$25,000/year	Visibility Access Impression Connections Direct Response	Branding to national and state-wide organizations including APICS, SME, FIRST and DECA which have databases of over 200,000. Premier booth locations at events with trade shows. Direct response: Attendees at events will receive special coupons and/or offers to drive customers to your company. Option to provide premium in show bag and prize giveaways. Company representative can give presentations at events. Option to sponsor. Option to offer lunch or reception. All of the benefits of Innovator Sponsors are included.
Producer Sponsor	\$50,000/year	Visibility Access Impression Connections Direct Response Extended Reach Spokesperson Media	Special dedicated advanced campaign to all attendees promoting your company. On-site sales, sampling and speaking opportunities. Inclusion in social media platforms. Endorsed email campaign to Georgia Manufacturing Expo and Buy From Georgia database. Product placement. Half-page ad in EXPO Show Guide. Feature listing in BuyFromGeorgia.com VIP Access to all GMA events. As a spokesperson for your brand, GMA will acknowledge your brand as a participant in helping grow jobs in Georgia through consumer education. All of the benefits of the Developer Sponsor are also included.
Presenting Sponsor	\$100,000/year	Naming rights Visibility Access Impression Connections Direct Response Extended Reach Spokesperson Media	Naming Rights as Presenting Sponsor of the Georgia Manufacturing Alliance and Expo. National media release campaign promoting your company as brand-friendly to individual and business consumers who are searching for locally manufactured products. Product giveaways during keynotes. Direct mail campaign to proprietary list of active consumers. Branding in national media including print, radio, internet and television. Dedicated special follow-up promotion to attendees at event. Logo on cover page of EXPO Show Guide. Feature article in EXPO Show Guide. Full page ad in EXPO Show Guide. Feature listing in BuyFromGeorgia.com. VIP access to all GMA events. Banner ad on NetworkingMFG.com. Banner ad on BuyFromGeorgia.com. Headline listing in GeorgiaManufacturingExpo.com. Benefits of all packages are included.

The leaders and companies who step up to become sponsors clearly see the vision of how this event can be a positive and permanent change to the buying habits of Georgia consumers for generations to come.

Our economy will only have a lasting and sustainable manufacturing future when the American consumer turns away from the thrill of the cheap purchase and begins to have pride in ownership.

If you are ready to have your brand attached to this message,

CALL Today to Get Started – 678-896-9312

For articles and updates, go to www.GeorgiaManufacturingExpo.com

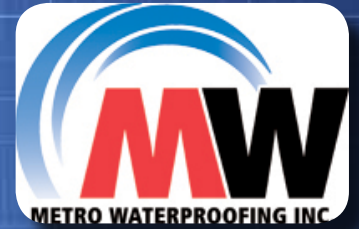
For additional information, e-mail - Jason@GeorgiaManufacturingExpo.com



“We enjoyed the positive and excited attendees at the Georgia Manufacturing Expo. They really wanted to learn about manufacturing and what products they could buy that will help grow jobs in Georgia. We will participate again next year.”

Kristin Laarhoven -
Governor’s Office of Workforce Development - Go Build Georgia

“We believe in supporting our country and buying American-Made Products. This expo teaches consumers about the impact every purchasing decision makes on creating jobs in our state. **We are looking forward to being a sponsor of this effort for years to come.**”



Clyde Strickland - Founder
Metro Waterproofing



“I was not sure what to expect, but **the publicity we received from being involved in the Georgia Manufacturing Expo was great.** This was our first trade show and we are excited about participating next year.”

Jim Porter
President Atlanta Waterjet

“Although our company does not actually manufacture products, we do sell a full line of Georgia-manufactured mattresses made by Serta. Typically we exhibit at home shows and **we were initially very hesitant about participating** in the manufacturing expo, but I am glad we did. The Georgia Manufacturing Expo was a very successful event and I have already reserved my booth for 2014.”



Rick Graham
America’s Mattress



“The line at our booth was non-stop all day long and our team was exhausted by the end of the show. Most consumers were happy to learn about our shoes and even happier to know that they could help support jobs in Georgia every time they buy Okabashi”

Jason Boswell
Okabashi

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