



GREATER SOUTHWEST  
DEVELOPMENT CORPORATION

## Your invitation to be an Associate Producer of TECH THURSDAYS CHICAGO 2018 Annual Conference

Greater Southwest Development Corporation (GSDC) is proud to present the 2018 installment of technology training to support the growth and development of Chicago's small business community. This year, **TECH THURSDAYS – Growing Your Business with Technology**, will offer more than 60 free business technology management workshops and labs presented Thursday, September 27<sup>st</sup> through Friday September 27<sup>nd</sup>, from 8:00am to 5:00pm. Each workshop will present practical and affordable technology solutions to help business owners advertise, accelerate and maximize their business growth. Builder labs ensure participants complete one or more important steps onsite to move their business forward.

This year's topics include:

- **Builder Laboratories:** Google Places, Google Analytics
- **Marketing:** Affiliate Marketing, Blog & Social Media Imagery, Effective Email Marketing
- **Selling:** Social Selling, Mobile Sales Solutions, Technology Behind Getting Paid
- **Producing:** Cloud, Google Productivity Applications, Website Design & Management
- **Managing:** Virtual Assistant & Support, Crowdsourcing, Managing Online Security
- **And much more.**

Last year more than 300 small business representatives registered for TECH THURSDAYS. This year we have reserved space for 600 participants from Chicago's business community each day. Following the September workshops all participants are invited to participate in additional business development activities underwritten by our sponsors and partners.

We are inviting you to become an Associate Producer for this year's event. As an Associate Producer your brand will be visible to program participants, city and community leaders and the greater Chicago business community from August 2018 through August 2019 in our marketing and workshop materials, banners and signage, online and printed business directories and follow-up newsletters. In addition, unique benefits are available for each level of Associate Producer participation. Please consider the attached information and agree to be an Associate Producer of this event at the level most appropriate to your organization. Please contact our TECH THURSDAYS Director, Rhea Steele, at 1.312.863.8630 or

[rsteele@blueoceanlogicgroup.com](mailto:rsteele@blueoceanlogicgroup.com) at your earliest convenience with questions. Thank you for your support.

I look forward to your response.

Sincerely,

**Christine (Tina) James,**

Director of Operations

Greater Southwest Development Corporation

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[www.techthursdayschicago.com](http://www.techthursdayschicago.com)



## WORKSHOP SERIES ASSOCIATE PRODUCERS

Chicago and suburban nonprofit, government, academic and media organizations interested in community business development may apply to become TECH THURSDAYS Chicago Associate Producers. Four Associate Producer levels are available at no cost, each with unique benefits and requirements:

- **LEVEL 4 ASSOCIATE PRODUCER (Nonprofits Only)**

<b>○ Benefits</b>	
	<ul style="list-style-type: none"> <li>▪ Sponsor Revenue Share<sup>1</sup></li> <li>▪ Exhibitor Commissions<sup>2</sup></li> <li>▪ Relevant Training &amp; Development Reports</li> <li>▪ Partner Directory Listing</li> </ul>
<b>○ Requirements</b>	
	<ul style="list-style-type: none"> <li>▪ Sponsor &amp; Exhibitor Solicitation</li> <li>▪ 12-Months of Marketing Support</li> <li>▪ September Conference Attendance</li> </ul>

- **LEVEL 3 ASSOCIATE PRODUCER**

<b>○ Benefits</b>	
	<ul style="list-style-type: none"> <li>▪ Exhibitor Commissions<sup>2</sup></li> <li>▪ Relevant Training &amp; Development Reports</li> <li>▪ Partner Directory Listing</li> </ul>
<b>○ Requirements</b>	
	<ul style="list-style-type: none"> <li>▪ Exhibitor Solicitation</li> <li>▪ 12-Months of Marketing Support</li> <li>▪ September Conference Attendance</li> </ul>

- **LEVEL 2 ASSOCIATE PRODUCER**

<b>○ Benefits</b>	
	<ul style="list-style-type: none"> <li>▪ Relevant Training &amp; Development Reports</li> <li>▪ Partner Directory Listing</li> </ul>
<b>○ Requirements</b>	
	<ul style="list-style-type: none"> <li>▪ 12-Months of Marketing Support</li> <li>▪ September Conference Attendance</li> </ul>

- **LEVEL 1 ASSOCIATE PRODUCER**

<b>○ Benefits</b>	
	<ul style="list-style-type: none"> <li>▪ Partner Directory Listing</li> </ul>
<b>○ Requirements</b>	
	<ul style="list-style-type: none"> <li>▪ Annual Event Marketing Support</li> <li>▪ September Conference Attendance</li> </ul>



## ADDITIONAL ASSOCIATE PRODUCER BENEFITS & LIMITATIONS

Supplemental small business training and development 'Programs-in-a-Box', tools and resources are available for Associate Producers to incorporate within their own small business programs. Turnkey program management solutions and service providers are available to all Associate Producers interested in supplementing their small business training and development activities.

**In addition to our 2018 Annual Conference, TECH THURSDAYS Chicago Executive and Associate Producers and Community Partners** are positioned to offer weekly and monthly business technology development workshops within their communities across Chicago. The following are two examples of business development Programs-in-a-Box available to any Associate Producer under the heading of Tech Thursdays Chicago Weekly sessions:



**C.O.B.A.L.** - 18-weeks of hands-on learning within online applications that help grow your business. This research and education laboratory evaluates web-based applications and practical business models that support the adoption and management of business activities online.



**Zero to E-Commerce in 23 Weeks (ZEC23)** is a hands-on, small group series of 23 "a la carte" two-hour business owner workshops introducing practical, affordable and easy-to-use digital solutions to build, grow and manage their businesses online as they prepare to participate in the digital economy.

<sup>1,2</sup> **Financial incentives for LEVEL 4 Associate Producers are restricted to qualified nonprofit applicants, (Qualifications will be determined case-by-case).** Government and academic institutions are not eligible to receive financial incentives associated with LEVELS 3 & 4 Associate Producers.

**LEVEL 4 Associate Producer's financial incentives are designed to offset the nonprofit organization's expenses** related to: a) meeting the program requirements and b) supporting supplemental business technology training. These incentives are not intended for use beyond the scope of community business technology development programming. All LEVEL 4 Associate Producers will be held accountable for the appropriate use of these incentives.

The annual TECH THURSDAYS Chicago workshop series is produced by the nonprofit Executive Producer Greater Southwest Development Corporation, Chicagoland nonprofit Associate Producers and community development partners. TECH THURSDAYS Chicago is directed by Blue Ocean Logic, Inc.

Please contact our TECH THURSDAYS Director, Rhea Steele, [rsteale@blueoceanlogicgroup.com](mailto:rsteale@blueoceanlogicgroup.com) or phone 312.863.8630 at your earliest convenience to view or ask questions about the Tech Thursdays Chicago 2018 Associate Producer Agreement.