

re: FOCUS

FOCUS BUSINESS CONFERENCE 2021

2021 Vendor Packet



2021 Vendor Packet

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The FOCUS Business Conference is a conference for men and women looking to create and manifest the business of their dreams.

About the Conference

This years reFOCUS Conference is a 3-day conference centered around being a modern business owner in the working world...

We gather business owners, entrepreneurs, and bosses to spark conversation around the topics they are passionate about from building your business to raising money, we hit all the topics for the modern entrepreneur.

At The FOCUS Business Conference you are destined to meet other talented, like-minded men and women, all while learning tips and tricks from some of the best in the business. Attendees get access to a highly curated, impactful one-day program of TED Talks, workshops, and panels, as well as delicious cocktails, food, pop-up shops, photo booths, gift bags, and more.

We plan for our attendees come to feel inspired, enhance their business, mix, mingle and manifest new friendships in an amazing plus beautiful environment!

The FOCUS Business Conference will take place on March 5 - March 7, 2021 in Houston, Texas. The event hosts 50+ men and women and promises to be a fun-filled weekend of inspiration and growth as we provide you the tools needed to manifest your business.

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We are prepared to offer an amazing experience for entrepreneurs and business owners.

Our Attendees

50+ Guests

*Held in
Houston, Texas*

12+ Vendors

10+ Media Outlets

12+ Speakers

1 Private Dinner

1 Brunch

Our attendees will have the choice of 4 ticket options to attend the conference:

- General Admission Access
- VIP Access
- Executive Access
- Virtual Access

Through carefully crafting our attendee packages we have created a way for every attendee to receive the full value of the conference no matter where they are in the world. As a sponsor, within these packages, your business will reap the benefits of advertising and branding on multiple avenues to reach potential customers.



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Conference Venue

It is our goal to hold the conference at the Hyatt Regency Galleria Hotel in the heart of Uptown Houston, Texas



Located next to the Houston Galleria in Uptown Houston, Hyatt Regency Houston Galleria is steps from the city's most fashionable shopping, dining, and entertainment. With a Business Center designed for road warriors that regularly travel for work, the business center features the latest technology, offering multiple computer stations for guests, as well as complimentary Wi-Fi, and a printer. Their experienced staff is on hand to assist not only our guests, but you as well.



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Our Program

Get on TRACK with reFOCUS 2021

Choose Your Track!

Our 2021 reFOCUS Conference will focus on 3 main areas of business; Finance, Branding, and Structure. Our guests will have the opportunity to choose one of three breakout sessions focus on what areas they need the most:

Track 1: reFINANCE

Designed for those looking to financially prepare their business to maintain, scale, and grow.

Cash in Your Ideas
Panel

The Million Dollar Mindset
Workshop

ReManage Your Investment
Workshop

Track 2: reBRAND

Designed for those looking to dive into the importance of brand strategy & brand targeting.

Make Your Mark
Panel

ReTarget Your Audience
Workshop

ReBrand for Success
Workshop

Track 3: reSTRUCTURE

Designed for those looking to understand business structure and enhancing your team structure.

Ready, Set, Structure
Panel

Creating Business Structure
Workshop

Growing Your Team
Workshop

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Schedule of Events

FRIDAY, MARCH 5, 2021

Conference Check-In

Our guests will begin checking into our host hotel to receive their conference kit to ensure they maximize their time at the reFOCUS Conference.

VIP Dinner & Wine Tasting

Our VIP and Executive guests will be invited to enjoy an intimate private dinner and wine tasting with our speakers to welcome them to the conference.

SATURDAY, MARCH 6, 2021

Opening Keynote

Our opening keynote will be a 45-minute ted talk presented on hitting the restart button and setting new goals in business.

Morning Breakout Session 1

Our first breakout session will offer 3 separate panels focused on finance, branding, and business structure.

Morning Breakout Session 2

Our second breakout session will offer 3 separate workshops lead by industry professionals focused on one of our three conference tracks.

Main Stage Panel

Our guests will gather at the main stage for a panel conversation focused on the power of pivoting in business.

Afternoon Breakout Session 3

Our final breakout session will consist of three separate workshops lead by business strategists in one of our three conference tracks.

Closing Keynote

Our closing session will welcome all of our guests back to the main stage for a keynote focused on implementing the next big idea using the tools presented throughout the day.

Attendee Mixer

As a closing event for the conference work day our guests will gather for a fun attendee mixer.

SUNDAY, MARCH 7, 2021

Farewell Brunch

As we bid farewell to our guests, speakers, and vendors our guests will be invited to join us for 3-course brunch and on stage speaker Q&A.

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Vendor Packages

VIRTUAL VENDOR

Early Bird: \$75 (until Dec 1, 2020) Regular: \$150 (until Jan 2, 2021)

Our Virtual Vendors will have the opportunity to advertise their business online in our virtual marketplace as well as advertise within our virtual conference to guests, speakers, sponsors, and media.

Mixer Vendors will receive:

- 1 Virtual Vendor Table on the FOCUS website and Mobile App
- 1 Social Media Mention
- 1 Virtual Tickets to the Conference
- Inclusion in 1 Newsletter
- 1/4 page ad in Conference Magazine

CONFERENCE VENDOR

Early Bird: \$350 (until Dec 1, 2020) Regular: \$450 (until Jan 2, 2021)

Our Conference Day Vendors will have the opportunity to set up a booth at the FOCUS Business Conference on Saturday that will be attended by our guests. Vendor tables are limited, but all vendors will have the opportunity to live stream the conference while working their tables.

Package Vendors will receive:

- 1 Virtual Vendor Table on the FOCUS website and Mobile App
- 1 Vendor Table at the reFOCUS Business Conference
- Access to Conference App
- 2 Social Media Mentions
- 2 Virtual Admission Tickets to the reFOCUS Business Conference
- Inclusion in 1 Newsletter
- 1/4 page ad in Conference Magazine

DIAMOND VENDOR

Early Bird: \$450 (until Dec 1, 2020) Regular: \$550 (until Jan 2, 2021)

Our Package Vendors will have the opportunity to set up a booth at both the reFOCUS Business conference on Sunday as well as enhanced advertising and marketing to our guests.

Package Vendors will receive:

- 1 Virtual Vendor Table on the FOCUS website and Mobile App
- 1 Vendor Table at the reFOCUS Business Conference
- Access to Conference App
- 3 Social Media Mentions
- 2 General Admission Tickets to the reFOCUS Business Conference
- Inclusion in 3 Newsletters
- Virtual Access to Live Stream All Events
- 1/2 page ad in Conference Magazine
- Access to Guest Email List

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FOCUS BUSINESS CONFERENCE 2021

Contact Us

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(832) 266-1353

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Location
**Hyatt Regency Galleria
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