

UF OPPORTUNITY FAIR



2025 Sponsorship Guide



In Collaboration With:

UF | Business Services
UNIVERSITY of FLORIDA

UF | Small Business Relations
UNIVERSITY of FLORIDA

UF | Procurement Services
UNIVERSITY of FLORIDA

The 2025 UF Opportunity Fair

EVENT DETAILS

When: April 30, 2025 | 10 a.m. - 4 p.m.

Location: Reitz Union Grand Ballroom

CRITICAL DATES

February

Registration Begins

April 3

Registration ends; All materials for tote bags must be delivered to SBR

April 7

Final deadline for payment

April 30

Event Day



EVENT AGENDA

8 a.m. - 10 a.m. | Exhibitors Set Up (Grand Ballroom)

10 a.m. - 10:45 a.m. | Recognize Sponsors

11 a.m. - 2 p.m. | Trade Fair

1 p.m. - 1:45 p.m. | Workshops* (See options below)

Working with UF Construction:

- Procurement
- PDC
- Facilities Services
- IFAS
- UF Health
- Advancement

Working with UF Non-Construction:

- UF Health
- UAA
- Advancement
- Bookstore

2 p.m. - 2:45 p.m | Workshops* (See options below)

Becoming a Certified Small Business

- Small Business Administration
- City of Gainesville Office of Equity & Inclusion
- Alachua County Office of Equal Opportunity

How to do Business with UF (Caterers):

- Facilitated by Matt Mueller (Director, UF Food & Beverage Services)

3 p.m. - 3:45 p.m. | Workshop* (UF Insurance Requirements)

*Workshop meeting rooms TBD



Dear Partners

We are pleased to announce the inaugural University of Florida's Opportunity Fair.

This event, which now features the collaboration of UF departments Business Services, Procurement Services, and Small Business Relations, builds on and expands the former Small Business Opportunity Fair.

We invite you to attend this exciting event on Wednesday, April 30, in the UF Reitz Union Grand Ballroom from 10 a.m. to 4 p.m.

Our business and community partners will have the opportunity to market their products and services to the institution. Additionally, businesses will receive vital information on engaging the University of Florida and many of our partners. It is our honor to bring hundreds of representatives from the small business community, corporations, UF departments, state agencies, and other higher education institutions together to network and make meaningful connections.

Connect with key decision-makers across the institution during our workshops designed to better inform and connect businesses with the institution. Various UF units, including Procurement, Supplier Relations, Business Services, and EHS will facilitate these sessions. Additionally, small business owners will hear from local, state, and federal agencies on how to become certified small businesses.

We kindly request your financial sponsorship to support our efforts to host this regional event. For additional information about the event and exhibitor arrangements or to confirm your participation, click [HERE](#). Thank you for partnering with us. Your attendance and support are greatly appreciated!

Sincerely,

UF | Business Services
UNIVERSITY of FLORIDA

UF | Small Business Relations
UNIVERSITY of FLORIDA

UF | Procurement Services
UNIVERSITY of FLORIDA

SPONSORSHIP DETAILS

Platinum Sponsor

\$10,000

- Three minute speech during opening address
- Premium exhibit space at the Opportunity Fair & recognition as Presenting Sponsor
- Opportunity to play a brief video about the company during the event
- Electronic display of company logo during event
- Marketing support (recognition on all materials including website, signage, printed materials, etc.)
- Opportunity to include items on seating and/or bags
- Social media posts

Gold Sponsor

\$5,000

- Premium exhibit space at the Opportunity Fair
- Electronic display of company logo during event
- Marketing support (recognition on all materials including website, signage, printed materials, etc.)
- Opportunity to include items on seating and/or bags
- Social media posts

Silver Sponsor

\$3,000

- Select exhibiting space at the Opportunity Fair
- Electronic display of company logo during event
- Marketing support (recognition on all materials including website, signage, printed materials, etc.)
- Opportunity to include items on seating and/or bags
- Social media posts

Bronze Sponsor

\$2,000

- Select exhibiting space at the Opportunity Fair
- Electronic display of company logo during event
- Marketing support (recognition on all materials including website, signage, printed materials, etc.)
- Opportunity to include items on seating and/or bags
- Social media posts

Associate Sponsor

\$600

- Exhibiting Space
- Electronic display of company logo during event
- Marketing support (recognition on all materials including website, signage, printed materials, etc.)

General Exhibitor

\$350 | Corporate Exhibitor (Large Business)

\$150 | Small Business Exhibitor

\$100 | Government Exhibitor

- A standard exhibit booth
- Attendance for 2 registrants to the trade fair and sessions