

**POLBENG BUSINESS EXPO**  
***(CASE STUDY ON MISSME MOMENT FLORIST BENGKALIS MSME)***

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**ABSTRACT**

The Polbeng Business Expo aims to support local MSME by fostering collaboration between universities, industries, and business actors. This event provides a platform for MSME to showcase their products, expand networks, and reach potential customers and investors. The main goal is to optimize digital marketing for MSME through collaboration with sponsors and donors. Key stages include sponsorship selection, promotional tool design, budget planning, and post-event evaluation. The expo successfully enhanced MSME promotion and capacity through systematic planning and execution.

**Keywords:** Expo, MSME Development, Digital Marketing, Promotion