



Women in Business 2010 National Conference & Business Fair

June 22-24, 2010

Baltimore, MD

The 11th Annual WBENC National Conference and Business Fair

Presented by the

Women's Business Enterprise National Council

Corporate Co-Chair: Johnson & Johnson

WBE Co-Chair: Omega World Travel Inc.

FAX BACK form to Paige Adams, (202) 330-5403

Thank you for your interest in becoming a sponsor of WIB2010: National Conference and Business Fair, June 22-24 in Baltimore, MD. Please review benefits policy carefully before filling out this form. All sponsors will receive a sponsor handbook detailing sponsorship benefits, timelines and specific policies.

Then complete this form and **fax this page only** to Paige Adams at (202) 330-5403. Requests will be considered on a first pledge basis. Your pledge is a nonrefundable commitment and benefits begin to accrue immediately upon receipt by WBENC. Your contribution may be tax deductible. Please consult your tax advisor.

Name: _____

On behalf of my company, please accept our pledge for the following event sponsor package:

Title: _____

Company: _____

Address: _____

\$. _____

C/S/Z: _____

Please bill me: in 2009 1st quarter 2010
All payment due in full by May 15, 2010.

Primary Conference Contact: _____

Ph: _____

Email: _____

Charge to:



Send Invoice

Credit Card No: _____ Exp Date: _____

Name as it appears on the Card: _____

Signature Authorizing Charge: _____

Invoice my corporation at the above billing address. Payment due no later than 90 days after receipt.

Tentative Schedule – Details TBD**Monday, June 21**

| | |
|-------------------|--|
| 2:00 pm – 7:00 pm | Registration |
| 4:00 pm - 5:30 pm | First-Time Attendee Orientation |
| 4:00 pm – 7:00 pm | Exhibitor Move-In |
| 2:00 pm – 4:00 pm | Women’s Leadership Forum Meeting (invitation-only) |
| 4:00 pm – 5:30 pm | Tuck Alumni Meeting (invitation-only) |
| 4:00 pm – 5:30 pm | Extended Executive Committee Meeting (invitation-only) |

Tuesday, June 22

| | |
|--------------------|---|
| 8:00 am – 7:00 pm | Registration |
| 8:00 am – 7:00 pm | Exhibitor Move-In |
| 8:00 am – 7:00 pm | Cyber Café, WIB2010 Book Store |
| 8:00 am – 10:00 am | WBENC Board of Directors Meeting |
| 12:00 pm – 2:00 pm | Kickoff Luncheon and Keynote Speaker |
| 2:15 pm – 3:15 pm | Afternoon Co-Chair Addresses |
| 3:45 pm – 5:00 pm | Workshops |
| 3:45 pm – 5:00 pm | University Student Workshop |
| 3:45 pm – 5:15 pm | Leadership Council and RPO Board Chairs Meeting (invitation only) |
| 6:00 pm – 7:00 pm | Exhibitors’ Reception |
| 7:00 pm – 9:00 pm | Welcome Reception and Silent Auction |

Wednesday, June 23

| | |
|--------------------|--|
| 7:00 am – 4:00 pm | Registration |
| 7:00 am – 4:00 pm | Cyber Café, WIB2010 Book Store |
| 8:00 am – 9:30 am | Business Fair Breakfast |
| 9:30 am – 9:45 am | Ribbon Cutting Ceremony |
| 9:45 am – 12 Noon | Business Fair |
| 12:15 pm – 1:45 pm | Business Fair Luncheon |
| 2:00 pm – 6:00 pm | Business Fair |
| 7:30 pm – 10:00 pm | Wednesday Evening Reception (Location TBD) |

Thursday, June 24

| | |
|---------------------|--|
| 8:30 am – Noon | Registration |
| 8:30 am – 4:00 pm | Cyber Café, WIB2010 Book Store |
| 8:30 am – 10:30 am | Conference Breakfast and Executive Roundtable |
| 9:00 am – 5:00 pm | MatchMaker Meetings |
| 10:45 am – 12:15 pm | Workshops |
| 12:30 pm – 2:15 pm | Conference Luncheon |
| 2:30 pm – 4:30 pm | Workshops |
| 6:00 pm – 7:30 pm | Senior Executive Reception (invitation only) |
| 7:00 pm – 9:00 pm | Tribute to Partners Dinner and Awards Presentation |
| 9:00 pm – 10:00 pm | “WIB 2011” After Party |

NATIONAL CONFERENCE AND BUSINESS FAIR SPONSOR/EXHIBITOR ELIGIBILITY

WBENC's national conference is designed to attract the broadest possible participation from corporate America, government entities and women business owners. However, to ensure that women's business enterprises have meaningful opportunities to connect with potential clients (corporate, government and other WBEs) as well as strengthen relations with existing clients, WBENC has established specific rules of eligibility for sponsors of WIB2010:

- Only WBENC/RPO Corporate Members and WBENC certified WBEs can be both sponsors and exhibitors
- Only WBENC national Corporate Members are eligible for co-chair/lead sponsor levels
- Government agencies, WBENC's MOU and media partners, and approved affiliate nonprofit organizations can be exhibitors

ROLE OF WIB2010 CO-CHAIRS

In 2005, WBENC introduced a new approach to naming co-chairs for its national conference. WBENC has established the WIB Co-Chair position for CEOs. Part of WBENC's best practices for corporate supplier diversity mandates the participation of the CEO. This move offers the top corporate sponsors of WIB another opportunity, as part of a WBENC partnership, to demonstrate their company leadership's commitment to supplier diversity that includes WBEs.

There will be four CEOs serving as co-chairs of the national conference and business fair – two corporate and two WBEs. The sponsorship levels that include the naming of the company's CEO as a co-chair are \$75,000 for corporations and \$25,000 for WBEs. Co-Chair sponsors for 2010 have not been finalized.

SPONSOR RECOGNITION IN MEDIA RELATIONS AND PROMOTIONAL MATERIALS

Co-chairs, featured, lead and platinum conference sponsors (which includes WBEs at the \$5,000 sponsorship level and above) will be listed in the following WIB marketing collateral materials (excluding the Schedule at a Glance): the attendee/exhibitor brochure; website (company logos on sponsor page for \$15,000 sponsors and above); program book; and exhibitor directory. These companies will also be listed in news releases regarding the national conference and business fair.

The program book is made available to all conference attendees (approximately 2,500), and the brochures are mailed to more than 10,000 women business owners, corporate and nonprofit executives and government officials. On location in Baltimore, sponsors will be recognized in signage (based on level of sponsorship) and through selected public awareness strategies. In the past these have included web, print, and media relations opportunities. Specific featured sponsor-only benefits include all of the above as well as coordinated media relations and publicity campaigns; event program hosting and participation; reserved table seating (where event provides it); and exclusive on-site signage. Promotional activities begin immediately; the sooner your commitment is received the greater the benefit your company will receive.

WBENC aggressively promotes the conference. In 2009, fourteen media sponsors provided print advertising in the form of conference ad placement and calendar announcements which included: MBE Magazine, Enterprising Women Magazine, WE USA, LatinaStyle and many others. Several provide both pre- and post-conference coverage. These publications promote the conference to their readership by featuring a full-page WIB ad in their winter and spring issues. WBENC expects to attract an even greater number of media sponsors in 2010, adding to the nearly 500,000-circulation figure for the combined media sponsors.

CONFERENCE CO-CHAIRS

Corporate (2) \$75,000 Johnson & Johnson
WBE (2) \$25,000 Omega World Travel Inc.

1. 10 Full Conference Admissions (for WBE co-chairs)
2. 20 Full Conference Admissions (for Corporate co-chairs)
3. 20 x 40 booth in key location (Corporate) *May upgrade to 20x50 for \$2,000*
4. 20 x 30 booth in key location (WBE) *May upgrade to 20x40 for \$1,000*
5. CEO photo and signed welcome letter prominently featured in program book
6. Co-Chairmanship of Women in Business national conference and business fair
7. Company listed in WIB print advertising
8. Company prominently featured on WIB web pages on www.wbenc.org
9. Company recognized as co-chair in all printed materials
10. Feature CEOs in Conference Program
11. Company executive participation in Ribbon Cutting ceremony for Business Fair
12. Full page 4-color ad in program book
13. Lead Retrieval Scanner (one complimentary)
14. Logo on conference website (all screens)
15. One junior suite at Host Hotel at WBENC conference rate
16. Participation of one key executive on WIB2010 planning committee
17. Seating at head table at all Wednesday meal functions for (1) executive from conference co-chair companies
18. One reserved table at all WIB2010 meal functions (does not include receptions)
19. Signage at meal function venues (does not include receptions)
20. Six admissions for Senior Executive Reception (Corporate and WBE)
21. High visibility speaking opportunity for CEOs
22. Ten Exhibitor Day Passes (admission to all events on Wednesday, June 23)

Key Notes

- a) **Full Conference Admission** – Includes all meal functions, receptions, Business Fair, workshops and the Monday Networking Reception
- b) A **(WBE)** designation after a benefit indicates that the benefit *only* applies to a WBENC-certified women’s business enterprise sponsor
- c) A **(Corporate)** designation after a benefit indicates that the benefit *only* applies to a corporate sponsor
- d) A **(Corporate and WBE)** designation indicates that the benefit applies to *both* corporate and WBE sponsors
- e) A **(nFRR)** designation indicates the sponsorship slot is *not subject to the first right of refusal* policy by which the sponsor has the right to claim the sponsorship slot again the coming year before sponsorship selection is opened to all eligible sponsors. See example below.

Example:

| | |
|---------------------------|---|
| Business Fair | |
| Corporate (2) | Chevron, Pitney Bowes Inc. |
| Corporate (1) <i>nFRR</i> | Avis Budget Group |
| WBE (2) | ICON Information Consultants, Accel Inc |

From this example, you can see that the Business Fair is completely sold out. Two corporate members, Chevron and Pitney Bowes, have slots covered by the first right of refusal as does ICON and Accel; however, Avis’s slot is not covered by the first right of refusal.

f) **Policy:** WBENC reserves the right to refuse a sponsorship request if a non-compete issue is raised by an existing sponsor.

FEATURED SPONSORSHIPS FOR WIB2010

Basic benefits for all “featured” sponsorship opportunities include:

1. Full-page, 4-color ad in program book
2. Reserved table at Tribute to Partners Dinner (Corporate)
3. 15 Full conference admissions
4. 20 x 20 booth
5. Lead Retrieval Scanner (one complimentary)
6. Logo on WIB2010 website sponsor page
7. Link from WIB2010 website sponsor page to sponsor’s website prior to conference and during conference
8. Five Admissions to Senior Executive Reception
9. Participation of one key executive on WIB2010 Advisory Committee
10. Five Exhibitor Day Passes (admission to all events on Wednesday, June 23)

SOLD WEBSITE, ONLINE AND ON-SITE REGISTRATION

Corporate (1) \$50,000 UPS

Basic benefits for all “featured” sponsors

1. Logo at onsite registration
2. Logo on website registration (all screens)

SOLD CYBER CAFÉ AND TECHNOLOGY SPONSOR

Corporate (1) \$50,000 Dell, Inc.

1. Basic benefits for all “featured” sponsors
2. Logo at on-site Cyber Café kiosk

SOLD CONFERENCE EDUCATION SPONSOR

Corporate (1) \$50,000 The Home Depot

1. Basic benefits for all “featured” sponsors
2. Title sponsor of the Student Scholar Education program

NEW Opportunity Conference Keynote Speaker (Sponsor will receive sole credit for underwriting a high-profile individual to speak at the Kickoff Luncheon on Tuesday, June 22. Speaker will be chosen in collaboration with WBENC staff.)

Corporate (1) \$50,000

1. Basic benefits for all “featured” sponsors
2. Speaking role for corporate representative at Kickoff Luncheon

CONTRIBUTING PARTNER SPONSORSHIPS FOR WIB2010

Basic benefits for all ‘contributing partner’ sponsorships include:

1. Full-page, 4-color ad in program book
2. Reserved table at Tribute to Partners Dinner (Corporate)
3. Lead Retrieval Scanner (one complimentary)
4. Logo on website sponsor page
5. Four Admissions to Senior Executive Reception (Corporate)
6. Three Exhibitor Day Passes (admission to all events on Wednesday, June 23)

TUESDAY KICKOFF LUNCHEON

SOLD Corporate (2) \$35,000 Shell Oil Company, Altria

SOLD Corporate (1) nFRR \$35,000 Archer Daniels Midland Company

WBE (2) \$7,500 Trans-Expedite, Inc.

1. Basic benefits for all “contributing partner” sponsors
2. 8 Full Conference admissions (Corporate)
3. 5 Full Conference admissions (WBE)
4. 20 x 10 booth (Corporate) - *upgrade to 20x20 for \$2,000*
5. 20 x 10 booth (WBE) - *upgrade to 20x20 for \$1,000*
6. Signage at Luncheon
7. Reserved table at Luncheon

8. Speaking role for corporate executive and WBE President/Owner at Luncheon
9. Three Admissions to Senior Executive Reception (WBE)

TUESDAY WELCOME RECEPTION

Corporate (3) \$35,000 BP America
SOLD WBE (5) \$6,500 ICON Information Consultants, TCIM, A10 Clinical Solutions, Inc. Strategic Staffing Solutions, CableLinks, Inc.

1. Basic benefits for all “contributing partner” sponsors
2. 8 Full Conference admissions (Corporate)
3. 5 Full Conference admissions (WBE)
4. 20 x 10 booth (Corporate) - *upgrade to 20x20 for \$2,000*
5. 20 x 10 booth (WBE) – *upgrade to 20 x20 for \$1000*
6. Prominent signage and appropriate recognition at Reception
7. Three Admissions to Senior Executive Reception (WBE)

SOLD Silent Auction WBE Chair (1) \$10,000 – (In-kind value) Global Capital, Ltd.

1. Basic benefits for all “contributing partner” sponsors
2. 5 Full Conference admissions (WBE)
3. 20 x 10 booth (WBE) - *upgrade to 20x20 for \$1,000*
4. Prominent signage and appropriate recognition on stage at the Silent Auction
5. Three Admissions to Senior Executive Reception

SOLD BUSINESS FAIR, RIBBON CUTTING, EXHIBITORS’ RECEPTION

Corporate (2) \$35,000 Chevron, Accenture
Corporate (1) nFRR \$35,000 Pitney Bowes Inc
WBE (2) \$10,000 Arbill, MDI Group

1. Basic benefits for all “contributing partner” sponsors
2. 8 Full Conference admissions (Corporate)
3. 7 Full Conference admissions (WBE)
4. 20 x 10 booth (Corporate) - *upgrade to 20x20 for \$2,000*
5. 20 x 10 booth (WBE) - *upgrade to 20x20 for \$1,000*
6. Co-host of Ribbon Cutting Ceremony for Business Fair with speaking opportunity for corporate executive and WBE President/Owner
7. Signage at Exhibitors’ Reception and Business Fair
8. Reserved table at Business Fair Breakfast
9. Reserved table at Business Fair Luncheon
10. Three Admissions to Senior Executive Reception (WBE)

SOLD BUSINESS FAIR BREAKFAST

Corporate (4) \$25,000 Avis Budget Group, Chrysler, Ford Motor Company, General Motors
WBE (1) \$15,000 SMEAD Manufacturing Company

1. Basic benefits for all “contributing partner” sponsors
2. 8 Full Conference admissions (Corporate)
3. 7 Full Conference admissions (WBE)
3. 20 x 10 booth (Corporate) - *upgrade to 20x20 for \$2,000*
4. 20 x 10 booth (WBE) - *upgrade to 20x20 for \$1,000*
5. Four Admissions to Senior Executive Reception (WBE)
6. Signage at Business Fair Breakfast
7. Speaking role for corporate executive at Business Fair Breakfast
8. Reserved table at Business Fair Breakfast

SOLD BUSINESS FAIR LUNCHEON

Corporate (2) \$35,000 Pfizer Inc, Exxon Mobil Corporation
Corporate (1) nFRR \$35,000 Manpower
WBE (2) \$10,000 Superior Staff Resources, Inc., ASAP

1. Basic benefits for all “contributing partner” sponsors
2. 8 Full Conference admissions (Corporate)

3. 7 Full Conference admissions (WBE)
4. 20 x 10 booth (Corporate) - *upgrade to 20x20 for \$2,000*
5. 20 x 10 booth (WBE) - *upgrade to 20x20 for \$1,000*
6. Signage at Business Fair Luncheon
7. Reserved table at Business Fair Luncheon
8. Speaking role for corporate representative at Business Fair Luncheon
9. Four Admissions to Senior Executive Reception (WBE)

WEDNESDAY EVENING RECEPTION

Corporate (4) \$35,000 Kraft Foods, Target
WBE (5) \$6,500 Meadows Office Furniture Co., Kelly Mitchell Group, Inc.

1. Basic benefits for all “contributing partner” sponsors
2. 8 Full Conference admissions (Corporate)
3. 5 Full Conference admissions (WBE)
4. 20 x 10 booth (Corporate) - *upgrade to 20x20 for \$2,000*
5. 20 x 10 booth (WBE) - *upgrade to 20x20 for \$1,000*
6. Prominent signage and appropriate recognition at Reception
7. Three Admissions to Senior Executive Reception (WBE)

THURSDAY CONFERENCE LUNCHEON

Corporate (2) \$35,000 Wal-Mart Stores, Inc.
Corporate (1) nFRR \$35,000
WBE (3) \$7,500 WEConnect Canada

1. Basic benefits for all “contributing partner” sponsors
2. 8 Full Conference admissions (Corporate)
3. 5 Full Conference admissions (WBE)
4. 20 x 10 booth (Corporate) - *upgrade to 20x20 for \$2,000*
5. 20 x 10 booth (WBE) - *upgrade to 20x20 for \$1,000*
6. Prominent signage at Conference Luncheon
7. Speaking role for a sponsor executive at Conference Luncheon
8. Reserved table at Thursday Conference Luncheon
9. Three Admissions to Senior Executive Reception (WBE)

WBENC TRIBUTE TO PARTNERS RECEPTION & DINNER

Corporate (3) \$35,000 Raytheon Company, IBM
WBE (5) \$6,500

1. Basic benefits for all “contributing partner” sponsors
2. 8 Full Conference admissions (Corporate)
3. 5 Full Conference admissions (WBE)
4. 20 x 10 booth (Corporate) - *upgrade to 20x20 for \$2,000*
5. 20 x 10 booth (WBE) - *upgrade to 20x20 for \$1,000*
6. Prominent signage at Tribute to Partners Reception & Dinner
7. Speaking role for sponsor executive at Reception & Dinner
8. Three Admissions to Senior Executive Reception (WBE)

GIFT FOR TRIBUTE TO PARTNERS DINNER

Corporate (1) \$35,000

1. Basic benefits for all “contributing partner” sponsors
2. 8 Full Conference admissions
3. 20 x 10 booth - *upgrade to 20x20 for \$2,000*
4. Exclusive presentation of corporate logo on gift provided to attendees at Tribute to Partners Dinner

SOLD CONFERENCE BAG

Corporate (1) \$40,000 PepsiCo Inc.

1. Basic benefits for all “contributing partner” sponsors
2. 8 Full Conference admissions
3. 20 x 10 booth - *upgrade to 20x20 for \$2,000*
4. Exclusive presentation of corporate logo on conference bag

CONFERENCE REGISTRATION BROCHURE SELF-MAILER

SOLD Corporate (1) \$35,000 Energy Future Holdings
WBE (1) \$6,500

1. Basic benefits for all “contributing partner” sponsors
2. Name/logo on address section of brochure
3. 8 Full Conference admissions (Corporate)
4. 5 Full Conference Admissions (WBE)
5. 20 x 10 booth (Corporate) - *upgrade to 20x20 for \$2,000*
6. 20 x 10 booth (WBE) - *upgrade to 20x20 for \$1,000*
7. Three Admissions to Senior Executive Reception (WBE)

SOLD BADGE SPONSOR

Corporate (1) \$35,000 The Coca-Cola Company

1. Basic benefits for all “contributing partner” sponsors
2. Logo on badge holder
3. 8 Full Conference admissions (Corporate)
4. 20 x 10 booth (Corporate) - *upgrade to 20x20 for \$2,000*

SOLD HOTEL KEY CARD SPONSORSHIP (HOST HOTEL-ONLY)

Corporate (1) \$35,000 Alcatel-Lucent

1. Basic benefits for all “contributing partner” sponsors
2. Company logo on key card
3. 8 Full Conference admissions (Corporate)
4. 20 x 10 booth (Corporate) - *upgrade to 20x20 for \$2,000*

LEAD SPONSORSHIPS FOR WIB2010

Basic benefits for all “lead” sponsorships include:

1. 7 Full Conference Admissions (Corporate)
2. 20 x 10 booth (Corporate) - *upgrade to 20 x 20 for an additional \$2,000*
3. 10 x 10 booth (WBE) – *upgrade to 20 x 10 for \$500*
4. Full-page, 4-color ad in program book
5. Lead Retrieval Scanner (one complimentary)
6. Logo on website sponsor page
7. Three Admissions to Senior Executive Reception (Corporate)
8. Two Admissions to Senior Executive Reception (WBE)
9. Three Exhibitor Day Passes (admission to all events on Wednesday, June 23)

International Workshop Track (There will be one, three-part symposium.)

Corporate (2) \$25,000
WBE (2) \$5,000 Banneker Industries, Inc.

Contact WBENC at 202.872.5515, x: 8020 for complete details on this innovative sponsor opportunity.

INTERNATIONAL TRACK DESCRIPTION: The Track will consist of three workshops exploring such topics as Free Trade Agreements, Global Certification Partners, International Development Resources, etc.

Conference Benefits:

1. Basic benefits for all “lead” sponsors
2. 5 Full Conference admissions (WBE)
3. Brief speaking role for corporate executive and WBE President/Owner at workshop of choice
4. Signage with logo at each International Track workshop
5. Recognition on WIB2010 website

SOLD EXECUTIVE ROUNDTABLE (Thursday, June 24)

Corporate (2) \$25,000 Verizon, Burger King Corporation
WBE (2) \$5,000 Accel, Inc., Hollister Construction Company

1. Basic benefits for all “lead” sponsors
2. 3 Full Conference Admissions (WBE)
3. Signage at Executive Roundtable Program
4. Speaking role for senior woman executive at Discussion

SOLD MATCHMAKER PROGRAM

Corporate (1) \$25,000 Freddie Mac

The Conference Matchmaker program encompasses a full day of Matchmaking sessions between WBENC-certified WBEs and regional or national Corporate Member representatives.

1. Basic benefits for all “lead” sponsors
2. Extensive recognition through signage at the Matchmaker venue

SOLD BUSINESS FAIR TECHNOLOGY CLASSROOM

WBENC staff will collaborate with sponsor on content and format

Corporate (1) \$25,000 Microsoft

1. Basic benefits for all “lead” sponsors

SOLD BUSINESS FAIR OPPORTUNITY LOUNGE

The lounge will feature Exhibit Hall location with seating (and refreshments if underwritten by sponsor).

Corporate (1) \$25,000 Office Depot

1. Basic benefits for all “lead” sponsors

SOLD PROGRAM GUIDE (Program Guide distributed to all attendees as item in conference packet)

Corporate (2) \$25,000 Bank of America, Aflac

WBE (1) \$5,000 Connex International

1. Basic benefits for all “lead” sponsors
2. 3 Full Conference Admissions (WBE)
3. Logo prominently displayed on the back cover, and on the interior

SOLD WIB2010 WELLNESS SPONSOR (Hand sanitizer will be provided to all conference participants either through travel-size bottles in their conference bags or by having hand sanitizer stations set up throughout the conference. The sponsor’s logo will appear on the sanitizer bottle.)

Corporate (1) \$25,000 CVS Caremark Corporation

1. Basic benefits for all “lead” sponsors
2. Sponsor’s logo will be placed on hand sanitizer bottles or stations throughout conference

PROGRAM SPONSORSHIPS FOR WIB2010

Basic benefits for all “program” sponsorship opportunities include:

1. 6 Full Conference Admissions (Corporate)
2. 3 Full Conference Admissions (WBE)
3. 20 x 10 booth (Corporate) - *upgrade to 20 x 20 for an additional \$2,000*
4. Full-page, 4-color ad in program book
5. Lead Retrieval Scanner (one complimentary)
6. Logo on website sponsor page
7. Three Admissions to Senior Executive Reception (Corporate)
8. Three Exhibitor Day Passes (admission to all events on Wednesday, June 23)

THURSDAY CONFERENCE BREAKFAST

(BUFFET SERVICE)

Corporate (2) \$20,000 AT&T

1. Basic benefits for all “program” sponsors
2. Prominent signage and appropriate recognition at Breakfast
3. Reserved table at Breakfast
4. Brief speaking role for sponsor executive at Breakfast

SOLD SILENT AUCTION SPONSOR

Corporate (1) \$20,000 J.C. Penney Company Inc.

1. Basic benefits for all “program” sponsors
2. Prominent signage and appropriate recognition at Silent Auction

SOLD BOOK STORE

Corporate (1) \$20,000 Staples, Inc.

1. Basic benefits for all “program” sponsors
2. Prominent signage in Book Store

SOLD CONFERENCE EXHIBITOR DIRECTORY (Directory in Excel format uploaded to sponsor branded USB drive and distributed to all participants.)

Corporate (1) \$20,000 W.W. Grainger

1. Basic benefits for all “program” sponsors
2. Logo on Conference Exhibitor Directory USB drive

PLATINUM WORKSHOP SPONSORSHIPS FOR WIB2010

SOLD Corporate (10) \$15,000 Pacific Gas and Electric Company, Mastercard Worldwide, Wells Fargo, United, Macy’s Inc., ConocoPhillips, Motorola, Capital One, Honda of America, Toyota

WBE (5) \$3,500 Dakkota Integrated Systems LLC

1. 20 x 10 booth - *upgrade to 20 x 20 for an additional \$2,000 (Corporate)*
2. 10 x 10 booth (WBE) – *upgrade to 20x10 for \$500 (WBE)*
3. 5 Full Conference Admissions (Corporate)
4. 2 Full Conference Admissions (WBE)
5. Full page, 4-color ad in program book (Corporate)
6. Half page, 4-color ad in program book (WBE)
7. Ad upgrade to full page at discounted rate of \$500 (WBE)
8. Lead Retrieval Scanner (one complimentary)
9. Logo on website sponsor page
10. Two Admissions to Senior Executive Reception (Corporate and WBE)
11. Three Exhibitor Day Passes (admission to all events on Wednesday, June 23)
12. Logo on signage in front of General Workshops (*excludes International Track*)

SPECIAL CATEGORY SPONSORSHIPS FOR WIB2010

Basic benefits for all “special category” sponsorship opportunities include:

1. 3 Full Conference Admissions (Corporate)
2. 2 Full Conference Admissions (WBE)
3. 10 x 10 booth (corporate) – *upgrade to 20x10 for \$1000*
4. 10 x 10 booth (WBE) – *upgrade to 20x10 for \$500*
5. Half page, 4-color ad in program book
6. Ad upgrade to full page at discounted rate of \$1,000 (Corporate)
7. Ad upgrade to full page at discounted rate of \$500 (WBE)
8. Lead Retrieval Scanner (one complimentary)
9. Two Admissions to Senior Executive Reception

10. Two Exhibitor Day Passes (admission to all events on Wednesday, June 23)

GENERAL CONFERENCE SPONSORS

Corporate (Unlimited) \$10,000 Limited Brands

1. Basic benefits for all “special category” sponsors
2. Logo on signage at First Time Attendees Orientation on Monday, June 21

SILENT AUCTION DIRECTORY

Corporate (1) \$10,000
SOLD WBE (1) \$3,500 Applied Computer Solutions

1. Basic benefits for all “special category” sponsors
2. Logo on Silent Auction Directory (distributed at onsite Registration prior to the Silent Auction, and made available at the Silent Auction on Tuesday, June 22)

BUSINESS FAIR AISLE BANNER (*Corporate logo or brand will appear on one double-sided aisle banner hung from the ceiling at the Fair*)

Corporate (8) \$10,000 JPMorgan Chase & Company, Brocade, Time Warner Inc., Lockheed Martin Corporation, United Technologies Corporation

1. Basic benefits for all “special category” sponsors
2. Booth will be located in sponsored aisle

SOLD STUDENT ENTREPRENEUR TRAVEL SPONSOR

Corporate (1) \$10,000 Southwest Airlines Co.

1. Basic benefits for all “special category” sponsors
2. Full page ad (excludes half page ad)
3. Logo on student badges
4. Sponsor logo will be on Student Entrepreneur page in conference program guide
5. Sponsor may mentor one student

SOLD WIB2010 VOLUNTEER T-SHIRT (T-SHIRTS FOR ALL VOLUNTEERS)

Corporate (1) \$10,000 Ernst & Young LLP

1. Basic benefits for all “special category” sponsors
2. Logo on Volunteer T-shirts