

2010 THE OPPORTUNITY CONNECTION

WBENC Summit & Salute to Women's Business Enterprises

HOTEL INFORMATION/
REGISTRATION

REGISTRATION INFORMATION

To register, visit the Summit & Salute website at www.wbenc.org/summit-salute.

On the site, you can become a sponsor, purchase individual tickets, sign up for Summit sessions, and book your hotel room. Act now. Early bird pricing ends January 31, 2010.

ATTENDEE REGISTRATION

	Early Bird Rate (Until Jan 31, 2010)	Standard Rate (After Jan 31, 2010)
Summit & Salute	\$399	\$450
Summit Only	\$199	\$225
Salute Only	\$300	\$350

HOTEL INFORMATION

The program is being held at:
GAYLORD NATIONAL RESORT & CONVENTION CENTER
201 Waterfront Street
National Harbor, Maryland 20745

Located on the Potomac River, the Gaylord National Resort & Convention Center is just a 15-minute drive from downtown Washington, DC or Reagan National Airport and within a 45-minute drive from Dulles and Baltimore-Washington International Airports. The hotel also offers convenient access to Washington, DC with an hourly shuttle service, water taxi to Old Town Alexandria, and shuttle service to Ronald Reagan National Airport.

WBENC has arranged a discounted preferred hotel rate of \$259 plus tax/resort fee for its guests, who may make hotel reservations as part of the registration process for the program. Space is limited, so register now! The deadline to receive the WBENC preferred hotel rate is Friday, February 19, 2010.

Register today at www.wbenc.org/summit-salute. For questions regarding the 2010 Summit & Salute, call Nicole Gutierrez at 786-888-3209 or send an email to wbenc@aplusmeetings.com.



THANK YOU TO THE 2010 SUMMIT & SALUTE SPONSORS

(AS OF DECEMBER 2, 2009)

2010 PRESENTING SPONSOR

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PLATINUM



DIAMOND



TRIBUTE TO EDUCATION PATRON



PRESIDENT'S CIRCLE



For complete sponsorship package details and advertising opportunities, please visit www.wbenc.org/summit-salute or contact Paige Adams, Director of Development and Corporate Relations at 202-872-5515, extension 8020 or email padams@wbenc.org.



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CERTIFICATION OPPORTUNITIES
RESOURCES RECOGNITION

2010 THE OPPORTUNITY CONNECTION

WBENC Summit & Salute to Women's Business Enterprises

LETTER FROM OUR PRESIDENT

Dear Colleague,

You are cordially invited to join me for two of the most exciting WBENC events of the year combined into one fantastic program... the **2010 WBENC Summit & Salute to Women's Business Enterprises: The Opportunity Connection**. The program will take place March 24-25, 2010 at the Gaylord National Resort & Convention Center, just 15 minutes from Washington, DC.

What is the Summit & Salute to Women's Business Enterprises?

The Summit & Salute to Women's Business Enterprises is one of the "Do not miss" business events of the year. The Summit & Salute is a single program with two important goals. First, the Summit brings together America's leading corporations, government agencies, women business owners and strategic partner organizations. This comprehensive two-day program will focus on business forecasts, market trends, best practices, and provide networking environments conducive to business. Second, the Salute honors WBENC's award-winning Women's Business Enterprise (WBE) Stars for their achievements and leadership, and also pays tribute to America's Top Corporations for Women's Business Enterprises.

The Opportunity Connection: Why should you attend?

The Opportunity Connection theme is based on one of WBENC's three core values: Certification, Opportunity, and Resources. This theme re-emphasizes WBENC's ongoing commitment of connecting major corporations and WBEs to identify and negotiate business opportunities.

If you are a WBE, the Summit & Salute offers Opportunities to build your business; Opportunities to informally introduce yourself and your company to corporate and government leaders without an appointment; Opportunities to learn about the latest macro and micro trends and how they'll affect your business; and Opportunities to grow as a business leader.

If you are a corporate representative, there are Opportunities to learn about best practices from your peers; Opportunities to speak to WBEs who can supply you with important new products and services to increase your productivity and profitability; and Opportunities to meet a broad range of WBEs who represent a substantial market for your company's products and services.

The Summit & Salute offers excellent learning and networking opportunities in a friendly, un rushed environment featuring keynote speakers, panel discussions, small group discussions, networking receptions, and more.

Program Highlights

- Sessions focused on topics of most importance to you, including best practices panels
- Informative Federal Government Forum on *Positioning Your Company for Contracting Opportunities*
- A keynote speech from a well-known marketing strategist and futurist, Edie Weiner
- Networking with top corporate and WBE companies in multiple innovative formats
- WBENC's 2010 Salute to Women's Business Enterprise Stars Awards Dinner, as well as a tribute to America's Top Corporations for Women's Business Enterprises for 2009

Make the most of your opportunity! Register now to take advantage of early-bird pricing, hotel availability, and to ensure your place at this exciting event.

I look forward to seeing you at the 2010 Summit & Salute!

Sincerely,

Linda Denny
Linda Denny, WBENC President and CEO

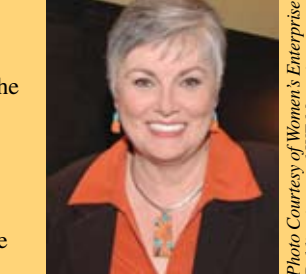


Photo Courtesy of Women's Enterprise Publications and WE Magazine

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR | \$50,000

- Two (2) tables of 10 at the Salute Recognition Dinner (Thursday, March 25)
- Twenty (20) attendees for all Summit activities
- Company executive makes welcoming remarks during a Summit general session
- Company recognized as a Summit & Salute Presenting Sponsor in all printed materials (includes pre-event invitation)
- One (1) feature article on company and CEO in a monthly edition of the President's Report, sent to more than 9,000 recipients prior to the Summit & Salute
- Company prominently featured on the Summit & Salute 2010 website
- Company listed in news release and in Summit & Salute print advertising appearing in media partner publications
- Twenty (20) invitations to VIP Reception preceding Salute Recognition Dinner (Thursday, March 25)
- Full page, 4-color ad in program book or on electronic displays

PLATINUM LEVEL BENEFITS | \$35,000

- One (1) table of 10 at the Salute Recognition Dinner (Thursday, March 25)
- Ten (10) attendees for all Summit activities
- Full page, 4-color ad in program book or on electronic displays
- Company listed in all printed materials
- Company listed on the sponsor page of the Summit & Salute 2010 website
- Company listed in news release and in Summit & Salute print advertising appearing in media partner publications
- Eight (8) invitations to VIP Reception preceding Salute Recognition Dinner (Thursday, March 25) (Corporate-only)

PLATINUM - GENERAL SESSION | \$35,000

- * There will be two general sessions. Each session will have two sponsors. Workshops and panel discussions will not be scheduled during these sessions.
- Platinum level benefits
- Company recognized in Summit & Salute materials as a general session sponsor
- Signage at general session
- Speaking role for corporate executive at general session

PLATINUM - MULTIMEDIA SPONSOR | \$35,000

- Platinum level benefits
- Company recognized in Summit & Salute materials as multimedia sponsor
- Opportunity to include a brief commercial (sponsor would provide) that would run as part of the event video on multiple displays throughout the Summit
- Logo recognition in connection with each electronic display

PLATINUM - SALUTE GENERAL RECEPTION | \$35,000

- Platinum level benefits
- Company recognized in Summit & Salute materials as sponsor of the Salute General Reception
- Signage at Reception (Thursday, March 25)

WBE PLATINUM SPONSOR | \$20,000

- Platinum level benefits
- Five (5) invitations to VIP Reception preceding Salute Recognition Dinner (Thursday, March 25)

DIAMOND LEVEL BENEFITS | \$25,000

- One (1) table of 10 at the Salute recognition dinner (Thursday, March 25)
- Ten (10) attendees for all Summit activities
- Full page, 4-color ad in program book or on electronic displays
- Company listed as sponsor on all printed materials (includes pre-event invitation)
- Company listed on the sponsor page of the Summit & Salute 2010 website
- Company listed in news release and in Summit & Salute print advertising appearing in media partner publications
- Six (6) invitations to VIP Reception preceding Salute Recognition Dinner (Thursday, March 25) (Corporate-only)

DIAMOND - HOTEL KEY CARD | \$25,000

- Diamond level benefits
- Company logo placed on key card (700 guests expected)

DIAMOND - SUMMIT NETWORKING LOUNGE | \$25,000

- Diamond level benefits
- Branded area set aside for Summit participants to gather between sessions

SPONSORSHIP OPPORTUNITIES

WBE DIAMOND SPONSOR | \$15,000

- Diamond level benefits
- Four (4) invitations to VIP Reception preceding Salute Recognition Dinner (Thursday, March 25)

OTHER SPONSORSHIP OPPORTUNITIES

TRIBUTE TO EDUCATION PATRON | \$15,000

- One (1) table of 10 at the Salute Recognition Dinner (Thursday, March 25)
- Ten (10) attendees for all Summit activities
- Full page, 4-color ad in program book or on electronic displays
- Company is recognized as a sponsor of designated workshops and/or panel discussions with logo on signage at each
- Company listed as sponsor in Summit & Salute program book (includes pre-event announcement)
- Company recognized as an education sponsor on the sponsor page of the Summit & Salute 2010 website
- Company mentioned as sponsor in news release
- Four (4) invitations to VIP Reception preceding Salute Recognition Dinner (Thursday, March 25)

GOLD SPONSOR | \$10,000

- One (1) table of 10 at the Salute Recognition Dinner (Thursday, March 25)
- Ten (10) attendees for all Summit activities
- Half page, 4-color ad in program book or on electronic displays
- Ad upgrade to full page 4-color ad for \$2,000
- Company listed as sponsor in the Summit & Salute program book
- Company listed on the sponsor page of the Summit & Salute 2010 website
- Three (3) invitations to VIP Reception preceding Salute Recognition Dinner (Thursday, March 25)

ADVERTISING OPPORTUNITIES

Full Page Ad (Full color)	\$4,000
Half Page Ad (Full Color)	\$3,000

For complete sponsorship package details and advertising opportunities, please visit www.wbenc.org/summit-salute or contact Paige Adams, Director of Development and Corporate Relations at 202-872-5515, extension 8020 or email padams@wbenc.org.

SILVER SUPPORTER | \$5,500

- One (1) table of 10 at the Salute (Thursday, March 25)
- Ten (10) attendees for all Summit activities
- Company listed as sponsor in the Summit & Salute program book
- Company listed on the sponsor page of the Summit & Salute 2010 website
- Two (2) invitations to VIP Reception preceding Salute Recognition Dinner (Thursday, March 25)

PRESIDENT'S CIRCLE | \$4,500 | EARLY BIRD \$4,000

- (WBENC WBEs/Regional Partner Organizations/Non-profits/
Government Agencies-Only)
- One (1) table of 10 at the Salute
 - Ten (10) attendees for all Summit activities
 - Full page, 4-color ad in the Summit & Salute program book or on electronic displays
 - Company mentioned as a sponsor in the Summit & Salute program book
 - Company listed on the sponsor page of the Summit & Salute 2010 website
 - Company listed in Summit & Salute print advertising and news release
 - Two (2) invitations to the VIP Reception preceding Salute Recognition Dinner (Thursday, March 25)

FRIENDS OF WBENC | \$1,500

- Two (2) tickets to the Summit & Salute
- Company listed as sponsor in Summit & Salute program book

SUPPLIER DIVERSITY PROFESSIONAL HALL OF FAME DISTINCTION PACKAGE | \$1,000

Recognize the outstanding efforts of a company team member by purchasing a Hall of Fame distinction package to honor their dedication to expanding opportunities for women's business enterprises. The chosen diversity or procurement team member will receive the following:

- (1) quarter page ad in the program book featuring their photo (to be provided by the company) with a special message from their team leader or colleagues as the caption
- (1) framed 8x10 photo that will be hung on the Hall of Fame wall at the Summit & Salute
- Designee will be listed on www.wbenc.org for up to 12 months following the event.

PROGRAM OF EVENTS

MARCH 24-25, 2010

WEDNESDAY, MARCH 24, 2010

ALL DAY SUMMIT & SALUTE REGISTRATION

8:30 a.m. - 11:30 a.m. Women's Enterprise Leadership Forum and Leadership Council (For Members Only)

11:45 a.m. - 1:45 p.m. Committee Meetings with Working Lunch (For Members Only)

2:00 p.m. - 5:00 p.m. General Session with Keynote Speaker: Edie Weiner, Futurist

Panel Discussion on Forecasts and Trends (All Summit Attendees)

5:00 p.m. - 6:30 p.m. Networking Reception (All Summit Attendees)

THURSDAY, MARCH 25, 2010

ALL DAY SUMMIT & SALUTE REGISTRATION

8:00 a.m. - 10:30 a.m. Board of Directors Breakfast & Meeting (For Members Only)

8:00 a.m. - 9:00 a.m. Choice of Panels

Positioning Your Company for Government Contracting Opportunities (Recommended for Business Enterprises)

Building Connections at WIB2010 and Beyond (All Summit Attendees)

CPO Panel (Recommended for Procurement Professionals)

9:15 a.m. - 10:30 a.m. How to Innovate for Success (All Summit Attendees)

10:45 a.m. - Noon General Session: Compelling Business Models that Differentiate WBEs (All Summit Attendees)

Noon - 3:30 p.m. America's Top Corporations for Women's Business Enterprises Luncheon (Top Corps Honorees and Guests)

(Note: Time is subject to change)

Noon - 1:15 p.m. Networking Lunch (All Summit Attendees)

1:30 p.m. - 4:00 p.m. Summit Discussion Forum: Trends and their Effect on WBEs and Corporations (All Summit Attendees)

Procurement Professional Training (Recommended for Procurement Professionals)

6:00 p.m. - 7:00 p.m. VIP Reception (Invitation-only)

6:00 p.m. - 7:00 p.m. General Salute Reception (All Salute Attendees)

7:15 p.m. - 10:15 p.m. 2010 WBENC Salute to Women's Business Enterprises Awards Dinner & Live Auction (Black Tie Optional)

PROGRAM DETAILS

MARCH 24-25, 2010



WEDNESDAY, 2:00 P.M. - 5:00 P.M.
GENERAL SESSION: WELCOME TO SUMMIT & SALUTE KEYNOTE AND PANEL DISCUSSION TO PRECEDE KEYNOTE SPEAKER

Edie Weiner, Futurist and President, Weiner, Edrich, Brown, Inc. Futurist Edie Weiner will liberate your mind with breakthrough thinking technologies to take you into the future.

KEYNOTE DESCRIPTION

A View from the Future: Thinking differently in order to meet the opportunities and challenges ahead.

PANEL DISCUSSION

Changing Business Models to Be Competitive in the Future: Edie Weiner will moderate a lively panel discussion about current innovations and how the future of competitiveness may change.



THURSDAY, 8:00 A.M. - 9:00 A.M.
CHOICE OF PANELS

POSITIONING YOUR COMPANY FOR GOVERNMENT CONTRACTING OPPORTUNITIES

Presenter: Lisa Dolan, CPP, President, Securit Investigations Discover how to best position and market your company, and how to sell to the government marketplace. Learn the truth about eligibility for the 8a program and what the social disadvantage statement must include.

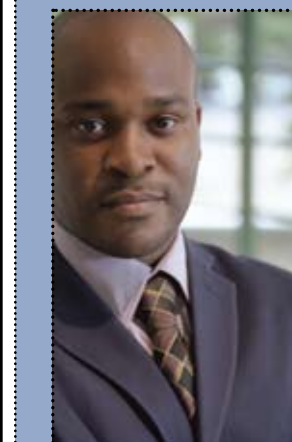
BUILDING CONNECTIONS AT WIB2010 AND BEYOND

WBENC provides Corporate Members and WBEs with the resources to succeed in today's marketplace. Learn the secrets of getting the most out of your WBENC Corporate Membership or WBENC Certification, and how to maximize your time at the 2010 WIB National Conference and Business Fair. You'll learn about the face-to-face MatchMaker at WIB, the MatchMaker365 online tool, as well as how to make the best use of your time at the Business Fair. WBEs will also learn about two WBENC capacity building programs: the Dorothy B. Brothers Executive Scholarship Program and the Tuck-WBENC Executive Program. Corporate Members will learn about the Ambassador Program.

CPO PANEL

(Recommended for Procurement Professionals)

More details to come.



THURSDAY, 9:15 A.M. - 10:30 A.M.
CORPORATE AND WBE PANEL
HOW TO INNOVATE FOR SUCCESS

Three successful partnerships will be showcased from both the buyer and WBE perspectives. One partnership will highlight their success with return on investments, while the other two will accentuate the roles of capacity building and innovation.

THURSDAY, 10:45 A.M. - NOON
GENERAL SESSION: COMPELLING BUSINESS MODELS THAT DIFFERENTIATE WBES

Speaker: Nicole Loftus, President and CEO, Zorch International How Does a Company Apply Principles Learned from a Futurist? Zorch changed their business model and established best practices to make it one of the fastest growing private companies in the U.S.

THURSDAY, 1:30 P.M. - 4:00 P.M.
SUMMIT DISCUSSION FORUM
TRENDS AND THEIR EFFECT ON WBES AND CORPORATIONS

Join your colleagues for dynamic roundtable discussions on trends and their effect on WBEs and major Corporations. Voice your positions and thoughts on questions like:

- How upcoming trends impact business for WBEs and major corporations?
- Will diverse suppliers deliver a compelling, lower cost alternative to traditional business models for Fortune 500 companies?
- How to challenge traditional supply chain models to garner attention of Fortune 500s?
- How entrepreneurs deliver innovative ideas to Procurement and Supplier Diversity while also handling larger programs for Fortune 500?

As a conclusion to the Summit, roundtable findings will be shared on-site.

PROCUREMENT PROFESSIONAL TRAINING (Recommended for Procurement Professionals)

More details to come.

THURSDAY, 6:00 P.M. - 10:15 P.M.
2010 WBENC SALUTE TO WOMEN'S BUSINESS ENTERPRISES AWARDS DINNER & LIVE AUCTION

Join us for an entertaining night of fun as we honor the 14 Women's Business Enterprise Stars and pay tribute to America's Top Corporations to Women's Business Enterprises, plus bid at our exciting Live Auction.

BE THE SOLUTION