



2010 THE OPPORTUNITY CONNECTION

WOMEN IN BUSINESS NATIONAL CONFERENCE AND BUSINESS FAIR

JUNE 22-24, 2010 BALTIMORE, MD

REGISTER TODAY AT WWW.WBENC.ORG/WIB2010



WIB2010 CONFERENCE REGISTRATION BROCHURE

WIB2010 CO-CHAIRS
Johnson & Johnson
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WIB2010 CONFERENCE REGISTRATION BROCHURE

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ABOUT WBENC

The Women’s Business Enterprise National Council (WBENC), founded in 1997, is the largest third-party certifier of businesses owned, controlled, and operated by women in the United States. WBENC, a national 501(c)(3) non-profit, partners with 14 Regional Partner Organizations (RPOs) to provide its national standard of certification to women-owned businesses throughout the country. WBENC also is the nation’s leading advocate of women-owned businesses as suppliers to America’s corporations.

WBENC certification for women business owners is a rigorous, multi-faceted business application and review process that is conducted by a trained Certification Review Committee to ensure that women owned businesses applying for certification are 51 percent owned, operated, and controlled by a woman or group of women.

WBENC’s focus on “Opportunities” benefits its constituents by providing formal and informal programs, events and tools to connect Corporate Buyers with WBENC Certified WBEs that have the capacity to meet their business needs.

Throughout the year WBENC’s RPOs provide opportunities for interactions between more than 500 member corporations and over 9,500 certified WBEs.

FOR MORE INFORMATION ON WBENC, VISIT WWW.WBENC.ORG.

THIS CONFERENCE REGISTRATION BROCHURE MADE POSSIBLE BY
Energy Future Holdings

WELCOME TO WOMEN IN BUSINESS 2010: THE OPPORTUNITY CONNECTION

Welcome to WBENC's 2010 Women in Business National Conference and Business Fair: *The Opportunity Connection*.

It is our pleasure to invite you to join us in beautiful Baltimore, Maryland for our 11th National Conference and Business Fair, Women in Business 2010: *The Opportunity Connection*, June 22-24, 2010. Conference activities will take place at the Hilton Baltimore and The Baltimore Convention Center ideally located between the Inner Harbor and historic Camden Yards home of the Baltimore Orioles.

With more than 2,500 attendees and as many as 350 exhibitors, WBENC's 2010 Women in Business (WIB2010) National Conference and Business Fair: *The Opportunity Connection* is the largest event of its kind in the nation for Women's Business Enterprises (WBEs). America's leading corporations and federal government agencies, committed to doing business with WBEs, will join WBEs from across the nation as WIB2010 sponsors, exhibitors and attendees.

WIB2010 activities are plentiful and offer a wide variety of opportunities to learn, network, and share. During the three-day event, you will hear from some of today's best minds on doing business in the current economic climate. WBEs, senior corporate executives, supplier diversity and procurement professionals, and government representatives will connect to foster many business opportunities by participating in an action packed agenda to include networking activities, workshops, general sessions, special events and the Business Fair.

Everyone is invited, so take your business to Baltimore for this outstanding National Conference and Business Fair designed for women business owners who want to grow their companies by increasing their opportunity to connect with Corporate America. Corporations should not miss this chance to meet and connect with America's best women-owned firms and to partner with peers as corporate best practices are discussed.

WIB2010 will expand your knowledge, grow your network of contacts, and inspire future business partnerships for your "Opportunity Connection."

Linda J. Denny

President & CEO

Women's Business Enterprise National Council

Beverly A. Williamson

Vice President, Process Excellence & Supplier Diversity Champion

Johnson & Johnson Consumer Products Worldwide

Gloria Bohan

President & CEO

Omega World Travel

To learn more about the supplier diversity program at Johnson & Johnson, please visit <http://www.jnj.com/connect/partners/suppliers/>.

To learn more about Omega World Travel, please visit <http://owt.net/>.

2010 SPONSORS AND EXHIBITORS

As of 1/20/10

WIB2010 CONFERENCE CO-CHAIRS

Johnson & Johnson
Omega World Travel

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Tom Sawyer Company
Zorch

Note: Each event lists the location – which will either be the Baltimore Convention Center or the Hilton Baltimore Hotel

SUNDAY JUNE 20

2:00 pm – 3:30 pm Volunteer Training, *Hilton Baltimore Hotel, Peale A & B*

MONDAY JUNE 21

2:00 pm – 4:00 pm Women’s Enterprise Leadership Forum Meeting (Invitation Only), *Baltimore Convention Center, Rooms 339-342*
 2:00 pm – 7:00 pm Registration, *Baltimore Convention Center, Pratt Street Lobby*
 3:00 pm – 5:30 pm First-Time Attendee Orientation, *Baltimore Convention Center, Room 336*
 3:00 pm – 4:30 pm Student Scholar Meet and Greet Reception, *Location TBD*
 4:00 pm – 5:30 pm Tuck and Dorothy B. Brothers Scholarship Alumni Meeting (Invitation Only), *Baltimore Convention Center, Rooms 337-338*
 4:00 pm – 5:30 pm Volunteer Training, *Baltimore Convention Center, Rooms 321-323*
 4:00 pm – 5:30 pm Extended Executive Committee Meeting (Invitation Only), *Baltimore Convention Center, Rooms 343-344*
 4:00 pm – 7:00 pm Exhibitor Move-In, *Baltimore Convention Center, Exhibit Halls E & F*

TUESDAY JUNE 22

5:00 am – Close Show Office (Volunteer Check-In Room and Storage), *Baltimore Convention Center, Rooms 321-323*
 8:00 am – 7:00 pm Registration, *Baltimore Convention Center, Pratt Street Lobby*
 8:00 am – 7:00 pm Exhibitor Move-In, *Baltimore Convention Center, Exhibit Halls E & F*
 8:00 am – 7:00 pm Cyber Café, WIB2010 Book Store, *Baltimore Convention Center, Pratt Street Lobby*
 8:30 am – 10:00 am Women’s Enterprise Leadership Forum Panel Discussion, *Baltimore Convention Center, Rooms 339-342*
 8:30 am – 10:00 am Making “The Opportunity Connection” Work for You, *Baltimore Convention Center, Room 336*
 10:00 am – 11:45 am WBENC Board of Directors Meeting (Board Only), *Hilton Baltimore Hotel, Peale A & B*
 12:00 pm – 1:55 pm Kickoff Luncheon and Keynote Speaker, *Hilton Baltimore Hotel, Key Ballroom*
 12:00 pm – 6:00 pm Program Managers’ Meeting, *Baltimore Convention Center, Rooms 349-350*
 2:00 pm – 3:15 pm WIB2010 Co-Chair Keynote Addresses, *Hilton Baltimore Hotel, Key Ballroom*
 3:45 pm – 5:00 pm Student Scholar Workshop, *Baltimore Convention Center, Rooms 321-326*
 3:45 pm – 5:15 pm Workshops (I-IV), *Baltimore Convention Center, Rooms 324-329 and 337-340*
 4:00 pm – 5:30 pm WBENCLink WBE Training, *Baltimore Convention Center, Rooms 331-332*
 4:00 pm – 5:30 pm WBENCLink Corporate Member Training, *Baltimore Convention Center, Rooms 343-344*
 5:45 pm – 6:45 pm Exhibitors’ Reception, *Baltimore Convention Center, Camden Lobby and Terrace*
 7:00 pm – 9:00 pm Welcome Reception and Silent Auction, *Hilton Baltimore Hotel, Holiday Ballroom*

WEDNESDAY JUNE 23

5:00 am – Close Show Office (Volunteer Check-In Room and Storage), *Baltimore Convention Center, Rooms 321-323*
 6:00 am – Close Speaker Ready Room, *Hilton Baltimore Hotel, Location TBD*
 6:00 am – Close Show Office (Volunteer Check-In Room and Storage), *Hilton Baltimore Hotel, Calloway A & B*
 7:00 am – 4:00 pm Registration, *Baltimore Convention Center, Pratt Street Lobby*
 7:00 am – 4:00 pm Cyber Café, WIB2010 Book Store, *Baltimore Convention Center, Pratt Street Lobby*
 8:00 am – 9:30 am Business Fair Breakfast, *Baltimore Convention Center, Level 400 Ballroom*
 9:30 am – 9:45 am Ribbon Cutting Ceremony, *Baltimore Convention Center, Level 400 Ballroom*
 9:45 am – 11:45 am Business Fair, *Baltimore Convention Center, Halls E & F*
 12:00 pm – 1:30 pm Business Fair Luncheon, *Baltimore Convention Center, Level 400 Ballroom*
 1:45 pm – 6:00 pm Business Fair, *Baltimore Convention Center, Exhibit Halls E & F*
 2:00 pm – 6:00 pm UPS Shipping Office, *Hilton Baltimore Hotel, Poe A & B*
 7:30 pm – 10:00 pm Wednesday Evening Reception, *Hilton Baltimore Hotel, Eutaw Street (Holiday Ballroom as Back-Up)*

THURSDAY JUNE 24

6:00 am – Close Speaker Ready Room, *Hilton Baltimore Hotel, Blake Room*
 6:00 am – Close Show Office (Volunteer Check-In Room and Storage), *Hilton Baltimore Hotel, Calloway A & B*
 8:00 am – Noon Cyber Café, WIB2010 Book Store, *Baltimore Convention Center, Pratt Street Lobby*
 8:00 am – Noon Registration, *Baltimore Convention Center, Pratt Street Lobby*
 8:30 am – 10:00 am Conference Breakfast and Executive Roundtable, *Hilton Baltimore Hotel, Key Ballroom*
 9:00 am – 3:00 pm UPS Shipping Office, *Hilton Baltimore Hotel, Poe A & B*
 9:00 am – 6:00 pm MatchMaker Meetings, *Baltimore Convention Center, Rooms 324-348*
 9:00 am – 5:00 pm Program Managers’ Meetings, *Baltimore Convention Center, Rooms 349-350*
 10:15 am – 11:45 am Workshops (V-VIII), *Hilton Baltimore Hotel, Holiday 1-6 & Peale Ballrooms*
 12:00 pm – 2:00 pm Conference Luncheon, *Hilton Baltimore Hotel, Key Ballroom*
 2:15 pm – 3:45 pm Workshops (IX-XII), *Hilton Baltimore Hotel, Holiday 1-6 & Peale Ballrooms*
 5:30 pm – 6:30 pm Senior Executive Reception (Invitation Only), *Location TBD*
 7:00 pm – 10:00 pm Tribute! Dinner and Awards Presentation, *Hilton Baltimore Hotel, Key Ballroom*

FRIDAY JUNE 25

9:00 am – 10:00 am WIB2011 Planning Meeting, *Hilton Baltimore Hotel, Peale A & B*

CONFERENCE WORKSHOP SCHEDULE

PRE-CONFERENCE SESSIONS

FIRST-TIME ATTENDEE ORIENTATION

MONDAY, JUNE 21, 2010 • 3:00 P.M. - 5:30 P.M.

Designed for first-time conference attendees, new Corporate Members, new WBENC Certified WBEs, or anyone looking to maximize their understanding of how to best connect while at WIB2010. Also, learn what WBENC programs support your company. Learn about WIB2010 conference tools, schedule highlights, and must do's. Plus, participate in separate segments targeted to Maximize Your Time at WIB2010 as a Corporate Member or as a WBENC Certified WBE or as an Exhibitor. Finally, participate in a session and role-play on perfecting your elevator pitch.

MAKING "THE OPPORTUNITY CONNECTION" WORK FOR YOU

TUESDAY, JUNE 22, 2010 • 8:30 A.M. - 10:00 A.M.

Learn how to successfully "work a conference". Build a contact strategy. Know where to be, what to do, and when; and learn First Impressions Etiquette that leave a lasting impression. Plus, discover how to create a national spotlight for your company at WBENC events and as part of WBENC's national marketing communications initiatives.

WBENCLINK TRAINING FOR WBEs

TUESDAY, JUNE 22, 2010 • 4:00 P.M. - 5:30 P.M.

WBENCLink, our Internet database, is a critical source of information for WBEs. This demonstration drills down into the details of this fundamental tool and highlights the WBE's benefits to using the database.

WBENCLINK TRAINING FOR CORPORATIONS

TUESDAY, JUNE 22, 2010 • 4:00 P.M. - 5:30 P.M.

WBENCLink, our Internet database, is a critical procurement tool for Corporate Members. This demonstration is tailor-made for corporate representatives interested in learning how to navigate our powerful Internet database filled with WBENC Certified WBEs.

GOVERNMENT PROCUREMENT TRACK

TRACK DESCRIPTION

Learn how to do business with the Government, and determine whether government contracting is right for your business. Plus, discover the real world best practices and pitfalls of doing business with federal, state, and local government agencies and Corporate Members who are government contractors. Hear from WBEs and corporations that have successfully navigated the maze of government contracting and subcontracting, and how you can too!

GOVERNMENT CONTRACTING - UNDERSTANDING THE OPPORTUNITIES

TUESDAY, JUNE 22, 2010 • 3:45 P.M. - 5:15 P.M.

All Federal, state, and local government contracts have small business requirements.

Learn how to pursue and secure these opportunities. Understand the pros and cons of being a prime contractor versus a sub-contractor on a larger opportunity. Learn how to connect with large corporations who are government contractors, and their process for becoming a Tier 2 supplier.

CORPORATE TRACK

TRACK DESCRIPTION

Don't miss the track for Supplier Diversity and Procurement Professionals, which is filled with a line-up of dynamic speakers who will share how to maximize your Supplier Diversity Program's Return-On-Investment (ROI) while increasing your company's profitability through marketing to women and women owned businesses. Sessions also feature trends and benchmarking from the members of the Billion-Dollar Roundtable, who will discuss diversity strategies that have distinguished their supplier diversity programs and how they are maintaining their programs through tough times.

LEVERAGING WBE SPEND TO INCREASE MARKET SHARE WITH WOMEN

TUESDAY, JUNE 22, 2010 • 3:45 P.M. - 5:15 P.M.

Statistics have shown the strong buying power of women. That rate is steadily growing in spite of the recession. As a Corporate professional, you know that being able to gain market share across the women and diverse market demographics is critical to your company's bottom line. Hear how to market to women. Learn how to leverage key messages to help increase your company's market share with women and women business owners and how to connect/translate those lessons into your supplier diversity program to maximize your diverse spend with women owned businesses.

LESSONS FROM THE BILLION-DOLLAR ROUNDTABLE

THURSDAY, JUNE 24, 2010 • 10:15 A.M. - 11:45 A.M.

Hear Billion-Dollar Roundtable members discuss the diversity solutions and strategies that helped grow and maintain their diversity spend to over one billion dollars. Learn how they maximized buy-in from officer-level leadership to achieve success and distinguish their Supplier Diversity programs. This session provides key insights and workable solutions to help grow and embellish new or existing Supplier Diversity programs.

SELECTING GREEN SUPPLIERS SUCCESSFULLY

THURSDAY, JUNE 24, 2010 • 2:15 P.M. - 3:45 P.M.

Do you need to select suppliers from the green products and services industry? Learn what distinguishes "the best" from "the good." An expert will share insights to help Supplier Diversity/Procurement professionals understand what to look for in a green products and services provider and ways to help increase spend with WBEs in the green industry.

STRATEGIES FOR BUILDING CAPACITY & GENERATING GROWTH THROUGH GOVERNMENT CONTRACTS

THURSDAY, JUNE 24, 2010 • 10:15 A.M. - 11:45 A.M.

Learn about future trends for small and women-owned businesses, review best practices, and highlight the importance of social networking in the government market. Hear about a business model developed and utilized to support business with the government market, creating a win-win-win solution for large corporations, small businesses and the federal government. In this session, you will learn to:

- Leverage your current relationship
- Be a value added partner to your corporate customers in support of their government contract requirements
- Use excellence and performance as a strategy, not socio-economic classifications.

SPEAKING FROM SUCCESS - BEEN THERE - DONE THAT! THIS IS HOW YOU CAN TOO.

THURSDAY, JUNE 24, 2010 • 2:15 P.M. - 3:45 P.M.

Hear from successful women entrepreneurs on how they grew their business through government contracting. Learn how WBE government contracting leaders and their agency advocates have paved their way to successful award and performance on federal contracts and receive tips on how you can too!

CONFERENCE WORKSHOP SCHEDULE

CONTINUED

HEALTH CARE FOR SMALL BUSINESS TRACK

TRACK DESCRIPTION

Health Care is a major topic of discussion – and for all the right reasons. Learn how sustaining good health and preventing chronic disease contribute to a cost-effective health care system.

Explore the influence and value proposition of Health Care as it relates to small business. Sessions will provide information to help companies better understand Wellness and Prevention strategies, decode Health Care Reform, and highlight the projected impact on the Insurance landscape. Join WBEs and Corporations as they share insights and engage in dialogue relevant to small business today and in the future.

MANAGING PREVENTION AND WELLNESS WORK FOR YOUR BUSINESS

TUESDAY, JUNE 22, 2010 • 3:45 P.M. – 5:15 P.M.

Better health and quality of life can support better performance at work and at home. Gain insight into how prevention and wellness programs can lower your costs, improve employee performance and build measurable outcomes for your business.

DECODING HEALTH CARE REFORM

THURSDAY, JUNE 24, 2010 • 10:15 A.M. – 11:45 A.M.

Learn about the new health care reform guidelines and regulations, and how to comply with the new laws. Understand the potential impact of Health Care Reform on small businesses and discover where new business opportunities may emerge.

HEALTH CARE ALTERNATIVES – A CONVERSATION FOR THE FUTURE

THURSDAY, JUNE 24, 2010 • 2:15 P.M. – 3:45 P.M.

A health insurance industry panel will share perspectives that help small businesses control their group insurance costs. Plus, hear from a panel of emerging alternative care providers on their efforts to make individual health care more affordable through the use of walk-in clinics, discount prescription programs, and more.

GLOBAL BUSINESS TRACK

TRACK DESCRIPTION

Think that expanding your business globally may diversify your business revenues or if you are currently involved in global trade, the Global Business Track is for you. Hear from WBEs and Corporate representatives who will discuss best practices and experiences on developing strategies that formed successful global strategic alliances; identify available government resources to help you expand; and how corporations support suppliers with global expansion.

BUILDING SUCCESSFUL GLOBAL ALLIANCES

TUESDAY, JUNE 22, 2010 • 3:45 P.M. – 5:15 P.M.

Join us for some lively discussions about some key factors needed in forming strategic alliances and joint ventures in the global space from a WBE and Corporate perspective. Hear key strategies and necessary tactics and the critical checklist you should consider when choosing the best potential global business partner.

LEVERAGING FREE TRADE POLICIES FOR BUSINESS GROWTH

THURSDAY, JUNE 24, 2010 • 10:15 A.M. – 11:45 A.M.

Are you aware of the countries offering free trade as an incentive for more economic development for their countries? Come and join us for some interactive discussions with WBEs who have successfully navigated these waters of trade. Learn strategies and the potential of increasing your trade ROI by making the “free trade” countries a higher priority on your geographic target list.

EXPERT RESOURCES FOR GLOBAL GROWTH

THURSDAY, JUNE 24, 2010 • 2:15 P.M. – 3:45 P.M.

Hear from a panel of experts who will outline the various sources of tools you can access to help you grow your company in new global markets. Don't know where to begin; or whether this is the right direction for your company? We can help you decide — a cadre of resources have been assembled to help you make the right decision.



KEYNOTE SPEAKER ANNOUNCEMENT

SHEILA JOHNSON

CEO, Salamander Hospitality, LLC

President & Managing Partner,
WNBA Washington Mystics

Partner, Lincoln Holdings

TESTIMONIALS

UPS consistently sponsors the annual WBENC national conference and business fair...and we know that at every conference we will meet WBENC-certified women business owners who are qualified to handle UPS business needs.

Kathy Homeyer, Director of Supplier Diversity, UPS

Rarely will you find a place where corporate representatives are looking for – and finding – ways to do business with you. And that’s why WIB remains one of our ‘must attend’ events of the year.

Jennifer Collins, CMP, The Event Planning Group, LLC

The WBENC Conference gives business owners the greatest single opportunity on the globe to meet prospective clients. The exposure a business has at the WBENC conference is unmatched.

Nicole Loftus, Zorch

The access to corporate buyers is unequalled. This should be part of every WBE’s marketing plan.

Leslie Saunders, Leslie Saunders Insurance Agency, Inc.

As the leader of a world-class Customer Care Call Center, I can’t think of a better venue for turning contacts into contracts. WBENC 2010 in Baltimore is poised to provide thousands of certified women owned businesses a high visibility platform for growth.

Carolyn Sawyer, Tom Sawyer Company

Artech was seeking to increase its visibility with large corporations in 2009. Choosing to be a sponsor and co-chair of the WBENC National Conference helped us accomplish exactly that. ...the sponsorship was one of the best investments we’ve ever made.

Ranjini Poddar, Artech Information Systems L.L.C.

Partnering relationships, MatchMaker Meetings, RFP bid opportunities, and awarded jobs have resulted in signed contracts and potential future business. Attending WIB needs to be a part of your 2010 marketing strategy.

Bev Gray, Exhibit Edge

**REGISTER FOR WIB2010,
AND GET \$50 OFF
SUMMIT & SALUTE FULL
REGISTRATION!**

Register for WIB2010 from February 14 to March 17, 2010, and get \$50* off the full registration fee for WBENC’s 2010 Summit & Salute to Women’s Business Enterprises, March 24-25 in Washington, DC. The “do not miss” two-day event will explore important market trends for the next decade; discover one of the biggest surprises in emerging growth industries; and learn the single most important business skill in the coming years. Attend innovative panels on successful procurement practices, listen to forum discussions led by Chief Procurement Officers, and study strategies on maximizing your 2010 Women in Business National Conference and Business Fair experience. You also will meet America’s Top Corporations for Women’s Business Enterprises and the 14 Women’s Business Enterprise Stars of 2010. WBENC-certified WBEs can even bid on a Power Lunch with a Chief Procurement Officer from a Fortune 500 company! To learn more about the Summit & Salute, go to www.wbenc.org/summit-salute.

*NOTE: The \$50 discount is only valid from February 14 to March 17, 2010, and is only available to new individual registrants (excluding Summit & Salute Sponsors and their guests). The \$50 discount only applies to the combined Summit & Salute and may not be applied retroactively for those registered prior to February 14, 2010. To receive the \$50 discount on the full Summit & Salute registration, first complete your WIB2010 conference registration. The discount code will be provided with your WIB2010 conference registration confirmation. The \$50 discount will be credited during the online payment process when registering for the Summit & Salute. The discount is applicable to one (1) individual Summit & Salute registration (\$450 before discount), and may not be used for multiple Summit & Salute ticket purchases. WIB2010 registration lists will be cross-referenced for verification of joint event registration.

WELCOME TO BALTIMORE, OTHERWISE KNOWN AS THE "CHARM CITY"



A city of surprises and unique experiences makes Baltimore the charm of the Mid-Atlantic. Baltimore is a dynamic city that continues to evolve while holding on to its maritime heritage. Walk among the Tall Ships, feast on the world's best crab cakes, browse hundreds of boutiques and soak up the 400-year history of the many museums and the oldest pubs in America, all within walking distance of the Inner Harbor.

The crown jewel of Baltimore is the Inner Harbor, a scenic and popular waterfront area with dozens of retail stores, restaurants and attractions. The fun and festive atmosphere of the Inner Harbor is enhanced by street entertainers, open-air concerts, fireworks, parades, paddleboats and cruise boats.

There is a whole lot going on in and around Baltimore and even more to see. You can find out about what there is to see and do, where you can grab a bite to eat, and where you can shop till you drop!

Nightlife to neighborhoods, shopping and attractions your options are limitless in Baltimore!

Come and be a part of the WBENC 2010 National Conference and Business Fair! We're planning an exciting program with a wide variety of topics designed to provide you and your staff with the latest information.

To learn more about the "Charm City" visit www.visitbaltimore.org today!

WHAT IS WOMEN IN BUSINESS 2010: THE OPPORTUNITY CONNECTION?

Women in Business 2010: *The Opportunity Connection* is the nation's premier National Conference and Business Fair for Women's Business Enterprises, WBENC Corporate Members and women business owners and government agencies nationwide. *The Opportunity Connection* theme selected for 2010 is based on one of WBENC's three core values: certification, opportunities, and resources. This theme re-emphasizes WBENC's commitment to connecting major corporations with WBEs to identify and negotiate business opportunities, while reinforcing the value of WBENC and its new and revitalized business facilitation tools, such as WBENC's Business Fair, MatchMaker Meetings, and MatchMaker365.

WHO SHOULD ATTEND WIB2010?

WBENC-certified Women's Business Enterprises, WBENC Corporate Members, Regional Partner Organization (RPO) Corporate Members, women business owners, corporate buyers, supplier diversity professionals from the private and the public sector as well as other business owners and federal, state and local government officials. We also look forward to welcoming international women business owners certified by WENConnect International affiliates based in Canada, China, Europe, and India.

WHAT CAN I EXPECT FROM KEYNOTE SPEAKERS AND PANELISTS AT WIB2010?

Speakers include nationally recognized experts in relevant topics on business, finance, and key trends. Top executives from major corporations, who value the contributions of women in business and a host of talented women business owners with a proven track record of achievement, have been invited to participate as speakers, moderators and panelists for workshops, general sessions and unique CEO forums.

WHICH INDUSTRIES WILL BE REPRESENTED AT THE CONFERENCE?

You'll connect with women owned businesses and Fortune 500 companies that are industry leaders in healthcare, travel and logistics, energy, retail, transportation, telecommunications, finance, banking, office supplies and consumer-packaged goods to name a few, as well as federal, state and local government agencies.

HOW MANY ATTENDEES AND EXHIBITORS DO YOU EXPECT?

WIB2010 expects more than 2,500 attendees and as many as 350 exhibitors including Fortune 1000 companies and America's leading Women's Business Enterprises (WBEs) as well as federal, state and local government agencies.

2010 EXHIBITOR PACKAGES

NEW! BOOTH POSITION ON THE FLOOR WILL BE DETERMINED BY WBENC'S EXHIBITOR POINTS PROGRAM!

* Must be a WBENC National Corporate Member or Regional Partner Organization (RPO) Corporate Member to participate as a Corporate Exhibitor. Please go to www.wbenc.org/wib2010 to purchase your booth and register for your company's badges.

CORPORATE EXHIBITOR PACKAGES

GOLD PACKAGE \$6,000

Upgrade to Full-page ad \$1,000, Additional Booth at \$1,000 per booth (limit 2)

INCLUDES:

- 10' x 10' booth
- 7" x 44" company identification sign (black & white)
- Four (4) Full Conference Admissions (Badge admission to exhibitor move-in, all meal functions, receptions, plenary session, Business Fair and workshops on Monday–Thursday.)
- Listing in program guide as Gold Exhibitor
- Two (2) Exhibitor Passes for June 23rd only, (additional exhibitor passes for June 23rd - only \$200 each)
- Half-page ad in program guide
- One (1) lead retrieval system

SILVER PACKAGE \$4,500

Full-page ad \$2,000, Half-page ad \$1,000, Additional Booth at \$1,000 per booth (limit 2)

INCLUDES:

- 10' x 10' booth
- 7" x 44" company identification sign (black & white)
- Three (3) Full Conference Admissions (Badge admission to exhibitor move-in, all meal functions, receptions, plenary session, Business Fair and workshops on Monday–Thursday.)
- Listing in program guide as Silver Exhibitor
- Two (2) Exhibitor Passes for June 23rd only, (additional exhibitor passes for June 23rd - only \$200 each)
- One (1) lead retrieval system

WBENC CERTIFIED AND WECONNECT CERTIFIED WBES

(Must be a WBENC and/or WEConnect certified Women's Business Enterprise to participate as a WBE Exhibitor.)

WBES \$1,000

Full-page ad \$750, Half-page ad \$500, Additional Booth at \$500 per booth (limit 1)

INCLUDES:

- 10' x 10' booth with 6' draped table, two chairs and wastebasket*
- 7" x 44" company identification sign (black & white)
- Two (2) Full Conference Admissions (Badge admission to exhibitor move-in, all meal functions, receptions, plenary session, Business Fair and workshops on Monday–Thursday.)
- Listing in Program guide as WBE Exhibitor
- Two (2) Exhibitor Passes for June 23rd only, (additional exhibitor passes for June 23rd - only \$200 each)
- One (1) lead retrieval system

Note: WBENC only provides WBENC-Certified WBEs with a 6' draped table, two chairs and wastebasket.

BRONZE PACKAGE \$3,250

Full-page ad \$2,000, Half-page ad \$1,000, (The option to purchase additional booths is not available at this exhibitor level.)

INCLUDES:

- 10' x 10' booth
- 7" x 44" company identification sign (black & white)
- Two (2) Full Conference Admissions (Badge admission to exhibitor move-in, all meal functions, receptions, plenary session, Business Fair and workshops on Monday–Thursday.)
- Listing in program guide as Bronze Exhibitor
- Two (2) Exhibitor Passes for June 23rd - only, (additional exhibitor passes for June 23rd - only \$200 each)
- One (1) lead retrieval system

METAL PACKAGE \$2,500

Government and Non Profit Organizations

Full-page ad \$2,000, Half-page ad \$1,000 (The option to purchase additional booths is not available at this exhibitor level.)

INCLUDES:

- 10' x 10' booth
- 7" x 44" company identification sign (black & white)
- Two (2) Full Conference Admissions (Badge admission to exhibitor move-in, all meal functions, receptions, plenary session, Business Fair and workshops on Monday–Thursday.)
- Listing in Program guide as Metal Exhibitor
- Two (2) Exhibitor Passes for June 23rd only, (additional exhibitor passes for June 23rd - only \$200 each)
- One (1) lead retrieval system

NEW! WBENC'S EXHIBITOR BOOTH POINT SYSTEM

WBENC is pleased to announce a new program for exhibitors. To ensure that your company receives the highest value and return on investment (ROI) from your sponsorship and exhibitor dollars, WBENC has adopted a point system program for booth location. This new program offers sponsors and exhibitors a hands-on role in the selection of your booth location. It also will be used to determine ad placement in the Program Guide. This system was developed to increase sponsor and exhibitor ROI through recognition of your company's past dedication to the WBENC mission, while encouraging new exhibitors and sponsors to confirm their commitment to WIB as early as possible.

Booth assignments will be based on a point system using the highest number of points to the lowest. The exceptions to this system will include the current year's National Conference and Business Fair Co-Chairs and Business Fair sponsors. For details, please visit www.wbenc.org/wib2010 today.

WIB2010 GENERAL INFORMATION

BUSINESS FAIR LOCATION

Baltimore Convention Center

1 West Pratt Street
Baltimore, MD 21201-2499
410-649-7000

Conveniently attached to both conference hotels.

HOTEL INFORMATION

The Hilton Baltimore and the Hyatt Regency Baltimore are offering special rates for WBENC's Women in Business 2010: *The Opportunity Connection*. The deadline for making reservations is **May 21st** for both conference hotels. You can make your hotel reservation through www.wbenc.org/wib2010 when you register for the conference.

The Hilton Baltimore

401 West Pratt Street
Baltimore, Maryland 21201
443-573-8700
\$209.00 single/double

The Hyatt Regency Baltimore

300 Light Street
Baltimore, Maryland 21202
410-528-1234
\$189.00 single/double

BE CHARMED IN THE "GREATEST CITY OF AMERICA"

Now is the time for you to become enthralled with a new city! Come experience Baltimore and the ultimate scene for networking and business development for Women Business Enterprises.

MATCHMAKER MEETINGS

WBEs registered for the full Conference are eligible to participate in MatchMaker Meetings. These face-to-face meetings connect WBENC-certified WBEs and corporate purchasing officials. The 15-minute sessions will take place between 9:00 a.m. and 6:00 p.m. on Thursday, June 24. Corporate purchasing officials will hand-select WBEs for these meetings, therefore there is no guarantee that every WBE will be granted a meeting. If a WBE is not selected, WBENC will not refund the conference registration.

For further information, visit the WBENC website at www.wbenc.org/WIB2010.

SILENT AUCTION

The 2010 Silent Auction will take place on Tuesday, June 22 at the Hilton Baltimore beginning at 7:00 p.m. Please come and support this great display of wonderful items, vacations and luxurious gifts. Go to www.wbenc.org/wib2010 to learn how you can donate an item or service for the Auction.

CONFERENCE ATTIRE

The recommended attire for Conference daytime activities is business casual which is also appropriate for the evening receptions taking place Tuesday through Wednesday. On Thursday evening, business or cocktail attire is encouraged when you attend the Tribute! Dinner.

LOCAL WEATHER

Due to Baltimore's proximity to the Atlantic Ocean and Chesapeake Bay, Baltimore summers are moderate and humid, with warm summer weather, so please prepare by packing light, breathable casual clothes. Please bring a light jacket as well, since it tends to cool down during the evening.

CHARM CITY CIRCULATOR

Baltimore's Light Rail and Metro systems carry passengers from outlying hotels and BWI to the city. These free shuttles run every 10 minutes from early morning to late night, seven days a week.

TRANSPORTATION

From Baltimore Washington International (BWI) Airport to the Hilton Baltimore or the Hyatt Regency Baltimore

Prices vary (the following are estimates):

- Individual taxi \$20-25
- Sedan, limousine or van \$40 and up
- Public transportation (bus or Light Rail) \$1.60

DIRECTIONS FROM BWI AIRPORT TO CONFERENCE HOTELS

Directions from BWI to the Hilton Baltimore:

Distance from hotel: 10 miles
Drive time: 15 min

- Start out going WEST on I-195 W.
- Merge onto MD-295 N via EXIT 2A toward BALTIMORE/I-695.
- Turn RIGHT onto W PRATT ST.
- Turn LEFT onto S EUTAW ST.
- The hotel is on the RIGHT.

Directions from BWI to the Hyatt Regency Baltimore:

Distance from hotel: 10 miles
Drive time: 15 min

- Follow airport exit signs to Route 295 NORTH.
- Exit at W NURSERY ROAD and BEAR RIGHT.
- Turn LEFT onto INTERNATIONAL DRIVE.
- The hotel is on the LEFT.

TRANSPORTATION DISCOUNTS

Avis Car Rental

Avis is offering special discount rates for Women in Business 2010: *The Opportunity Connection*. For reservations, call the toll-free number listed below and use the WIB2010 discount number.

Avis reservations: 1-800-331-1600
Worldwide Discount Number: **J991332**

AMTRAK Rail Discount

Amtrak has service from 500 locations in 48 states with 50 trains per day stopping at Baltimore's downtown Penn Station, which is less than a ten minute walk from either conference hotel.

Amtrak is offering a 10% discount off the lowest available rail fare to Baltimore, MD from June 15, 2010 – July 1, 2010*. To book your reservation call Amtrak at 800- 872-7245 or contact your local travel agent.

The convention discount can not be used when making reservations online. Please be sure to refer to Convention Fare Code **X29B-981** when making your reservation. This offer is not valid on the Auto Train and Acela Service. Fare is valid on Amtrak Regional for all departures seven days a week, except for holiday blackouts. Offer valid with Sleepers, Business Class or First Class seats with payment of the full applicable accommodation charges.

* **Note:** *The Convention Fare discount is only for attendees attending this convention. Misuse of the Convention Fare Discount may result in voiding the discount and be removed from activation.*

REGISTRATION FORM

Baltimore Convention Center • Baltimore, MD • June 22 – 24, 2010

WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL
NATIONAL CONFERENCE AND BUSINESS FAIR

National Conference and Business Fair Presented by: Women's Business Enterprise National Council, www.wbenc.org, 202-872-5515, extension 8020.

Event Management, Housing and Registration Company: Stovell Marketing and Public Relations, Inc., 202-588-9875.

Exhibit Contractor: Hargrove Inc., www.hargroveinc.com, Main number for exhibitor services 301-306-2627 or 888-790-9792 toll free and ask for customer service.

Special Note: UPS is the Official Carrier of WIB2010 and sponsor of website and on-site registration.

THREE EASY WAYS TO REGISTER

Online Registration

Save time by registering at www.wbenc.org/wib2010

Fax Registration

202-315-3667 (Must be signed to process)

Mail Registration Form and Payment to:

WBENC
c/o Women in Business 2010: The Opportunity Connection
1120 Connecticut Avenue NW, Suite 1000
Washington, DC 20036-3951

For rules, regulations and policies for sponsors, exhibitors and attendees,
go to www.wbenc.org/wib2010

EARLY BIRD REGISTRATION ENDS APRIL 16TH • PRE-REGISTRATION ENDS JUNE 8TH
PLEASE FILL OUT ALL THE INFORMATION BELOW. DUPLICATE THIS FORM FOR ADDITIONAL REGISTRANTS. PLEASE PRINT.

Mr. Ms. Last Name _____ First Name _____
Title _____ Badge Name _____
Company _____
Mailing Address _____
City _____ State/Province _____ Country _____ Zip/Postal Code _____
CONFIRM TO: _____ E-Mail _____

REGISTRATION FEE: Payment must be received with registration form.*

FULL CONFERENCE REGISTRATION	EARLY BIRD	REGULAR	DAY PASS	PRICE
<input type="checkbox"/> WBENC or WEConnect Certified Women's Business Enterprise	\$499.00	\$599.00	<input type="checkbox"/> WBENC or WEConnect Certified WBE	\$350.00
<input type="checkbox"/> Other Business Owner (non-WBENC Certified)	\$625.00	\$725.00	<input type="checkbox"/> Other Business Owner (non-WBENC Certified)	\$350.00
<input type="checkbox"/> Corporate Individual	\$825.00	\$925.00	<input type="checkbox"/> Corporate Individual	\$350.00
<input type="checkbox"/> Government/Non-Profit	\$499.00	\$725.00	<input type="checkbox"/> Gov't/Non-Profit	\$350.00
<input type="checkbox"/> Student (valid college/university ID required)	\$150.00	\$150.00	<input type="checkbox"/> Day Pass for Students (valid high school/college/university ID required)	\$75.00

Please select day(s): Tuesday Wednesday Thursday

PLEASE NOTE: MUST BE A WBENC CORPORATE MEMBER, RPO CORPORATE MEMBER, OR WBE CERTIFIED BY WBENC OR WEConnect TO EXHIBIT.

EXHIBITOR PACKAGES (Choose only ONE package)	ADDITIONAL ITEMS		
<input type="checkbox"/> Gold Package \$6000	<input type="checkbox"/> Full Page Ad Upgrade \$1,000	<input type="checkbox"/> Half Page Ad \$1000	<input type="checkbox"/> Additional Booth \$1,000
<input type="checkbox"/> Silver Package \$4500	<input type="checkbox"/> Full Page Ad \$2000	<input type="checkbox"/> Half Page Ad \$1000	<input type="checkbox"/> Additional Booth \$1000
<input type="checkbox"/> Bronze Package \$3250	<input type="checkbox"/> Full Page Ad \$2000	<input type="checkbox"/> Half Page Ad \$1000	
<input type="checkbox"/> Metal Package (Government & Non-Profit) \$2500	<input type="checkbox"/> Full Page Ad \$2000	<input type="checkbox"/> Half Page Ad \$1000	
<input type="checkbox"/> WBE Package (WBENC or WEConnect Certified WBE) \$1000	<input type="checkbox"/> Full Page Ad \$750	<input type="checkbox"/> Half Page Ad \$500	<input type="checkbox"/> Additional Booth \$500

My Company is a: (SELECT ONLY ONE) Your exhibitor registration will NOT be processed without indication of where your WBE certification originates or where you are a Corporate Member (either WBENC National or Regional Partner Organization).

- WBENC-certified WBE
 National WBENC Corporate Member
 Regional Partner Organization Corporate Member
 Government Agency
 Non-Profit Organization
 WEConnect

I am a National WBENC Corporate Member, a Regional Partner Organization (RPO) Corporate Member OR a WBE certified by WBENC or WEConnect affiliated with:

- Astra Women's Business Alliance
 Center for Women and Enterprise
 Greater Women's Business Council
 Ohio River Valley Women's Business Council
 Women's Business Enterprise Council – Great Lakes
 Women's Business Enterprise Council - South
 Women's Business Council– Southwest
 Women's Business Development Center – Chicago
 Women's Business Development Center - Florida
 Women's Business Enterprise Alliance
 Women's Business Enterprise Council – PA-DE-sNJ
 Women's Business Enterprise Council - West
 Women Presidents' Educational Organization - DC
 Women Presidents' Educational Organization - NY
 WEConnect

PAYMENT AND SUBMISSION INSTRUCTIONS

Please make checks payable to the Women's Business Enterprise National Council; mail your registration form and payment to Women's Business Enterprise National Council, c/o Women in Business 2010: *The Opportunity Connection*, ATTN: Samantha Xia, 1120 Connecticut Avenue NW, Suite 1000, Washington, DC 20036-3951, 202-872-5515.

- Enclosed is my check (U.S. Funds) in the amount \$ _____ Make check payable to: Women's Business Enterprise National Council
 Please charge \$ _____ to my Visa MasterCard American Express

Card Holder Name (please print) _____ Account # _____ Exp. Date _____

Card Holder Signature (must sign to be valid) _____

HOTEL INFORMATION

WBENC Hotel Policy: All hotel reservations will include a first night non-refundable deposit, equal to the room rate at the conference hotel of your choice. Upon check-in, this deposit will go toward your hotel stay.

To receive WBENC discount rate for hotel room nights, go to www.wbenc.org/wib2010

The Baltimore Hilton

401 West Pratt Street
Baltimore, Maryland 21201
443-573-8700

The Hyatt Regency Baltimore

300 Light Street
Baltimore, Maryland 21202
410-528-1234

Business Fair Location: Baltimore Convention Center

1 West Pratt Street
Baltimore, MD 21201-2499
410-649-7000

Conveniently attached to both conference hotels.

Women's Business Enterprise
National Council
WBENC 2010 THE OPPORTUNITY
CONNECTION
WOMEN IN BUSINESS NATIONAL CONFERENCE AND BUSINESS FAIR

*WBENC has a NO REFUND Policy. ALL PURCHASES ARE FINAL.

PLEASE READ CAREFULLY. WBENC denies any and all liability to any third party which may arise from acts of omission of its attendees, guests or members, including but not limited to material damages to premises, where Women in Business 2010 is held. WBENC further denies any liability or responsibility to attendees, guests or members any injury, damage or theft occurring as a result of participation in the Conference.

Women's Business Enterprise
National Council
WBENC 2010 THE OPPORTUNITY
CONNECTION
WOMEN IN BUSINESS NATIONAL CONFERENCE AND BUSINESS FAIR

Women's Business Enterprise National Council
1120 Connecticut Avenue, NW, Suite 1000
Washington, DC 20036-3951

REGISTER TODAY AT
WWW.WBENC.ORG/WIB2010

Women's Business Enterprise
National Council
WBENC 2010 THE OPPORTUNITY
CONNECTION
WOMEN IN BUSINESS NATIONAL CONFERENCE AND BUSINESS FAIR



\$50 off
Summit & Salute
Registration
See page 5 for info

THIS CONFERENCE REGISTRATION BROCHURE MADE POSSIBLE BY **Energy Future Holdings**

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EVENT MANAGED BY STOVELL MARKETING AND PUBLIC RELATIONS, INC.