

“The Power of Strategic Alliances in the Global Economy”



MED WEEK 2008

Sponsorship Opportunity Brochure



MED WEEK 2008 HIGHLIGHTS

- White House Breakfast
- Legislative Luncheon
- Business Expo
- State of Commerce Address
- Informative Plenary Sessions
- Educational Workshops
- Business Networking Receptions
- MED Week Awards Gala



September 3-5, 2008
Omni Shoreham Hotel
Washington, DC

Hosted by

Minority Business Development Agency – U.S. Department of Commerce
U.S. Small Business Administration



On behalf of the Minority Business Development Agency (MBDA), I invite you to become a sponsor of the National Minority Enterprise Development (MED) Week 2008 Conference scheduled for September 3-5, 2008 at the Omni Shoreham Hotel in Washington, DC.

Looking back at last year's 25th Anniversary MED Week Conference, there is little doubt as to how corporate sponsors made it possible for us to reach our goals of presenting a dynamic conference and bringing together nearly 1,000 participants. As in the past, the National MED Week 2008 Conference will uphold this standard of excellence and offer you an unparalleled opportunity to meet with successful minority entrepreneurs and business owners as well as policy makers, academicians and other corporate executives.

This year's National MED Week theme is "*The Power of Strategic Alliances in the Global Economy.*" Our plans for the 2008 program include a *White House Breakfast, State of Commerce Address, Business to Business Forum, Legislative Luncheon, Business Expo, educational workshops and informative plenary sessions.* The National MED Week Conference will conclude with an awards gala commemorating the vital role minority entrepreneurs play in the global economy.

Since 1983, every President has issued a proclamation designating time to recognize and pay tribute to the Nation's minority entrepreneurs and business owners. The National MED Week Conference is the leading forum for discussing the issues, trends and challenges affecting the minority business enterprises and how they fuel the Nation's economy. It serves as the largest federal business and educational event held annually on behalf of minority business development and is sponsored by the U.S. Department of Commerce's Minority Business Development Agency (MBDA) in collaboration with the U.S. Small Business Administration and other public and private sector partners.

I urge you to lend your financial support and participation to this worthwhile effort. Your support will directly contribute to a successful National MED Week Conference and promote the competitiveness and viability of minority business enterprises. During the Conference you will also have an opportunity to exhibit your products, services and contract opportunities at the Business EXPO. Furthermore, you will have the opportunity to join us in acknowledging the achievements of outstanding minority businesses and public and private sector advocates that actively support their growth and development.

Enclosed for your review and consideration is a sponsorship brochure. To take advantage of the MED Week 2008 Conference sponsorship opportunities, please fax your completed Sponsor Application to Ms. Venice Harris at (202) 482-2562. Once you have confirmed your intent to become a sponsor, an invoice will be forwarded to you, requesting your contribution. For additional information, I encourage you to contact Ms. Venice Harris, Conference Manager at vharris@mbda.gov and (202) 482-1617 or (202) 482-1714. Please continue to visit our website www.medweek.gov for updated information for MED Week 2008.

We look forward to your participation!

Sincerely,

Ronald N. Langston
National Director
Minority Business Development Agency

ABOUT MED WEEK

The Minority Enterprise Development (MED) Week Conference commemorates the contribution of the nation's minority entrepreneurs and firms. MED Week was first initiated by Presidential Proclamation by President Reagan in 1983 and now stands as the premiere national conference for the minority business enterprise community. The MED Week Conference is sponsored by MBDA, the U.S. Small Business Administration and additional partners from the public and private sectors.

ABOUT MBDA

The Minority Business Development Agency (MBDA) is a bureau within the U.S. Department of Commerce. As the primary federal agency charged with fostering the establishment and growth of minority-owned businesses in the nation, MBDA offers management and technical assistance through a network of fifty minority business centers throughout the United States.

In fiscal year 2007, MBDA generated \$1.1 billion in terms of the dollar value of contract awards and \$500 million in financial awards obtained for minority enterprises. In addition, approximately 4,000 new job opportunities were created through MBDA's efforts. By focusing on mid-to-large minority firms capable of competing for larger contracts and expanding domestically and globally, MBDA has a direct impact on wealth creation within minority communities and strengthening the U.S. economy.

PAST CONFERENCE HIGHLIGHTS

SPEAKERS: Carlos M. Gutierrez, Secretary of the U.S. Department of Commerce; Elaine L. Chao, Secretary of U.S. Department of Labor; Dr. Matthew Slaughter, President's Council of Economic Advisors; Steven Preston, Administrator of the U.S. Small Business Administration; Hernando De Soto, Author; Alfred Toffler, Author/Futurist; Vijay Govindarajan, Author and Innovation Expert; Martin J.G. Glenn, President/CEO of HSBC Bank; Weldon H. Latham, Esq., Partner of Holland and Knight; and other industry and thought leaders

TOPICS: Strategic Innovation, Rebuilding the Gulf, The Art of the Deal, Pursuing the Global Economy, Opportunities in Telecommunications, Mastering the Supply Chain, Joint Venture and Teaming Arrangements and Technology Transfer

EVENTS: White House Breakfast Series, State of Commerce Address, Business Expo, Informational Sessions, Emerging Business Leader Student Summit and Business Plan Competition, Business to Business Linkage Forums, Networking Receptions, Billion Dollar Roundtable Breakfast, and MED Week Awards Gala

MEDIA COVERAGE: C-SPAN, Reuters, Bloomberg News, BET, The Washington Post, Hispanic Business, MBE Magazine, Indian Country, Asian Fortune, Sing Tao Daily, Washington Hispanic, American Chinese Business, Black Professional News



September 3-5, 2008 www.medweek.gov



MED WEEK 2008 SPONSORSHIP OPPORTUNITY LEVELS

OPPORTUNITIES	PREMIERE	PLATINUM	GOLD	SILVER	BRONZE	COPPER
	\$35,000	\$25,000	\$20,000	\$15,000	\$10,000	\$5,000
Full Conference Registration	10	10	8	5	4	2
Reserved Seats at MED Week Awards Gala	10	10	8	5	4	2
Reserved Seats at All Other Meals Functions	10	0	0	0	0	0
Table Tent with Corporate Name and Logo	✓	✓	✓			
Additional Signage at MED Week Awards Gala	✓					
Name and/or Logo Placement in Conf. Program Book	✓ (Logo)	✓ (Logo)	✓ (Logo)	✓ (Name)	✓ (Name)	✓ (Name)
Name and/or Logo Placement on Website	✓ (Logo)	✓ (Logo)	✓ (Logo)	✓ (Name)	✓ (Name)	✓ (Name)
Special Mention in MBDA News	✓	✓				
Special Mention in the MBDA Press Release	✓	✓				
DVD of 2008 MED Week Conference Highlights	✓	✓				
Name and/or Logo Placement on Banner located at Conference Site	✓ (Logo)	✓ (Logo)	✓ (Logo)	✓ (Name)	✓ (Name)	✓ (Name)
Exhibit Booth	✓	✓	✓	✓	✓	✓



MINORITY BUSINESS FACTS*

In 1969, 300,000
Minority Businesses
in the U.S.

In 2002, 4.0 Million
Minority Firms
in the U.S.

**Source: U.S. Census 2002 Survey of Business Owners and MBDA/Office of Business Development*



MED WEEK 2008 SPONSORSHIP OPPORTUNITIES



SEE AN OPPORTUNITY TO SUPPORT MED WEEK 2008?

SPONSORSHIP OPPORTUNITIES	LOGO/NAME PLACEMENT	LEVELS
CONFERENCE SPONSORSHIPS		
Premiere Sponsor	Logo	\$35,000
Platinum Sponsor	Logo	\$25,000
Gold Sponsor	Logo	\$20,000
Silver Sponsor	Name	\$15,000
Bronze Sponsor	Name	\$10,000
Copper Sponsor	Name	\$ 5,000
SPONSORED EVENTS		
Pre-Gala Awards Reception	Name	\$15,000
Awards Gala	Logo	\$35,000 (5 sponsorships available)
SBA Administrator's Breakfast	Logo	\$25,000
White House Breakfast	Logo	\$25,000
Opening Luncheon	Logo	\$35,000
State of Commerce Luncheon	Logo	\$20,000 (2 sponsorships available)
Legislative Luncheon	Name	\$15,000 (2 sponsorships available)
Business Expo & Reception	Logo	\$20,000 (5 sponsorships available)
Business to Business Forum	Name	\$15,000
AM and PM Refreshments Breaks for two days	Name	\$10,000 (4 sponsorships available)
Sponsors Lounge	Name	\$10,000 (5 sponsorships available)
Post Gala Celebration	Logo	\$25,000
Keynote Speaker	Logo	\$20,000 (3 sponsorships available)
BRANDING SPONSORSHIPS		
Conference Bag	Name	\$15,000
Portfolio	Logo	\$25,000
Journal Book	Logo	\$20,000
Conference Program Book	Logo	\$25,000
Event Tickets	Name	\$3,000 (2 sponsorships available)
Conference Name Badge & Lanyard	Name	\$3,000 (2 sponsorship available)
Awards Gala Commemorative Memento	Logo	\$25,000
Conference Press Room	Name	\$ 5,000
Conference Resource Room	Name	\$ 5,000

**SPONSORSHIP OF A SPECIFIC CONFERENCE EVENT OR ITEM
WILL BE MADE AVAILABLE ON A FIRST-COME, FIRST-SERVE BASIS**

**CALL (202) 482-1617
ABOUT SPONSORSHIP OPPORTUNITIES**

WHY SPONSOR MED WEEK 2008?

- Align your company with the premiere national event dedicated to advancing minority business enterprises domestically and globally.
- Leverage a unique opportunity to showcase your company's supplier diversity programs to minority entrepreneurs and business owners.
- Recognize the pioneers, trailblazers and accomplished minority entrepreneurs who are influencing the growth of minority business enterprises in America.

WHAT ARE THE BENEFITS OF SPONSORSHIP?

- Access to successful minority entrepreneurs and business owners
- Visibility with national minority trade associations and government agencies
- Media coverage and cause marketing opportunities
- VIP and reserved seating opportunities
- Reach nearly 1,200 business, government, and media professionals
- Exhibition of goods/services and company contracting opportunities



WHO ARE PAST SPONSORS?

Alcatel-Lucent, Altria Corporate Services, Apple, AT&T, BAE Systems North America, Boeing, Chrysler, Chevron, Cisco Systems, Inc., Comerica Bank, FedEx, General Motors Corporation, GVCwinstar, IBM, Lockheed Martin, Mastercard, Microsoft, Northrop Grumman, Raytheon; SAIC, The Coca-Cola Company, Toyota Motor Manufacturing-North America, UPS, VISA, Waitex International Company, Wal-Mart Stores, Inc., along with many other public and private partners.

WHO ATTENDS MED WEEK?

Minority business entrepreneurs, senior public officials, industry executives, financial decision-makers, media, venture capitalists, private and public lenders, business academicians, minority business advocates, supplier diversity managers, among others.

HOW DO I SIGN UP TO SPONSOR?

Venice Harris, Conference Manager, (202) 482-1617/482-1714 or vharris@mbda.gov

WHERE DO I GET MORE INFORMATION ABOUT MED WEEK?

www.medweek.gov 1-888-836-7647





MED WEEK 2008 Sponsorship Application

SPONSORSHIPS ARE AS EASY AS 1, 2, AND 3!

1. Please complete this application indicating sponsorship level along with other pertinent information.
2. Fax the completed application form to (202) 482-2562.
3. Upon receipt of this form, an invoice will be forwarded to you based on the contribution level selected.

Company Name: _____

(Write Company name as it should appear in the program book)

Contact Person: _____ **Title:** _____

(Person to whom all correspondence should be directed)

Mailing Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Telephone Number: (____) _____ **Fax Number:** (____) _____

E-mail Address: _____ **Website:** _____

SELECT A SPONSORSHIP LEVEL:

LEVELS	AMOUNT	TOTAL AMOUNT OF CONTRIBUTION	SUPPORTING A SPECIFIC MED WEEK ITEM?	
			List Item/Event	Specify Amount
Premiere	\$ 35,000	\$ _____ <i>All contributions must be received by august 4, 2008.</i>		
Platinum	\$ 25,000			
Gold	\$ 20,000			
Silver	\$ 15,000			
Bronze	\$ 10,000			
Copper	\$ 5,000			
Other	\$			

Method of Payment: Check/Money Order Purchase Order

Make checks payable to:
MED WEEK - U. S. Department of Commerce

Mail checks to:
Venice Harris MED Week 2008 - MBDA 1401 Constitution Avenue, Room 5093 Washington, DC 20230

Office Use Only

Reviewed by: _____ Date: _____ Payment Enclosed: _____