

**2011 SPONSORSHIP
OPPORTUNITY
BROCHURE**

29th ANNUAL
MINORITY ENTERPRISE
DEVELOPMENT WEEK
**EMERGING INDUSTRIES
AND MARKETS:
A BLUEPRINT FOR SUCCESS**

SEPTEMBER 27-30, 2011
MARRIOTT WARDMAN PARK HOTEL
WASHINGTON, DC

HOSTED BY:
U.S. DEPARTMENT OF COMMERCE
MINORITY BUSINESS DEVELOPMENT AGENCY



Greetings!

On behalf of the U.S. Department of Commerce's Minority Business Development Agency (MBDA), I would like to invite you to support government efforts to stimulate the economy and job creation by supporting the 29th National Minority Enterprise Development (MED) Week Conference to be held September 27-30, 2011 at the Marriott Wardman Park Hotel in Washington, D.C.

As the largest federally sponsored event of its kind, the National MED Week Conference presents an extraordinary opportunity for private sector sponsors to connect with policy makers, business leaders, and thousands of minority-owned firms. This year's conference, titled "*Emerging Industries and Markets: A Blueprint for Success*," will highlight promising growth in today's top industries, explore emerging opportunities in both domestic and international markets, and discuss innovations that will become the cornerstones of tomorrow's economy.

National MED Week Conference attendees represent a variety of industries, including healthcare, information technology, green energy, construction, and more. Minority-owned firms are poised for explosive growth and sponsorship is an excellent way to increase your brand visibility while engaging minority business enterprises that you may partner with as you execute your global business strategy. As a MED Week sponsor, your company name and/or logo will be featured on the website, in the program, and on other MED Week materials.

Your support is vital to maintaining America's leadership in a rapidly changing world. We have to take responsibility for our growth by investing in what makes America stronger: minority-owned firms. By recognizing the common dream and destiny of all American entrepreneurs, we can overcome that which divides us and work together to grow the economy, create more jobs, and win the future.

The enclosed brochure provides a wide range of sponsorship levels for your consideration. I encourage you to pledge your support to MED Week by returning the attached sponsorship form to Ms. Venice Harris, Sponsorship Coordinator, via fax to (202) 482-2562 or email to vharris@mbda.gov. You may also request an electronic document by email.

For more information and to see video highlights and photos from last year's conference, visit our MED Week Conference website at www.medweek.gov. Thank you for your consideration and we look forward to your participation in the 29th National MED Week Conference!

Warmest Regards,



David A. Hinson
National Director

Welcome to the 2011 NATIONAL MINORITY ENTERPRISE DEVELOPMENT WEEK CONFERENCE!

The National Minority Enterprise Development (MED) Week Conference is the Nation's premier event for minority entrepreneurs and the public and private sectors. The MED Week Conference offers a venue for minority-owned firms to access information, tools and resources to grow their businesses both domestically and internationally.



Each year, thousands of minority-owned firms across a variety of industries converge upon Washington, DC to connect with public and private sector buyers, explore avenues for business expansion, and develop thriving partnerships with firms across multiple industry sectors. This is done through networking events, workshops and issue forums, including:

- ★ Business-to-business matchmaking sessions with corporate procurement officials and capital providers;
- ★ Global networking events with embassy officials from Latin America, Asia, Africa and the Middle East;
- ★ Mentor Protégé Program matching successful corporations with small firms poised for growth;
- ★ The MED Week Awards Gala honoring some of the fastest growing minority-owned firms, entrepreneurs and advocates in the country.

WHY SHOULD YOU SPONSOR MED WEEK?

Sponsoring MED Week provides your company or organization with the opportunity to reach thousands of minority-owned businesses in one location.

Whether you produce a product or provide a service that minority entrepreneurs need to manage and grow their businesses, or you are in the market for products and services that minority-owned firms can provide, you will have the opportunity to make connections and do business with some of the best companies in the country.

MED Week provides the opportunity to network not only with the best companies, but also industry experts, government officials and corporate executives.

SOME OF OUR PAST SPONSORS INCLUDE:

- ★ BAE Systems ★ The Boeing Company ★ Brocade ★ Cardinal Health Inc. ★ Chrysler Group, LLC
- ★ Cisco Systems, Inc ★ Consolidated Edison of New York ★ Dakota Integrated Systems
- ★ Exxon Mobil Corporation ★ General Motors Company ★ Harris Corporation ★ Highmark
- ★ The Home Depot, Inc. ★ HP Enterprise Services ★ United Parcel Services, Inc.
- ★ Navistar, Inc. ★ Progress Energy, Inc. ★ Tompkins Builders, Inc. ★ 3M ★ Accenture
- ★ The Coca Cola Company ★ Goodrich Corporation ★ Johnson & Johnson ★ Tremco, Inc.
- ★ Verizon ★ Chevron ★ Dell ★ IBM ★ Lockheed Martin ★ Morgan Stanley
- ★ Northrop Grumman ★ Raytheon ★ The National Center for American Indian Enterprise Development
- ★ The Bernd Group ★ Indian Eyes, LLC ★ Arnold-Hanafin Corporation ★ TW & Company ★ Triune
- ★ Camris International, Inc. ★ SAS Institute, Inc. ★ Coastal ★ M. Luis Construction Co. Inc., along with many media partners and public/private sector partners.

HOW DO I BECOME A SPONSOR?

Contact Ms. Venice Harris, Sponsorship Coordinator, (202) 482-1617/(202) 482-1714 or via email at vharris@mbda.gov.

WHERE DO I GET MORE INFORMATION ABOUT MED WEEK?

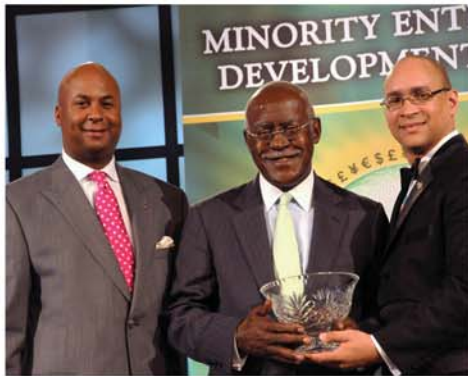
www.medweek.gov or 1-888-836-7674



EMERGING INDUSTRIES AND MARKETS: A BLUEPRINT FOR SUCCESS



Highlights from 2010 NATIONAL MED WEEK





www.sba.gov

SBA
U.S. Small Business Administration

Economic Recovery

- Loans to start or expand your small business
- Surety bonds for supply, service or construction firms
- Government contracting opportunities



MED WEEK SPONSORSHIP OPPORTUNITIES

OPPORTUNITIES	AMBASSADOR \$35,000	DIPLOMAT \$25,000	EMBASSY \$10,000	ATTACHÉ \$5,000
Full Conference Registration	10	10	4	2
Reserved Seats at MED Week Awards Gala	10	10	4	2
Reserved Seats at All Other Meals Functions	10	0	0	0
Table Tent with Corporate Name and Logo	✓	✓		
Additional Signage at MED Week Awards Gala	✓			
Name and/or Logo Placement in Conference Program Book	✓ (Logo)	✓ (Logo)	✓ (Name)	✓ (Name)
Name and/or Logo Placement on Website	✓ (Logo)	✓ (Logo)	✓ (Name)	✓ (Name)
Special Mention in Marketing Materials	✓	✓		
Special Mention in the MBDA Press Release	✓	✓		
DVD of 2011 MED Week Conference Highlights	✓	✓		
Name and/or Logo Placement on Banner located at Conference Site	✓ (Logo)	✓ (Logo)	✓ (Name)	✓ (Name)
Exhibit Booth	2	1	1	1

BRANDING/IN KIND SPONSORSHIPS	LOGO/NAME PLACEMENT	LEVELS
Conference Bag	Logo	\$25,000
Awards Gala Commemorative Memento	Logo	\$25,000
Portfolio	Logo	\$25,000
Conference Program Book	Logo	\$25,000
Journal Book	Logo	\$15,000
Conference Name Badge/Lanyard	Name	\$ 5,000
Pen	Name	\$ 5,000
Event Tickets	Name	\$ 3,000

There is **ONE** sponsorship available for each branding conference item listed. Sponsorships for these items are made available on a first come first serve basis.

Call (202) 482-1617 About Sponsorship Opportunities

ABOUT MBDA

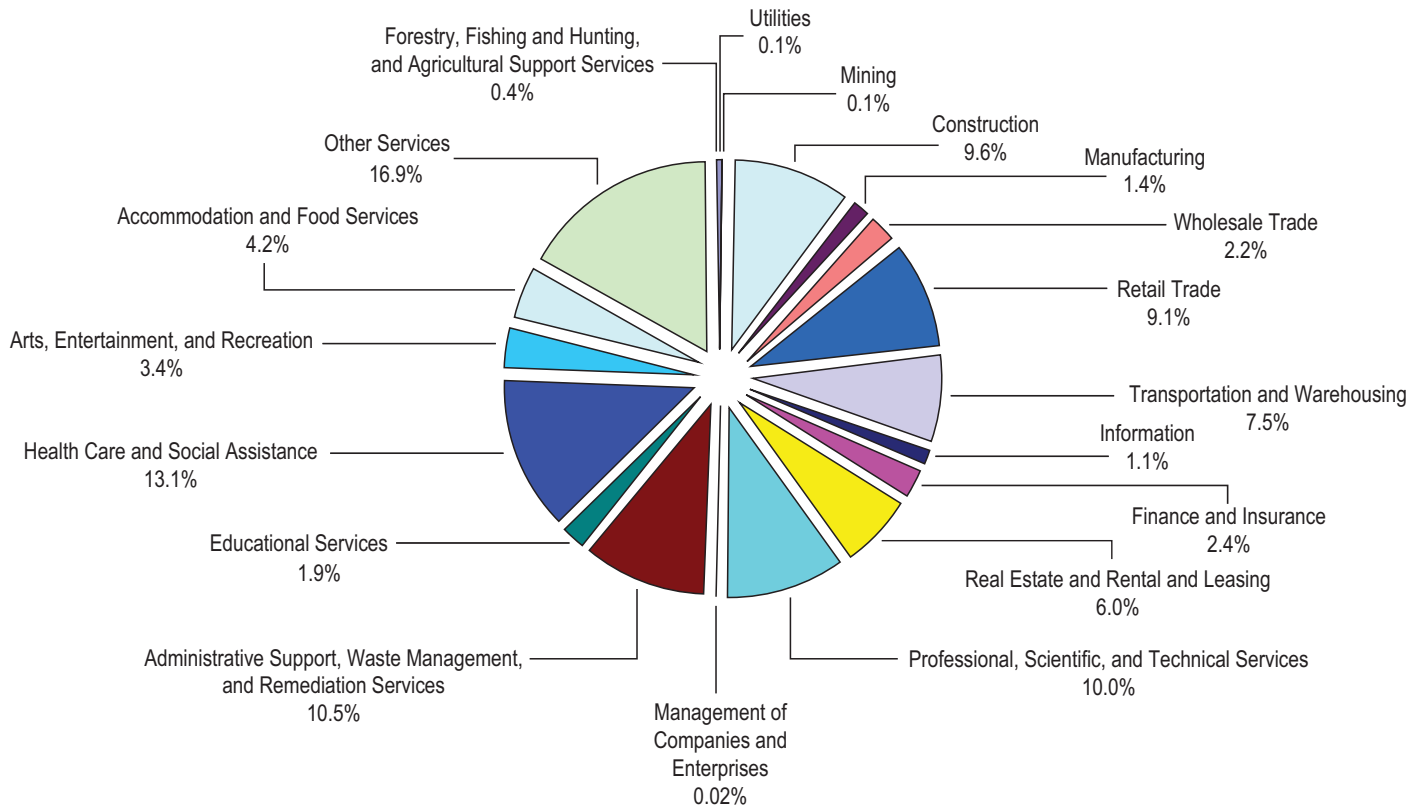
The Minority Business Development Agency (MBDA) is a bureau within the U.S. Department of Commerce. As the primary Federal agency charged with fostering the establishment and growth of minority-owned businesses in the United States, MBDA offers management and technical assistance through a network of 46 minority business centers throughout the United States.

In fiscal year 2010, MBDA helped secure more than \$2 billion in contract awards and more than \$2 billion in financial awards for minority enterprises. In addition, over 6,000 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.

MINORITY BUSINESS FACTS	
In 1969, 300,000 Minority Businesses in the U.S	In 2007, 5.8 Million Minority Firms in the U.S.*

*Source: 2007 U.S. Census Survey of Business Owners and MBDA/Office of Business Development

MINORITY BUSINESS REPRESENTATION BY INDUSTRY SECTOR





MED WEEK 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 selected contribution level. The U.S. Department of Commerce's Minority Business Development Agency Tax ID Number is 52-1259974.

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

Contact Person: _____ Title _____
(Person to whom all correspondence should be addressed)

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Telephone Number: (_____) _____ Fax Number: (_____) _____

E-mail Address: _____ Website: _____

Select a Sponsorship Level

Levels	Amount
Ambassador	\$35,000
Diplomat	\$25,000
Embassy	\$10,000
Attaché	\$ 5,000
General Contributor	\$

Supporting a specific MED Week item?

List Item	Specify Amount

Total Amount of CONTRIBUTION
\$

Method of Payment: Check/Money Order

All sponsorship checks must be received 45 days prior to the event to ensure inclusion in all printed materials.

Make checks payable to:

MED WEEK - U. S. Department of Commerce
 Tax ID No: 52-1259974

Mail checks to:

Venice Harris
 MED Week 2011, MBDA
 1401 Constitution Avenue, NW, Room 5063
 Washington, DC 20230

Office Use Only

Reviewed by _____ Date _____ Payment Enclosed _____



2011 SPONSORSHIP OPPORTUNITY BROCHURE

MINORITY ENTERPRISE DEVELOPMENT WEEK

**EMERGING INDUSTRIES AND MARKETS:
A BLUEPRINT FOR SUCCESS**

SEPTEMBER 27-30, 2011

MARRIOTT WARDMAN PARK HOTEL
WASHINGTON, DC

HOSTED BY:

U.S. DEPARTMENT OF COMMERCE
MINORITY BUSINESS DEVELOPMENT AGENCY

WWW.MBDA.GOV
WWW.MEDWEEK.GOV



U.S. DEPARTMENT OF COMMERCE
MBDATM
MINORITY BUSINESS DEVELOPMENT AGENCY