



NATIONAL ASSOCIATION FOR MULTI-ETHNICITY IN COMMUNICATIONS

22nd ANNUAL NAMIC CONFERENCE
Diversity: Pipeline to Innovation

September 14-16, 2008
New York Marriott Marquis
New York, NY

SPONSORSHIP OPPORTUNITIES AND BENEFITS

(as of Monday, June 16, 2008)

Become a sponsor of the 22nd Annual NAMIC Conference and:

- Expose your company's brand to a broad range of multi-ethnic media industry thought leaders, influencers and experts.
- Meet your branding, marketing or diversity objectives at the communications industry's only forum focused on diversity as a business imperative.
- Maximize your company's sponsorship and promote/showcase new products and services, as well as innovative programming.

Ideas and suggestions for other opportunities – in alignment with NAMIC's mission and the conference theme/purpose – are welcome.

To discuss your company's support of the 22nd Annual NAMIC Conference, suggest new sponsorship opportunities, or reserve a sponsorship, please contact Danny McGlone, NAMIC's Vice President for Fund Development at (212) 594-5985, ext. 13 or danny.mcglone@namic.com.

\$50,000

Presenting Sponsor

- ***Prominent placement*** of your company name/logo on all mass emails, event program, trade ads, on-site signage and other multi-media recognition*
- Exposure in all pre- and post-conference media releases (including quote from company CEO)
- Acknowledgment -- with logo recognition -- on the NAMIC web-site and in NAMIC's online publications (*Diversity Scoop* and *InTouch*)
- Visible presence at the conference for company CEO (or other senior executive) as a speaker or presenter
- Special acknowledgment by NAMIC from podium at all general sessions and luncheons
- ***Prominent placement*** of message (two-page spread) in conference program**
- 15 complimentary conference registrations for company representatives/guests
- Opportunity to exhibit at the Career Expo with ***prominent booth placement***
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 700-plus attendees

\$25,000

Co-Presenting Sponsor

- ***Prime placement*** of your company name/logo on all mass emails, event program, trade ads, on-site signage and other multi-media recognition*
- Exposure in all pre- and post-conference media releases
- Acknowledgment -- with logo recognition -- on the NAMIC web-site and in NAMIC's online publications (*Diversity Scoop* and *InTouch*)
- Special acknowledgment by NAMIC from the podium at all General Sessions
- ***Prime placement*** of full-page message (ad) in conference program with choice of placement on the inside front cover or inside back cover**
- Eight (8) complimentary conference registrations for company representatives/guests
- Opportunity to exhibit at the Career Expo with ***prime booth placement***
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 700-plus attendees

**For sponsorships finalized in advance of print and other production deadlines.*

***Friday, August 15th is the deadline for placement of a message in the program journal.*

EDUCATIONAL TRACKS AND SESSIONS

**\$20,000
each**

Sponsorship of the Monday or Tuesday General Session

- ***Preferred placement*** of your company name/logo on all mass emails, event program, trade ads, on-site signage and other multi-media recognition*
- Special acknowledgment by NAMIC from podium at the start of each General Session
- Six (6) complimentary conference registrations for company representatives/guests
- ***Preferred placement*** of full-page message (ad) in conference program**
- Opportunity to exhibit at the Career Expo with ***preferred booth placement***
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 700-plus attendees

\$20,000

Excellence in Multicultural Marketing Awards – The EMMAs (Presented at a special session on the afternoon of September 16, 2007)

- ***Preferred placement*** of your company name/logo on call for entries, mass emails, trade ads, event program, on-site signage and other multi-media recognition*
- Speaker or presenter opportunity for company CEO (or other senior level executive) at EMMA Presentation
- Special acknowledgment by NAMIC from podium at the start of the EMMAs
- Six (6) complimentary conference registrations for company representatives/guests
- ***Preferred placement*** of full-page message (ad) in conference program**
- Opportunity to exhibit at the Career Expo with ***preferred booth placement***
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 700-plus attendees

\$10,000

Educational Track Sessions - Four Opportunities Available:

- ***Ad Sales***
- ***Corporate Diversity & Inclusion***
- ***Digital Media (SOLD)***
- ***Leadership Development (SOLD)***
- Placement of your company name/logo on all mass emails, event program, trade ads, on-site signage and other multi-media recognition*
- Special acknowledgment by NAMIC at the start of each track session
- Two (2) complimentary conference registrations for company representatives/guests
- Half-page message (ad) in conference program**
- Opportunity to exhibit at the Career Expo
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 700-plus attendees

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\$7,500 ***HOT TOPIC session (Monday afternoon)***

- Placement of your company name/logo on all mass emails, event program, trade ads, on-site signage and other multi-media recognition*
- Opportunity for company representative to introduce the session
- Special acknowledgment by NAMIC from podium at the start of the HOT TOPIC session
- One (1) complimentary conference registration for company representative/guest
- Opportunity to exhibit at the Career Expo
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 700-plus attendees

FOOD FOR THOUGHT!

\$25,000 ***Evening Receptions – Three opportunities available:***
each

- ***Hospitality Suite – Sunday, September 16, 2007***
- ***Welcome Reception– Monday, September 17, 2007***
- ***Closing Reception - Tuesday, September 18, 2007***
- Exclusive sponsorship of the evening reception of your choice includes ***prime placement*** of your company name/logo on all mass emails, event program, trade ads, on-site signage and other multi-media recognition*
- Opportunity to partner with NAMIC on the theme/creative for the reception
- Special acknowledgment by NAMIC from podium at reception
- Eight (8) complimentary conference registrations for company representatives/guests
- Ten (10) tickets for company representatives/guests to ***attend the reception only***
- ***Prime placement*** of full-page message (ad) in conference program**
- Opportunity to exhibit at the Career Expo with ***prime booth placement***
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 700-plus attendees

\$20,000 ***L. Patrick Mellon Mentorship Luncheon*** ***(SOLD)***
(Monday, September 17, 2007)

- ***Preferred placement*** of your company name/logo on all mass emails, event program, trade ads, on-site signage and other multi-media recognition*
- Special acknowledgment by NAMIC from podium at the start of the luncheon
- Six (6) complimentary conference registrations for company representatives/guests
- ***Preferred placement*** of full-page message (ad) in conference program**
- Opportunity to exhibit at the Career Expo with ***preferred booth placement***
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 700-plus attendees

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\$20,000 ***NAMIC Mickey Leland Humanitarian Achievement Award***
(Tuesday, September 16, 2008)

- Preferred placement of your company name/logo on all mass emails, event program, trade ads, on-site signage and other multi-media recognition*
- Special acknowledgment by NAMIC from podium at the start of the luncheon
- Six (6) complimentary conference registrations for company representatives/guests
- ***Preferred placement*** of full-page message (ad) in conference program**
- Opportunity to exhibit at the Career Expo with ***preferred booth placement***
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 600-plus attendees

\$25,000 ***Reception for Alumni of the NAMIC Executive Leadership Development***
Program (ELDP) and Leadership Seminar ***(SOLD)***

- Preferred placement of your company name/logo on all mass emails, event program, trade ads, on-site signage and other multi-media recognition*
- Special acknowledgment by NAMIC from podium at the start of the reception
- Opportunity for company CEO (or other senior executive) to address reception attendees
- Six (6) complimentary conference registrations for company representatives/guests
- ***Preferred placement*** of full-page message (ad) in conference program**
- Opportunity to exhibit at the Career Expo with ***preferred booth placement***
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 700-plus attendees

\$10,000 ***Continental Breakfast:***

- ***Monday, September 15, 2008 (SOLD)***
- ***Tuesday, September 18, 2008***

- Placement of your company name/logo in conference program, on-site signage and other multi-media recognition*
- Two (2) complimentary conference registrations for company representatives/guests
- Half-page message (ad) in conference program**
- Opportunity to exhibit at the Career Expo
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 700-plus attendees

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**\$5,000 Monday/Tuesday Breaks (Four opportunities available)
each break**

- Placement of your company name/logo on conference program, on-site signage and other multi-media recognition*
- Opportunity to exhibit at the Career Expo
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 700-plus attendees

\$5,000 Monday Morning Coffee Bar

Wake up with NAMIC and _____. Fill your company's name in that blank and sponsor the Monday Coffee Bar, which will be placed in the high volume registration and exhibit area. An ideal opportunity to insure that your brand is the first that conference attendees see when they have that much needed first cup of caffeine of the day.

- Placement of your company name/logo on conference program, on-site signage and other multi-media recognition*
- Opportunity to exhibit at the Career Expo
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 700-plus attendees

This sponsorship can be enhanced – for additional cost – with company brand appearing on cups, napkins, and stirrers and with the placement of a video monitor to further promote your brand.

ONE-OF-A-KIND SPONSORSHIP OPPORTUNITIES

(All of these sponsorship opportunities allow for maximum visibility and the chance to increase brand recognition and meet current marketing needs. Since these are one-of-a-kind sponsorships, they are likely to go fast. Act today for the one your company is interested in sponsoring!)

\$30,000 Printed Conference Program

- ***Exclusive and prominent placement*** of your company's logo on printed conference program with an anticipated press run of 800
- ***Prominent placement*** of full-page message (ad) in conference program**
- Eight (8) complimentary conference registrations for company representatives/guests
- Opportunity to exhibit at the Career Expo with ***prominent booth placement***
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 700-plus attendees

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\$17,500 *The NAMIC Pipeline Lounge*

The NAMIC Pipeline Lounge will be the “go to” place for conference attendees who need to access a computer, go online, send/receive faxes, make photocopies, and meet with clients/colleagues.

- ***Prime visibility with all conference attendees via exclusive and prominent placement*** of your company’s logo in this reserved area
- Logo placement on computer screen savers and option of having the browser set to your company’s web-site
- Opportunity to set-up a company display showcasing your products, services, or programs
- Five (5) complimentary conference registrations for company representatives/guests
- ***Prime placement*** of full page message (ad) in conference program**
- Opportunity to exhibit at the Career Expo with ***prime booth placement***
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 700-plus attendees

\$10,000 *Diversity in Communications Career Expo*

The Career Expo is an ideal opportunity for companies to recruit candidates to diversify their workforce and attract talented African-American, Asian and Latino professionals. Recruiters from a range of media companies will exhibit.

- ***Exclusive and prominent placement*** of name/logo in conference program and on-site signage
- Half-page message (ad) in conference program**
- Two (2) complimentary conference registrations for company representatives/guests
- Opportunity to exhibit at the Career Expo with ***prominent booth placement***
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 700-plus attendees
- Opportunity to distribute premium item(s) and/or literature to the 1,000 expected attendees of the Career Expo

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\$10,000 Centerpieces
(or \$5,000 per day)

- **Exclusive and prominent placement** of your company's name/logo on centerpieces for the L. Patrick Mellon Mentorship Luncheon (Monday, September 14) and Mickey Leland Humanitarian Achievement Award Luncheon (Tuesday, September 15) and at Monday/Tuesday evening receptions.
- Opportunity to shape the creative for the centerpieces and connect it to your company's marketing and branding needs (i.e. to promote a new product, service, or program)
- Half-page message (ad) in conference program**
- Two (2) complimentary registrations for company representatives/guests
- Recognition in event program, signage, and multi-media recognition
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 700-plus attendees

\$10,000 Conference Speaker Ready Room

- Exclusive sponsorship entitles your company to prominent placement of name/logo in event program and on-site signage
- Half-page message (ad) in conference program**
- Two (2) complimentary conference registrations for company representatives/guests
- Opportunity to exhibit at the Career Expo
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 700-plus attendees

\$7,500 Name Badges and Lanyards

- 700-plus name badges and lanyards with your company name/logo exclusively imprinted on the lanyard
- One (1) complimentary conference registration for company representative/guest
- Recognition in the printed program, signage, and multi-media recognition
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 700-plus attendees

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\$7,500 *Massage Chairs*

For conference attendees needing a brief break from the very full, but highly educational conference agenda, they can stop by and get a massage to recharge, rejuvenate and relax courtesy of your company. Massage chairs will be strategically located in the high-volume exhibit area, where all the refreshment and networking breaks also take place.

- Placement of your company name/logo on all mass emails, event program, trade ads, on-site signage and other multi-media recognition*
- One (1) complimentary conference registration for company representative/guest
- Opportunity to exhibit at the Career Expo
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 700-plus attendees

This sponsorship can be enhanced -- for a nominal cost – with the placement of a video monitor to further promote your brand.

\$7,500 *Media Center*

- ***Exclusive and prominent placement*** of your company's logo in this room for mainstream and industry media to file stories and prepare for interviews with conference spokespersons and session moderators and panelists
- One (1) complimentary conference registration for company representative/guest
- Opportunity to exhibit at the Career Expo
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 700-plus attendees

\$7,500 *Conference Blog*

The NAMIC Conference Blog will be back by popular demand and include ongoing updates throughout the conference, as well as comments from the diverse audience attending the event.

- ***Prominent placement*** of your company's logo on the conference blog
- Placement of your company name/logo on conference program, on-site signage, and other multi-media recognition*
- One (1) complimentary conference registration for company representative/guest
- Opportunity to exhibit at the Career Expo
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 700-plus attendees

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\$5,000 *Coat/Luggage Check*

One never knows what New York City's weather will bring in September – heat and humidity, rain or fall temperatures in the low 50's requiring one to wear a coat or jacket even though summer has not officially ended. The Coat/Luggage check will be located adjacent to the high volume registration and exhibit area and will allow conference attendees to check coats, luggage, packages, or their conference bag. This is an ideal opportunity for a sponsors' brand to be repeatedly seen by ALL conference attendees.

- Placement of your company name/logo on conference program, on-site signage and other multi-media recognition*
- Opportunity to exhibit at the Career Expo
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 700-plus attendees

This sponsorship can be enhanced -- for a nominal cost – with the placement of a video monitor to further promote your brand.

\$5,000 *Shoe Shine*

All conference attendees will be dressed for success and a fresh shoe shine can make them look even sharper. Expose your brand to a captive audience and promote your programming, products or services to conference attendees while they have their shoes shined. The Shoe Shine will be placed in the high-volume exhibit area and your brand will be seen by all conference attendees, whether they have their shoes shined or not.

- Placement of your company name/logo on conference program, on-site signage and other multi-media recognition*
- Opportunity to exhibit at the Career Expo
- Placement of company premium item(s) and/or literature in conference bag to be distributed to 700-plus attendees

This sponsorship can be enhanced -- for a nominal cost – with the placement of a video monitor to further promote your brand.

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\$2,500 ***Exhibitor***

Promote your company's products, services, or programs to conference attendees in the prominently placed exhibit area, which will be open during morning registration, the Monday and Tuesday Continental Breakfasts, the high volume luncheons, and morning and afternoon breaks. NAMIC will provide each exhibitor with one 6-foot draped table, chairs, and an easel with signage. The opportunity to enhance your exhibit space with audio visual equipment and technology, as well as a customized set-up, is available at a cost.

- Prominent placement of company's name/logo in on-site signage
- Placement of company promotional literature in conference bag to be distributed to 700-plus attendees
- Opportunity to set up a company display as a back drop to the exhibit area
- E-communication to pre-registered conference attendees and conference prospects promoting the exhibitors
- Recognition in the event program, signage, and multi-media recognition*
- Mention in press releases

\$1,500 ***Authors' Showcase***

Promote your book at the 22nd Annual NAMIC Conference at the Authors Showcase. Opportunities exist for authors to conduct book signings during morning registration, the Welcome Breakfast, the high volume luncheons, and morning and afternoon breaks. NAMIC will provide each exhibitor with one 6-foot draped table, chairs, and an easel with signage.

- Prominent placement of publisher's name/logo and author's image in on-site signage
- Placement of book promotional literature in conference bag to be distributed to 700-plus attendees
- Opportunity to set up a company display as a back drop to the book signing area
- E-communication to pre-registered conference attendees and conference prospects promoting the author/book
- Recognition in the event program, signage, and multi-media recognition*
- Mention in press releases

\$1,000 ***Double Exhibit Space at Career Expo***

Promote career opportunities to a diverse audience through a double exhibit space, which includes ***two draped six foot tables*** and four chairs and signage with company name provided by NAMIC.

Enhance your exhibit space with pop-up or table top exhibits, premium items and literature promoting career opportunities at your company

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\$750 Single Exhibit Space at Career Expo

Promote career opportunities to a diverse audience through a single exhibit space, which includes **one draped six foot table** and two chairs and signage with company name provided by NAMIC.

Enhance your exhibit space with pop-up or table top exhibits, premium items and literature promoting career opportunities at your company

NOTE TO PROSPECTIVE EXHIBITORS

- Exhibit space is reserved on a first-come, first served basis
- For an additional cost, NAMIC **may be able to arrange** for access to audio visual equipment (i.e. a TV and VCR or DVD)
- NAMIC can request, but can not guarantee, access to electricity in the event your company requires it as part of your exhibit