



2011 Partnership Guide

National Black MBA Association®
33rd Annual Conference and Exposition

October 4-8, 2011 | Georgia World Congress Center, Atlanta, GA



Contact:

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NATIONAL
BLACK
mba
ASSOCIATION, INC.

Empowering Visionaries.

2011 National Black MBA Association®

33rd Annual Conference and Exposition

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EVENT LOCATION

Georgia World Congress Center (GWCC)
285 Andrew Young International Blvd., NW
Atlanta, GA 30313
www.gwcc.com

Housing and registration opens April 2011.

EVENT INFORMATION

Career Fair Hours of Operation

Dates: Thursday and Friday, Oct. 6-7, 2011
Hours: 9:00 a.m. - 5:00 p.m.
GWCC Buildings B3/B4

Employment Network Hours of Operation

Dates: Thursday and Friday, Oct. 6-7, 2011
Hours: 8:00 a.m. - 6:00 p.m.
GWCC Building B5

ATLANTA HOTEL INFORMATION

Host Hotels

Atlanta Marriott Marquis

(.81 miles to GWCC)
265 Peachtree Center
\$219 Single/Double, \$239 Triple, \$259 Quad

Omni Hotel at CNN Center

(adjacent to GWCC)
100 CNN Center
\$219 Single/Double, \$239 Triple, \$259 Quad

Marriott Downtown

(.65 miles to GWCC)
165 Spring St.
\$189 Single/Double, \$199 Triple, \$209 Quad

Hilton Garden Inn

(.40 miles to GWCC)
175 Thurmond St.
\$189 Single/Double, \$199 Triple, \$209 Quad

Sheraton Atlanta Hotel

(1.09 miles to GWCC)
165 Courtland St.
\$175 Single/Double, \$195 Triple, \$215 Quad

Embassy Suites Centennial Park

(.21 miles to GWCC)
267 Marietta St.
\$209 Single/Double, \$229 Triple, \$249 Quad

Hyatt Regency Atlanta

(.39 miles to GWCC)
265 Peachtree St. NE
\$199 Single/Double, \$254 Triple, \$279 Quad

W Atlanta Downtown

(.85 miles to GWCC)
45 Ivan Allen Jr. Blvd.
\$219 Single/Double, \$239 Triple, \$259 Quad

Glenn Hotel (.26 miles to GWCC)

110 Marietta St. NW
\$179 Single/Double

Loews Atlanta (1.9 miles to GWCC)

1075 Peachtree St.
\$199 Single/Double

Westin Peachtree Plaza

(.78 miles to GWCC)
210 Peachtree St. NW
\$189 Single/Double, \$209 Triple, \$229 Quad

Hilton Atlanta (.82 miles to GWCC)

255 Courtland St. NE
\$169 Single/Double, \$199 Triple, \$224 Quad

Ritz-Carlton Atlanta

(.72 miles to GWCC)
181 Peachtree St. NE
\$219 Single/Double, \$244 Triple, \$269 Quad

HOSPITALITY RECEPTIONS

NBMBAA® Hospitality Receptions are the perfect way to meet prospective candidates in a more relaxed social setting. This year, receptions will occur on Thursday, Oct. 6 and Friday, Oct. 7, from 6:00 p.m. - 9:00 p.m.

You must have secured exhibit space or be a Conference sponsor to host a hospitality reception. Reception spaces are limited, so sign up early. Space must be secured by **July 29, 2011**.

2011 CONFERENCE CRITICAL DATES

Wednesday, June 1	Final exhibit booth payments due
Friday, July 15	Cutoff date for inclusion in the Conference Guide Career Fair listing
Friday, July 15	Deadline for cancellation or reduction of booth space
Monday, July 29	Deadline for securing hospitality reception space
Monday, Sept. 1	Deadline for submission of booth personnel
Thursday, Sept. 15	Deadline for submission of job postings to Conference Job Match



It's All About Access

How do you access more than 12,000 professionals and 400+ corporations? The National Black MBA Association® Annual Conference and Exposition is your answer – the nation's largest professional conference that delivers a diverse body of leaders at all levels.

The NMBBAA® Annual Conference offers a myriad of opportunities designed to meet your professional development, branding, recruiting, retention and corporate citizenship goals. Partnering with NMBBAA® connects you to a market that is critical to your business objectives and provides you access to high-level business professionals...

Top Reasons to Exhibit at the National Black MBA Association 33rd Annual Conference & Exposition October 4-8, 2011 in Atlanta, GA

9. **Market your company** to prospective future employees.
8. **Participate** in a dynamic event that draws more than 10,000 diverse business professionals.
7. **Return to Atlanta**, a vibrant, energetic city that has hosted some of NMBBAA's most successful Conferences.
6. **Meet, Interact and Network** with candidates from entry level to the C-Suite.
5. **Build Your Brand** at the nation's largest diversity career fair.
4. **Pre-screen** quality candidates to your specifications through the unique Conference Job Match service.
3. **Direct Access** to high-level professional talent – all in one place.
2. **Interview** candidates on-site in the Employment Network.
1. **Show Immediate ROI** with top candidates ready to hire.

73%
of NMBBAA®
conference attendees
hold a MBA or
advanced degree.

Exhibit Opportunities

Recruiting Options

Smart businesses are always looking for talented, capable leadership and during turbulent economic times, the quest for exceptional candidates becomes even more critical. Each year, more than 400 corporations and government departments choose to seek top talent and interview candidates for open positions at our conference. As an exhibitor in the career fair, your company will be center-stage sourcing qualified candidates while building brand recognition for your business.

Booth Rental	Standard	Premium	Benefits
10' x 10'	\$6,250*	Corner: \$6,500*	Registrations 1 Full / 4 Exhibitor
10' x 20'	\$12,500*	Corner: \$12,750*	Registrations 2 Full / 8 Exhibitor
10' x 30'	\$18,750	Corner: \$19,000	Registrations 3 Full / 12 Exhibitor
Other Sizes		Island 20' x 20': \$26,000	Registrations 4 Full / 16 Exhibitor
		Island 20' x 30': \$38,000	Registrations 4 Full / 25 Exhibitor
		Island 20' x 40': \$51,000	Registrations 4 Full / 25 Exhibitor

*Educational Institution, Non-profit and Government discounted rates available.

Booth rental includes: 8' high back drape, 3' high side drapes, 7" x 44" identification sign, one 6-foot table and two chairs per 10'x10' booth. (See the exhibitor contract for additional sizes and pricing)

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Booth Upgrades

Premier – \$8,000

(Plus cost of 20'x20' or larger booth)

- Company profile listing on interactive floor plan & career advantage guide
- Company logo w/hyperlink to career page on NBMBAA® interactive floor plan
- Company logo w/booth number on premier employer banner
- Listing of employer plan level in conference literature
- Unlimited access to conference job match résumé database (July-December)
- (4) Job postings in conference job match database
- (3) Complimentary interview spaces in employment network – per day
- (16) Keynote Luncheon tickets (per day)
- Two tickets to Welcome Reception
- Authorization to host a hospitality reception (additional fees apply)
- 1-Year *Black MBA Magazine* subscription
- 35 percent off annual subscription to employment network database

- Authorization to host a hospitality reception (additional fees apply)
- 1-Year *Black MBA Magazine* subscription
- 25 percent off annual subscription to employment network database

Featured – \$4,000

(Plus cost of any size booth)

- Company profile listing on interactive floor plan & career advantage guide
- Company logo on interactive floor plan on NBMBAA® Web site
- Listing of employer plan level in conference literature
- Unlimited access to conference job match résumé database (July-December)
- (2) Job postings in conference job match database
- (1) Complimentary interview space in employment network – per day
- (1) Keynote Luncheon ticket (per day)
- Authorization to host a hospitality reception (additional fees apply)
- 1-Year *Black MBA Magazine* subscription
- 15 percent off annual subscription to employment network database

Champion – \$6,000

(Plus cost of any size booth)

- Company profile listing on interactive floor plan & career advantage guide
- Company logo on interactive floor plan on NBMBAA® Web site
- Listing of employer plan level in conference literature
- Unlimited access to conference job match résumé database (July-December)
- (3) Job postings in conference job match database
- (2) Complimentary interview spaces in employment network – per day
- (2) Keynote Luncheon tickets (per day)

Contributing – \$2,000

(Plus cost of any size booth)

- Company profile listing on interactive floor plan & career advantage guide
- Listing of employer plan level in conference literature
- Unlimited access to conference job match résumé database (July-December)
- (1) Job postings in conference job match database
- 1-Year *Black MBA Magazine* subscription
- 5 percent off annual subscription to employment network database



Sponsorship Opportunities

NBMBAA® Institutes

Featuring the highest level learning opportunities geared toward preparing executives for real-world training challenges.

LEADERSHIP INSTITUTE

Held one day prior to the NBMBAA® Annual Conference, the Leadership Institute annually presents a full day's worth and multiple tracks of challenging and intensive learning encounters in an elite classroom setting. Participants are our association's most dedicated learners and seasoned professionals, building credits, skills and core competencies for the challenges ahead. The sessions provide these accomplished leaders with the developmental techniques to enhance a professional's effectiveness in his or her job and community. Co-sponsorships are available.

\$275,000 – Exclusive Sponsor
\$150,000 – Co-sponsor

ENTREPRENEURIAL INSTITUTE

This portfolio of national and local programs attracts aspiring entrepreneurs, current business owners and small business professionals interested in acquiring the knowledge, experience and resources to become more successful. The Institute offers professional development via workshops, panels, networking opportunities for attendees, and insights from high-profile speakers. But the value doesn't end there. NBMBAA® executes a series of year-round programs for entrepreneurs across the country. Start your sponsorship experience with us at the conference. Co-sponsorships are available.

Sponsorship Packages vary
– ranges \$100,000 - \$200,000

Keynote Luncheons

A true "working lunch." Newsmakers and industry insiders feed executives' minds while whetting their appetite for ongoing achievement during these popular daily engagements.

- Thursday Keynote Luncheon
- Friday Keynote Luncheon

\$200,000 – Exclusive Sponsor
\$100,000 – Co-sponsor

Conference General Sessions

Intense, interactive 90-minute sessions led by renowned subject matter experts, allow you to communicate company positions and industry predictions while cultivating relationships with elite talent. Sponsorship includes all general sessions featured on Thursday and Friday under the following learning tracks:

- Creativity and Innovation
- Influence and Negotiations
- Strategy and Leadership
- Brand University

**\$75,000 – Presenting Sponsor/
\$50,000 – Supporting Sponsor
(minimum of 2 sponsors)**
\$25,000 – Sponsor

REUNION TRACK

Designed to focus on what's essential to stay relevant and continue to be successful once you're already established in your career. Targeted towards persons who joined the organization over twenty years ago and have made valuable contributions to the organization's growth and development.

Sponsorship Packages vary
– ranges \$25,000 - \$50,000

Major Forums

These highly attended, issues-driven forums feature newsmakers and corporate leaders with a pulse on pressing business and community issues.

- Plenary Events
- Town Hall
- Gender Forum

Sponsorship Packages vary
– ranges \$30,000 - \$100,000

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Student Programs

Engage and invigorate the next generation of business leadership. Partner with NMBBAA® as we develop innovative solutions and approaches for increasing the number of African Americans in business, management and educational programs throughout the nation. You can help by investing in:

- Leaders of Tomorrow
- NMBBAA Case Competition®
- Undergraduate Program
- Collegiate Chapters
- GMAT® Test Preparation
- College Tour
- Workshops

Sponsorship Packages vary
– ranges \$6,500 - \$200,000

Scholarships

We award annual scholarships ranging in amounts from \$1,000 to \$15,000 to the top candidates of an essay competition. The scholarship package includes monetary awards, travel, accommodations and registration to our annual conference.

- National Scholarship
- Corporate Named Scholarships

Pricing varies – ask your relationship manager or contact NMBBAA®

Career Development

NMBBAA® offers career development resources through our Career Success Network Center, an integrated suite of career development, coaching and employment services that help our members attain even higher levels of success. Your company has a unique opportunity to offer conference attendees critical career support including, résumé feedback, interview preparation, career coaching, executive coaching, and life-personal coaching.

- Career Success Network Center
- "Meet the Experts" Presentations
- Career Workshops

Sponsorship Packages vary
– ranges \$7,500 - \$50,000

Conference Special Events

Throughout the conference, we offer ways for members to reflect and act upon their personal passions. Events range from community service opportunities to parties with a purpose.

- Hospitality Suites
- NMBBAA Mixers
- Community Outreach & Projects
- Club MBA
- Club Jazz
- Friday Night Concert*

Sponsorship Packages vary
– ranges \$5,000 - \$50,000

**Not including venue and talent fees*



Conference Receptions

- Institutes Reception
- Welcome Reception
- Induction Ceremony (Collegiate Chapters)
- Leaders of Tomorrow Reception
- Chairman's Reception
- Foundation Reception
- Scholarship Reception

Sponsorship Packages vary
– ranges \$15,000 - \$200,000

Conference Essentials

Various items are distributed to conference participants or used in conference administration. Sponsorship of these items offers significant marketing and imaging opportunities during the conference.

- Lanyards
- Registration Badges
- USB Keys
- Office Equipment
- Staff Shirts
- Volunteer Shirts
- Hotel Key Cards
- Cyber Café
- Conventions Center Billboards

Sponsorship Packages vary
– ranges \$10,000 - \$50,000

In-Kind Sponsorships – Opportunities available. Please contact NMBBAA®.

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