

NACC

INTERNATIONAL & MULTICULTURAL BUSINESS EXPO

Thursday, June 14, 2012



The Event of 2012!

The Conference & Expo
for Entrepreneurs, Professionals,
Clergy, Trade & Tourism Officials
and Executives

Thursday, June 14, 2012
8:00 a.m. - 5:00 p.m.

New York Marriott
at the Brooklyn Bridge
333 Adams Street
Brooklyn, NY 11201



The Official Expo of the
NYSCHCC

For Exhibitor Space and Sponsorship Opportunities call 718.722.9217

NACC INTERNATIONAL & MULTICULTURAL BUSINESS EXPO

What is the NACC International & Multicultural Business Expo?

This Expo is the 2012 event that will attract entrepreneurs, decision-makers and professionals who will learn about products and services that will be available to help their businesses achieve their goals. It is also an excellent opportunity to network to expand one's client base. If you are an entrepreneur, professional, decision-maker or executive, then participating at this event is a must! Nowhere else can you speak with so many of your perfect target market, face-to-face and make on-the-spot deals!

Why exhibit at the NACC International & Multicultural Business Expo?

- Gain direct face-to-face contact with business owners & decision-makers
- Reach a captive audience and generate NEW CUSTOMERS immediately
- Make on-the-spot sales
- Introduce your company to new prospects
- Reach a very large pool of potential clients within a short period of time

Thursday, June 14, 2012
New York Marriott at the Brooklyn Bridge
Brooklyn, New York

HOW CAN YOUR COMPANY PARTICIPATE?

- Sponsor the entire event or individual aspects of the Expo (Breakfast, Lunch, Seminar Series and more)
- Exhibitor Space
- On-Site Product/Service Showcases
- Journal Print Advertisements
- Gift Bag Inserts



- Brand your business
- Have direct access to your target market
- Introduce new products and services
- Conduct market research
- Enjoy direct access to the press
- Provide live product and service demonstrations
- Distribute product samples

Featured at the NACC International & Multicultural Business Expo

- **Exhibitor Floor** - There will be a showcase of businesses with products and services to help business owners and start-ups grow their businesses.
- **Educational Seminars** - During the day, exhibitors and attendees will learn from experts in their fields.
- **Service/Product Showcase Stage** - New products and services will be showcased for attendees with audience participation.
- **Raffles & Giveaways** - Everyone loves these!
- **Clergy Appreciation Luncheon** - Pastors, members of the clergy and others serving in ministry are typically on-call and available 24 hours a day, 7 days a week. This luncheon is an opportunity to take a break and enjoy a great meal while being inspired by a celebrity keynote speaker.
- **Build Your Business Breakfast** - This is an opportunity to start your day right with a great breakfast and listen to a motivational message from a celebrity keynote speaker.
- **Post-Event Cocktail Party** - This is an opportunity for everyone to network even more and have fun.

Attendees, Exhibitors & Demographics

Who Exhibits?

- Accounting Services
- Advertising & Marketing
- Associations
- Rentals
- Banking
- Breakroom Supplies
- Business Coaching
- Coffee Services
- Computer Equipment
- Conference Call Services
- Consultants
- Credit Bureaus
- Credit Cards
- Debt Collections
- Education
- Mobile Marketers
- Email Marketing
- Financial Planners
- Franchise Companies
- Government Agencies
- Graphic Design
- H-1B Visa Consultants
- Health Insurance
- Information Technology
- Legal Services
- Liability Insurance
- Loans
- Mailing & Email List
- Brokers
- Maintenance & Cleaning Services
- Small Business Solutions
- Manufacturing Sector
- Merchant Accounts
- Nonprofits
- Office Supplies
- Postage & Mailing
- Printing Services
- PR Services
- Real Estate Brokerage
- Remote Backup
- Retirement Plans
- Security Systems
- Shipping
- Software
- Tax Planning
- Technology Sector
- Telecommunications
- Tourism Sector
- Trade Sector
- Website Design

Who Attends?

- Owners
- Presidents
- CEOs
- CFOs
- CMOs
- COOs
- Directors
- Financial Services Representatives
- Partners
- Marketing Professionals
- Business Development Officers
- Decision Makers
- Executive Directors
- Sales Executives
- Senior Management
- Vice Presidents
- Lawyers
- Clergy
- Nonprofits
- Network Marketing Leaders
- Trade & Tourism Representatives
- Marketing Executives
- Buyers

EXPO FACTS

Did you know?

Expos cost **30%** less than sales calls and give you the chance to meet your target market face-to-face.

Expos are the **#1** business-to-business marketing that is spent to support sales, beating out specialty publications, internet, promotions and PR.

75% of decision makers say attending expos save their company time and money by bringing vendors together under one roof.

95% of attendees state that expos impact their buying decisions because the competition is in one place, allowing for comparison shopping in real time.

80% of decision makers testify that expos help attendees become aware of new products and services.

95% of attendees feel they get the most useful buying info from expos.

“DID YOU KNOW” Sources:

1. Skyline Exhibits, 2006, <http://www.skyline.com/>
2. Market Reality eSurvey
3. American Business Media, 2006, www.americanbusinessmedia.com/abm/
4. Center for Exhibition Industry Research, www.ceir.org

Workshops & Seminars

Panelists/Workshop Opportunities Are Available

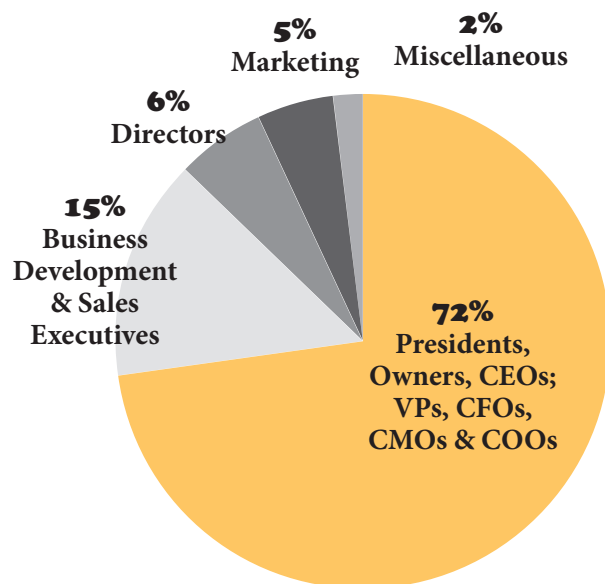
- The Power of Social Media
- How to Write an Effective Business Plan
- Strategies for Building Wealth
- Why Everyone Needs Insurance
- Expanding Your Client Base through Exporting
- Access to Capital: Financing Your International Growth
- Growing Your Business
- Striking Recession Gold
- The Secrets of Restaurant Operations
- Time to Grow: Minority & Women Business Enterprise Certification
- Effective Marketing Strategies
- How to Franchise Your Business
- Selecting A Franchise
- Tax Savvy for Small Businesses & Deduct it
- Business Planning for Start-Ups
- Business Etiquette
- ... many more!

Projected Attendee Demographics

Projected Attendance: 3,500+

Business professionals, executives, clergy and youth primarily from the minority communities in the New York tri-state area.

Projected Breakdown by Title



Sponsorship Opportunities

Presenting Sponsor - \$15,000

(NACC International & Multicultural Expo Business presented by YOUR COMPANY)

- Top billing next to NACC International & Multicultural Expo logo wherever our logo is displayed (print ads, email blasts, press releases, etc.)
- Premium Exhibitor Table Placement
- Opportunity for 15-minute speaking opportunity/presentation (content to be approved by NACC)
- Full page color ad in Special Publication
- Checkbox Option on registration (attendees can check off a box requesting more information about your company; we will provide list)
- Exhibitor Hall Naming Rights
- Logo included in signage at event
- Opportunity to present/sponsor a workshop/ seminar
- Radio advertising - 3 x 5-minute interviews plus 10 x 30 seconds spots

Platinum Sponsor - \$10,000 each

Three are available for \$10,000 each

- Logo wherever NACC International & Multicultural Business Expo logo is displayed (print ads, email blasts, press releases, etc.)
- Premium Exhibitor Table Placement
- Half page color ad in Special Publication
- Checkbox Option on registration (attendees can check off a box requesting more information about your company; we will provide list.)
- Logo included in signage at event
- Radio advertising - 2 x 5-minute interviews plus 5 x 30 seconds spots

To take advantage of any of these opportunities, call us at 718. 722. 9217



Gold Sponsor - \$7,500 each

Five are available for \$7,500 each

- Logo wherever NACC International & Multicultural Business Expo logo is displayed (print ads, email blasts, press releases, etc.)
- Premium Exhibitor Table Placement
- Quarter page color ad in Special Publication
- Logo included in signage at event
- Radio advertising - 1 x 5-minute interview plus 3 x 30 seconds spots

Marketing Opportunities

Sponsor a One hour Seminar/Workshop - \$2,500 (Limited Availability) This package guarantees your company a one-hour workshop as part of the Workshop Series. This package includes an Exhibitor Table.

Registration Area - \$3,500 (1 Available) Be the first exhibit everyone sees when attendees arrive! Your company banners will be displayed in the Registration area. Company pamphlets and information may also be left for attendees to take. This package includes an Exhibitor Table.

Demonstrations Stage Naming Rights - \$2,500 (1 Available) Be at the center of the Expo! This demonstration stage is the home where awesome new products are showcased for the industry.

Post-Event Cocktail Party - \$3,500 (3 available) This is an opportunity for everyone to network even more and have fun. This package includes an Exhibitor Table.

Gift Bags - \$3,500 (1 Available) Must commit by April 30, 2012. Every attendee gets a bag when they arrive at the show. Your logo (and only your logo!) and tag line will be prominently displayed on the center of the bag. This fee includes a one-color imprint. This package includes an Exhibitor Table.

Sponsor the Clergy Appreciation Luncheon - \$3,500 (2 Available) Be the official sponsor of this event and have the perfect opportunity to present your company's materials directly to a select group of progressive and dynamic clergy leaders. This package includes an Exhibitor Table.

Sponsor the Build Your Business Breakfast - \$3,500 (2 Available) Be the official sponsor of this event and have the perfect opportunity to present your company's materials directly to business leaders. This package includes an Exhibitor Table.

Special Expo Publication

Premium Advertising:

Back Cover	\$4,500
Inside Front Cover	\$3,500
Inside Back Cover	\$3,500
2-Page Center Spread	\$3,000

Standard Ads:

Full Page
\$1,000 for Exhibitors; \$1,300 for Non-Exhibitors

Half Page
\$750 for Exhibitors; \$950 for Non-Exhibitors

Quarter Page
\$400 for Exhibitors; \$750 for Non-Exhibitors

Deadline for Ad Submission is April 30, 2012



Exhibiting Fees & Contract

**DEADLINE:
APRIL 30, 2012**

1. EXHIBITOR TABLE:

Standard Skirted 6' Table with 2 Chairs - \$1,000

2. MARKETING ADD-ONS:

- Gift Bag Insert *add \$250*
- Online Banner Ads on mynacc.org *add \$250*
- Half Page Color Ad *add \$750*
- Full Page Color Ad *add \$1,000*
- Dedicated E-mail Blast *add \$750*

TOTAL THIS SECTION : \$ _____

3. SPONSORSHIP & MARKETING OPPORTUNITIES:

_____ \$ _____

For power and internet services contact the New York Marriott directly at 718-222-6520

4. PAYMENT METHOD:

CHECK CREDIT CARD

NAME ON CREDIT CARD	
CREDIT CARD NUMBER	
EXPIRATION DATE	SECURITY CODE
BILLING STREET	BILLING ZIP CODE
AUTHORIZED SIGNATURE	

5. HOW TO SUBMIT YOUR CONTRACT:

Fax: 718.222.3153
Email: info@mynacc.org
Mail: 26 Court Street, Suite 701
Brooklyn, New York 11242

Please make check payable to New American Chamber of Commerce

3. EXHIBITOR CONTACT INFORMATION

HOW WOULD YOU LIKE COMPANY NAME PRINTED?		
CONTACT NAME		
ADDRESS		
CITY	STATE	ZIP CODE
PHONE	ALTERNATE PHONE	
E-MAIL	URL	

6. SIGNATURE

EXHIBITOR ACKNOWLEDGES THAT EXHIBITOR HAS CAREFULLY READ THE ATTACHED NACC INTERNATIONAL & MULTICULTURAL BUSINESS EXPO TERMS & CONDITIONS IN FULL AND HEREBY AGREES TO ALL OF THE TERMS AND CONDITIONS CONTAINED THEREIN.

SIGNATURE

DATE

NACC INTERNATIONAL & MULTICULTURAL BUSINESS EXPO TERMS & CONDITIONS

1. General: All parties and questions not covered by the Basic Terms and Conditions are subject to the decision of NACC Management and may be amended or supplemented at any time by NACC Management, and all such amendments or additions shall, upon reasonable notice, be equally binding on all parties affected as the original.

2. Location, date and hours of the NACC International & Multicultural Business Expo are as follows: New York Marriott at the Brooklyn Bridge, 333 Adams Street, Brooklyn, NY 11201, June 14, 2012, 8:00 a.m. to 5:00 p.m.

3. Event set-up: Exhibit space will be available to Exhibitors for installing displays beginning on June 13, 2012 from 12:00 p.m. to 7:00 p.m. All exhibits must be installed by 7:00 p.m., June 13, 2012, unless informed otherwise.

4. All exhibits must be kept within the dimensions of Exhibitor's assigned space. Exhibitors shall demonstrate products, solicit orders and distribute advertising materials/collateral only from within their designated booth space.

5. All exhibits and booth materials, including drapes, curtains, and table covers, must comply with federal, state and city fire laws – must be flame proof, and meet all insurance & facility safety regulations. All packing containers and materials are to be removed from the exhibition area upon completion of setup.

6. Exhibitors will be required to independently contract for their own electrical needs with the New York Marriott at the prevailing rate on forms provided to them by Producer.

7. No Exhibitor may assign its contract for exhibit space or permit any other person to use any part of such space. Audio or video demonstrations will be permitted only in those locations and in sound deemed by Producer not to interfere with the activities of the neighboring Exhibitors.

8. NACC Management will make all reasonable efforts to assure the accuracy of Exhibitor listings in the program guide and on the website. Due to the quantity of entries, errors can occur. NACC Management will not be liable to Exhibitors for errors and/or omissions.

9. Exhibitors are required to provide protection of their property while in Exhibitor booth. In no way will NACC be held liable or responsible for any damage to Exhibitor's personal property because of fire, accident, theft or other casualty.

10. In the event that Exhibitor has not paid the balance due as agreed, the Producer may, at his/her option, reassign space to another Exhibitor. If Exhibitor does not claim its assigned space before 3:00 p.m. on June 13, 2012, Producer may, at his/her option, reassign space to another Exhibitor and may seek to recover the balance due from Exhibitor together with the costs of collection,

including any reasonable attorney's fee if this agreement is placed in the hands of an attorney for collection. Defaulting Exhibitor shall not be entitled to any refund for sums paid in advance and shall be responsible for full rental balance due as agreed.

11. All exhibits shall be dismantled and removed by 5:30 p.m. on June 14, 2012. In the event that exhibits are not removed by such date and time, Producer may destroy any portion of the exhibit or place such items in storage at the Exhibitor's owner's own expense or risk.

12. In the event that, for any cause or condition beyond the control of Producer, the exhibition facility becomes unavailable, then Producer may assign to Exhibitor, in lieu of the space described herein, equivalent space in such other building as Producer is able to procure for the exhibition. Exhibitor shall use and occupy such space under the same terms and conditions and at the same rent as set forth in this agreement. Producer shall not be liable to Exhibitor for any loss or damage suffered by Exhibitor by reason of such relocation of the exposition.

13. In addition to the remedies of Producer in paragraph 11 above, Exhibitor is liable for the unpaid balance of Exhibitor's fee together with the cost of collection, including a reasonable attorney's fee, if this agreement is placed in the hands of an attorney for collection, unless Producer is notified in writing of Exhibitor's desire to withdraw not later than Monday, April 30, 2012. If such a desire to withdraw is received in writing by the set date, then Exhibitor is relieved of any obligation to remit any balance due. However, Exhibitor shall not be entitled to the refund of any deposit held by Producer at the time.

14. If credit card information is provided by Exhibitor for payment of contracted space, the authorized signature on this application will serve as authorized signature for payment from credit card of total booth fees as outlined on form.

15. Exhibitor with outstanding payments due before show opening will not be permitted to set up or move into the show.

16. Taxes: Exhibitor assumes the entire responsibility and shall indemnify and hold harmless the exhibit hall, NACC Management, their agents and employees, from all state, federal and local taxes associated with sales activities related to its exhibit.

17. Code of Conduct: To insure maximum benefit to all Exhibitors and the public, the following practices are banned by NACC Management: (a) Noisy electrical or mechanical apparatus that interfere with other Exhibitors; (b) Inordinate spillover from television, radio or audio systems; (c) Posting of signs or other advertising materials in or around the facility outside of Exhibitor's assigned space; (d) Actions or soliciting techniques which might be considered harassment to those attending the show; (e) Demonstrations and/or equipment that might present a safety hazard to other Exhibitors or those attending; (f) Alcoholic beverages in exhibit area; (g) Inappropriate attire.

18. These rules and regulations have been drawn with the single objective of producing a successful show, both for Exhibitors and the public. In emergencies and wherever the foregoing rules do not apply, Producer reserves the right to have full power in the interpretation and enforcement of all contract regulations contained herein, and the power to make such amendments thereto, and such further rules and regulations as shall be considered necessary for proper conduct of the exhibit.

19. This is the entire agreement and there is no other agreement, written or implied, between the parties.