

POWER DIVERSITY
T O D A Y



Bay State Banner
N B M B A A
CAREER EXPLOSION
2 0 0 8

Wednesday, October 8, 2008
4:00 pm - 8:00 pm
Copley Marriott





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THE BAY STATE **Banner** MISSION STATEMENT

The Bay State Banner is an African-American owned news publication that reports on the political, economic, social and cultural issues that are of interest to communities of color in Boston and throughout New England. The Banner has been the newspapers of record for this community, chronicling the struggles and success of the last 42 years. It is the Banner's belief that an informed community is better able to assume responsibility for its own welfare and progress. The Bay State Banner reaches the Greater Boston area as well as Worcester, Brockton and Springfield.

Started in 1965 by Melvin B. Miller, a graduate of Harvard College and Columbia Law School, the Banner provides its estimated 120,000 weekly readers with reports on a mix of local, national and international news and cultural events.



NATIONAL BLACK MBA ASSOCIATION MISSION STATEMENT

The National Black MBA Association, Inc. (NBMBAA) is a non-profit professional organization representing over 7,500 members in both the private and public sectors and continues to grow. The organization was established in 1970 and currently has 40 chapters across the country that provide education and networking on the local level, along with programs geared at building the pipeline of African-Americans obtaining intellectual and economic wealth.

The local Boston chapter is committed to utilizing its professional skills and experience to foster economic and educational development in the community. The Boston chapter also supports and assists the corporate community in recruiting, developing and retaining minority employees for leadership positions. Finally, the NBMBAA provides leadership growth and creates opportunities in the professional, civic and social environments for its membership.

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Statement from the Publisher, Melvin B. Miller

The Bay State Banner began publication almost 42 years ago, just as companies were first learning how to become “equal opportunity employers.” The Banner encouraged its readers to apply for jobs with companies that might not have been welcome in the past. And the Banner also offered advice to companies interested in establishing racial diversity in employment.

As a result of these efforts, advertisements in the Banner have become the primary source of employment opportunities for African Americans. There are few decisions more important to the individual than where he or she shall work. The history of the Banner’s involvement provides a level of comfort to the job applicant.

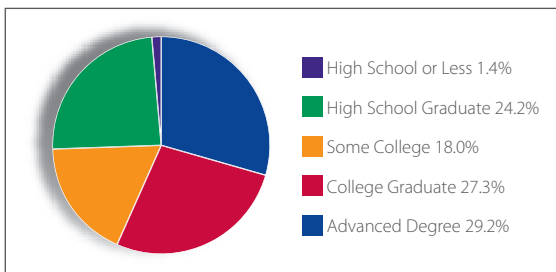
Now the work environment has changed. In our global economy, the effort to recruit a diverse workforce goes beyond compliance and is an effort to recruit from the widest pool of competent applicants. Progressive companies want to hire the most talented people they can find. We believe that prospective employees of that caliber can best be reached through the Banner. (The enclosed readership profile reveals the high education level of our readers).

The Banner has planned Diversity Today Career Explosion to attract the brightest and the best. Promotion in the Banner will create effective publicity about the event. Participating companies will have booths and the opportunity to have private interviews with strong applicants in the nice amenities of a first class hotel.

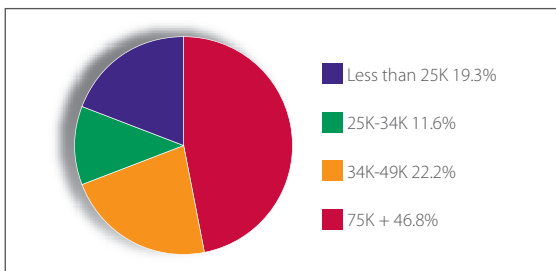
I look forward to meeting you and your company representatives at the fair.

Melvin B. Miller
Publisher and Editor

EDUCATION PROFILE



ANNUAL INCOME





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\$6,000 PREMIUM EXHIBITOR

In addition to all the basic exhibitor features, Premium Exhibitors also receive:

- Private screened in booth set up next to your company booth with Hi Speed wireless internet for interviewing or online applications
- (1) 1/4 page color ad and 250-word abstract featured in DiversityToday special insert in the October 2nd issue of the Bay State Banner (value \$679)
- (1) 1/2 page black and white ad and 250-word abstract in Career Explosion Guide distributed at the event
- (1) 1/4 page color ad for the help wanted section of the Banner to run at your convenience (value \$729—must be redeemed by 4/30/09)
- 10 online job postings on Bay State Banner website – must be redeemed by 4/30/09 (value \$1,000)
- 3 job postings on the National Black MBA Association web site
- Company job postings will be emailed to pre-registered job seekers two weeks prior to event
- Resume data base cd rom provided two weeks prior to event and updated version provided on day of event. Pre-screened candidates can be directed to your booth upon request.
- Company Logo on all print marketing material promoting event
- Parking validation for one car

EXHIBITOR OPPORTUNITIES

Exhibit your company at the Bay State Banner's 2nd Annual Diversity Today Career Explosion and be recognized as a leader in diversity initiatives by promoting and empowering African-American professionals in the workplace.

\$2,500 STANDARD EXHIBITOR

- 8' x 10' Booth Area (with 2 chairs)
- Logo and name printed in DiversityToday Career Explosion Guide at event
- Presence and link on Banner's weekly e-newsletter, DiversityToday website and other online channels to your corporate site
- Post-event resume database
- Networking reception buffet

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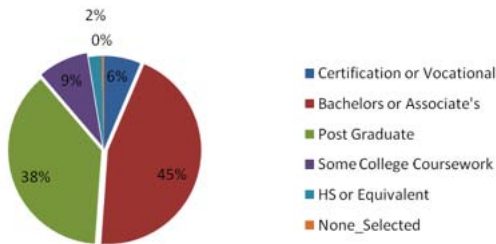
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DiversityToday Career Explosion 2007



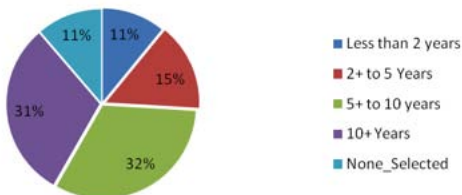
Both the Bay State Banner and the National Black MBA Association have held their own successful career events in 2007. Now, the combined efforts of the Bay State Banner together with the NBMBAA will provide an even larger audience of qualified professional candidates. The Banner's 2007 Diversity Today had over 450 attendees and the National Black MBA Association had over 400 attendees at their event. To the left is a breakdown of attendance for Diversity Today 2007.

Degree Level of Candidates



83% of our job seekers were degreed candidates – 38% of all pre-registered job seekers indicated that they have attained at least one post-graduate (Masters or Doctorate) degree.

Work Experience



DiversityToday Career Expolsion attracted candidates with a range of experience. 31% of our pre-registrants had 10 or more years of experience. Only 11% had less than 2 years of experience.

Testimonials From DiversityToday 2007

E xhibitors

"Thank you so much. It was a great event and was run superbly! I got some good leads, especially 3 nurses!" – Patty from Boston Public Health Commission

"The career fair was very worthwhile for us. Thanks for the opportunity. If you are going to do it again next year, I believe I have the budget for it now." – David from Wyeth

"We were quite happy with the number of candidates. Sometimes you'll go to a fair like that and be twiddling your thumbs, but it had... the right number of good, professional candidates coming the whole time. The candidates that I met seemed to be better than your average job fair—more experienced, more educated and more professional!" – Bill from Harvard University

J ob Seeker

"Looking for a job can be a daunting task at times. I just moved here from Georgia and don't know a lot of people. However, the other people I met looking for jobs were professional and friendly and that was great!" – Leslie



Governor Deval Patrick, Keynote Speaker
DiversityToday 2007

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EXHIBITOR REGISTRATION FORM (pg 1 of 3)

Contact Information

The contact person indicated below will receive all event-related communications.

Company Name _____

Contact Name _____

Contact Title _____

Company Address _____

City, State, Zip _____

Telephone _____

Fax _____

E-Mail _____

Company Website _____

Booth Representatives

Please submit names and titles of extra representatives separately. All names must be submitted by September 25th to print on badges.

Representative 1 _____

Title _____

Representative 2 _____

Title _____

Please choose one of the following exhibitor opportunities. (see page 2 for details)

\$2,500 Standard Exhibitor

\$6,000 Premium Exhibitor

- ∞ Exclusive Private Access Booth equipped with Hi-Speed Wireless Internet for interviewing or online applications
- ∞ Ten online job postings – must be redeemed by 4/30/09. (value \$1,000)
- ∞ Five job postings on the National Black MBA Association web site

And much more!

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EXHIBITOR REGISTRATION FORM (pg 2 of 3)

Method of Payment

*** Pre-payment is required *** Please fill in credit card information below or make a check payable to Banner Publications, Inc. Attention: Recruit and Retain, 23 Drydock Avenue, 5th Floor, Boston, MA 02110

MasterCard Visa

Acct. # _____

Expiration Date: __ / __

Name on Account: _____

Address: _____

Signature: _____

A receipt will be sent to the contact person's attention via e-mail in 3-5 business days.

Exhibitor Space Information

Exhibitor areas are 8'x10', consisting of a skirted table and two chairs. The company is responsible for supplying materials and adorning the space as necessary.

Exhibitor space will be assigned upon receipt of payment. All payment must be received within thirty (30) days of invoice date. Exhibitor space is not guaranteed until payment has been received.

The contact person will receive a confirmation letter, which include additional exhibitor information that is specific to the particular exhibitor opportunity chosen.

Terms of Agreement

Agreement to Terms: The Exhibitor, on behalf of their organization, agrees to abide by the following rules and any amendments that may be made by the Bay State Banner.

Assignment of Space: The Bay State Banner will provide and notify all exhibitors of space assignments two weeks prior to the event. Timely registrants will be given preference.

Use of Exhibit Space: No Exhibitor shall assign, sublet or share the whole or any part of the assigned exhibitor space. All exhibits are confined to the exhibit space and should not obstruct the general view nor hide other exhibits.

Indemnification: Exhibitor agrees to indemnify and hold harmless the Bay State Banner from any suit, action, and claim whatsoever, including personal injury or property damage, related to or arising from the Exhibitor's participation in the career fair. The Bay State Banner, its agents and employees are not liable for loss, theft or damage to the property of the Exhibitor and its employees or representatives. It is the Exhibitor's responsibility to maintain proper insurance coverage.

Force Majeure: The Bay State Banner reserves the authority to determine whether the DiversityToday: Career Explosion 2008 venue is fit or unsuitable for occupancy as a result of fire, flood, acts of nature, acts of war, strike, lock-out, labor dispute, riot or any other cause or agency over which the Banner has no control. Should the Bay State Banner decide that it is necessary to cancel, postpone, move the career fair or alter the schedule, the Banner shall not be liable to reimburse the Exhibitor with any respect to any directly or indirectly resulting alleged damages and losses.



Payment: To reserve your exhibitor opportunity, please complete and submit your registration form along with full payment to the Bay State Banner (Attention: DiversityToday) within 30 days of submitting your registration. Exhibitor space is NOT guaranteed until payment is received and processed.

Cancellation Policy: To receive a refund, cancellations must be received a minimum of 4 weeks prior to the event via fax, mail or phone. Deadline for cancellations is September 10, 2008. Cancellations received after this deadline will be subject to the "no show" policy.

No Show Policy: Exhibitors who do not attend show up at DiversityToday: Career Explosion 2008 (and have not cancelled their registrations) forfeit their entire registration fee. To avoid being considered a "no show," please cancel before the deadline.

Exhibitor Representatives: Each exhibiting organization must name at least one person to be its representative in connection with installation, operation and removal of the exhibit. Badges are required for admittance to the exhibit area.

Exhibitor Logos: Should the Exhibitor submit its logo late or in an improper format, the Bay State Banner will not be required to satisfy the Exhibitor Opportunity as stated in this offer. Every effort will be made to provide alternate exposure for the Exhibitor as deemed feasible by the Bay State Banner. Exhibitors will be informed of logo submission deadlines and requirements in their Exhibitor Confirmation Letter.

Exclusive Usage: All resumes collected through the Diversity Today Career Explosion are to be used exclusively for the purpose of recruitment. Recruiters are not permitted to resell, share, or otherwise benefit from this information in any form, including but not limited to financial gain.

Signature

Date

Please submit the completed exhibitor registration forms to:

Sandra Casagrand
The Bay State Banner
23 Drydock Avenue, 5th Floor
Boston, MA 02210
Phone: 617.261.4600 x 111
Fax: (617) 261-2346
Sandra@bannerpub.com