

**RECRUIT
RETAIN**



**POWER
DIVERSITY
CAREER
EXPO
2008**

NATIONAL
BLACK
mba
ASSOCIATION, INC.

Our Mission

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 newspaper of record for this community, chronicling the struggles and successes 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.

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.

Recruit & Retain: Power Diversity Career Expo Event Highlights

- **Expected attendance** — Over 500 seasoned professionals and graduating college students from across Massachusetts.
- **On-Site Technology Center** — an opportunity for job seekers to apply online immediately for employment opportunities your company is offering.
- **Launch of *Inclusion: Perspectives on Career Advancement*** — an annual magazine that serves as a resource for college graduates and professionals who are seeking to advance their professional development in organizations that are committed to inclusion.

The **National Black MBA Association, Inc. (NBMBA)** 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 39 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 NBMBA provides leadership growth and creates opportunities in the professional, civic and social environments for its membership.



Exhibitor Opportunities

Corporate Sponsor - \$11,750 (co-branding opportunity, limited to 1 organization)

- 12 ft. x 2 ft. Corporate Sponsor Exhibitor Space
- Promotion of your company's sponsorship in print ad campaign(s)
- Exclusive promotion of company's sponsorship on the radio campaign on WBUR AM
- Exclusive right to display corporate branding materials in welcome area of the Diversity Career Expo and Attendees' Lounge—a place for job seekers to regroup in-between booth visits
- Exclusive right to display logo on tote bags which will be distributed to job-seekers upon entry
- Logo and link on Banner's weekly e-newsletter, Recruit & Retain's website and other online channels to your corporate site
- Exclusive pre-event access to resume database
- Post-event resume database
- Exclusive Online Corporate Sponsor Spotlight – Only the Corporate Sponsor will get a company profile (enhanced with a pop-up feature) displayed on the Recruit and Retain web page as well as a logo prominently displayed on the job seeker registration page
- Name listed as *corporate sponsor* in exhibitor's section of *Inclusion*
- Feature Story: Company Profile in *Inclusion* (1 page editorial)
- (1) ½ page horizontal ad in *Inclusion* (\$1,500 value)
- (1) ½ page color ad in any 2008 Bay State Banner Career Guide (\$1,040 value)
- (2) ¼ page color classified advertisements in the Bay State Banner newspaper (\$1,258 value)
- 3 month access to advertise in the Bay State Banner online job section (\$1,050 value)
- 10% off Diversity Today 2008 exhibitor fees (savings of up to \$500)
- Free Parking (1 vehicle only)
- Lunch for two representatives

Premium Exhibitor - \$5,000

- 6 ft. x 2 ft. Skirted Tabled with Two Chairs
- Logo displayed on promotional print campaigns, including posters and fliers
- Presence and link on Banner's weekly e-newsletter, Recruit & Retain's website and other online channels to your corporate site
- Company name listed as *premium exhibitor* in exhibitor's section of *Inclusion*
- Post-event resume database
- (1) ½-page color ad in *Inclusion* magazine (\$1500 value)
- (1) ¼- page color ad in any 2008 Bay State Banner Career Guide (\$679 value)
- Lunch for two representatives

Standard Exhibitor - \$1,750

- 6 ft. x 2 ft. Skirted Tabled with Two Chairs
- Included in promotional print campaigns, including posters and fliers
- Presence and link on Banner's weekly e-newsletter, Recruit & Retain's website and other online channels to your corporate site
- Company name listed in exhibitor's section of *Inclusion*
- Post-event resume database
- Lunch for two representatives



Additional Exhibitor Opportunities

Attendee Notebooks - \$2,000 (limited to 1 organization)

An easy and effective way to get your message in the hands of job seekers. Place your logo on these hard covered notebooks that will be distributed to the first 500 attendees upon entrance to the Power Diversity Career Expo.

Official Event Pens - \$1,000 (limited to 1 organization)

A branding opportunity that is worthy of some ink! Place your logo on Recruit & Retain's official event pens that will be distributed to the first 500 job seekers—for use during and after the Power Diversity Career Expo.

Tote Bag Inserts - \$500 per insert

Draw attention to your booth and remind attendees of your organization and commitment to inclusion after the Power Diversity Career Expo.



RECRUIT & RETAIN MARKETING PLAN 2008

Print campaign

- Full page and half page ads running in the **Bay State Banner** beginning in February.
- Flyers distributed at colleges and universities throughout Massachusetts

Radio campaign

- 10 radio spots on WBUR beginning in February
- Regular announcements on Touch 106.1 FM

Online campaign

- www.baystatebanner.com/recruitretain - a website specifically for the career fair. Exhibitors will be listed on the site with a link to their website career page.
- www.bostonblackmba.org - Recruit & Retain will be featured as the premier diversity recruiting event
- E-mail blast to nearly 3,000 National Black MBA members and affiliates
- The Banner's Weekly E-Newsletter – exhibitors will be listed for 8 weeks prior to event with a link to their website career page
- Facebook – event listing on the Banner Publication's facebook fan page
- Undergraduate & graduate college career websites and distribution lists
- E-mail blast to 1,200 college students in Greater Boston area through Boston Black Student Network in addition to an event listing on the BBSN facebook page and website.
- Event listings on career websites
- E-mail blast to Boston's organizations for professionals of color: YPN, NABA, ALPFA, LPN, NSHMBA, YBWS, and NAAAP.

Inclusion: Perspectives on Career Advancement.

The Banner will be launching our first issue of ***Inclusion*** magazine at the Recruit & Retain Career Expo. The magazine will be distributed to most of the colleges and universities, as well as professional events, throughout Massachusetts. (See media kit attached for additional information.)

Each company participating in the career fair will be listed in this magazine.



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 March 7th to print on badges.

Representative 1 _____
 Title _____

 Representative 2 _____
 Title _____

Exhibitor Opportunities

- \$11,750 Corporate Sponsor (One Opportunity)
Please call to confirm availability
- \$5,000 Premium Exhibitor
- \$1,750 Standard Exhibitor

Additional Exhibitor Opportunities

- \$2,000 Attendees Notebooks One Opportunity
Please call to confirm availability
- \$1,000 Official Event Pens One Opportunity
Please call to confirm availability
- \$500 Tote Bag Inserts

\$ _____ **Total Recruit and Retain: Diversity Career Expo Registration Fee**



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 & Retain, 23 Drydock Avenue, 5th Floor, Boston, MA 02210

Check

MasterCard

Visa # _____ Exp. Date _____

Name on Account: _____

Signature: _____

Make Check Payable to: Banner Publications, Inc.

Mail signed registration form and deposit to: Banner Publications, Attention: Recruit & Retain, 23 Drydock Avenue, 5th Floor, Boston, MA 02210

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 6'x2', consisting of a skirted table and two chairs. The corporate sponsor will receive two skirted tables and four chairs for an exhibitor area of 12' x 2'. 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.



EXHIBITOR REGISTRATION FORM (pg 3 of 3)

Force Majeure: The Bay State Banner reserves the authority to determine whether the Recruit & Retain: Power Diversity Career Expo 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: Recruit & Retain) 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 March 3, 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 Recruit & Retain: Power Diversity Career Expo 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 Recruit & Retain: Power Diversity Career Expo 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:

Shaquanna Philip
Marketing and Community Relations Manager
The Bay State Banner
23 Drydock Avenue, 5th Floor
Boston, MA 02210
Phone: 617.261.4600 x 126
Fax: (617) 261-2346
sphilip@bannerpub.com