

21st Annual NAAAP National Convention & Diversity Career Fair



na@ap
CONVENTION
National Association of Asian American Professionals

**Catalyst for Growth:
Awareness | Opportunity | Leadership**

**Atlanta, Georgia | August 16-19, 2007
Hyatt Regency Atlanta Hotel**

*National Association of Asian American Professionals (NAAAP)
2007 National Convention Sponsorship Package
www.naaapconvention.org*

1. NAAAP Vision

The National Association of Asian American Professionals (NAAAP) is a volunteer-based, 501(c)(3), non-profit organization that cultivates, supports, and promotes Asian American leaders through professional development, community service, and networking. NAAAP is a proving ground for Asian North American professionals, forging leaders of tomorrow through professional development, cultural awareness and community service today.

Maturing into our 25th year, NAAAP has expanded into more than 20 metropolitan cities in the United States and Canada. More than 3,000 active members represent our growth. We extend our message to reach over 20,000 Asian Americans in North America.

Annual Convention: Workshops, Diversity Career Fair, Keynote Speakers

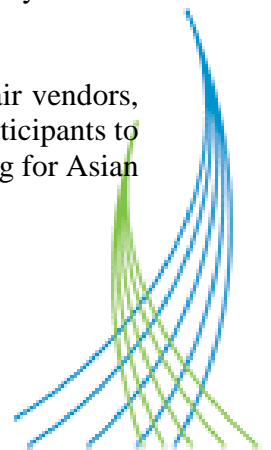
NAAAP hosts an annual convention every year to foster diversity within the community and in the workplace. The convention is open to both the general public and NAAAP members. The convention will offer more than 20 workshops/seminars/panels, a diversity career fair, and keynote speakers and exciting entertainment. We are expecting more than 600 to 1,000 attendees at the convention.

Attendees take advantage of exchanging information and business ideas as well as professional networking. One of the challenges facing business in the new millennium is to understand how to successfully manage the workplace that has changed dramatically over the past twenty years. It now includes more diverse ethnic backgrounds than before. Furthermore, in the fast moving global economy, building a strong and diversified workforce is critical to the success in the marketplace. The convention provides sponsors and employers an unprecedented opportunity to demonstrate equal opportunity employment and strength through diversity. The convention also helps promote career potential and professional education.

Catalyst for Growth: Awareness | Opportunity | Leadership.

As one of the fastest growing ethnic groups, the North American Asian population has become the key ingredient in workplace diversity. The convention will attract career-minded Asian men and women of vision – opportunists who have the foresight to contribute to the thriving growth and economic vitality of the North American workforce. By participating in the convention, recruiters and managers can identify more candidates of color and more seasoned workers for leadership positions. Furthermore, companies will have an opportunity to focus on sourcing talent that reflects their goals to increase and sustain a healthy diverse workforce.

Through motivating workshops, inspiring speakers and a wide range of career fair vendors, the convention will bring forth awareness, tools that will empower convention participants to seek new beginnings. The 2007 convention will be the catalyst for a new beginning for Asian Americans and Asian Canadians across North America.



Atlanta, Georgia: Big City with Southern Hospitality!

Atlanta is a young city, given by American standards. However, because of its geographic location, it distinctively spurred to become a commercial mecca for corporate, non-profit and private enterprises in the Southeast. Despite being tempered by fire, Atlanta continues to rebuild and seek new beginnings, while keeping its southern charm.

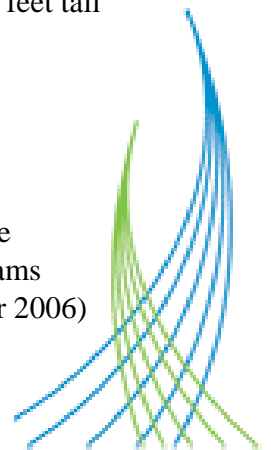
It is the ideal host city for the 21st Annual NAAAP National Convention, “Catalyst for Growth.” Although young, Atlanta is a city rich with history, culture and heritage.

- 2nd fastest-growing Asian American population growth in the United States
- Metro Atlanta has more than 200,000 Asian Americans
- Atlanta is the headquarters to fifteen Fortune 500 and twenty-four Fortune 1,000 companies
- Ranks 3rd in the nation among cities with the most Fortune 500 headquarters
- 80 percent of the United States’ population is within a two-hour flight of Atlanta
- 169 different airlines serve the city
- Proud host of the 1996 Summer Olympic Games
- U.S. Census Bureau ranks Atlanta second in the nation in the percentage of its population with a college degree.
- Georgia has more than 58 colleges and universities; it is home to world-class colleges/universities such as Emory University; the Georgia Institute of Technology (Georgia Tech); Mercer University; Spelman College; Oglethorpe University; Agnes Scott College; Morehouse College; University of Georgia (UGA); and Georgia State University (GSU)
- 951 shopping centers (a person would have to visit three a day to see all of them in a year)
- 57 public golf courses
- 100 streets with the name Peachtree
- Largest federal regional concentration outside of Washington, D.C.
- Largest cable-supported domed stadium in North America, the Georgia Dome
- World’s largest aquarium, the Georgia Aquarium
- World’s largest bas-relief sculpture and the world’s largest exposed mass of granite at Stone Mountain Park
- Largest 10K race in the world, the annual Peachtree Road Race with 55,000 runners
- Longest escalator in the Southeast at MARTA’s Peachtree Center station, 192 feet
- Tallest hotel in North America, the Westin Peachtree Plaza, 73 stories; 723 feet tall
- Tallest building in the Southeast, Bank of America Plaza, 55 stories, 1,023 feet tall
- Second-largest theater organ in the nation, at the Fox Theatre

Host Chapter: NAAAP-Atlanta

- 2005 and 2006 NAAAP National Chapter of the Year
- 2006 NAAAP National Excellence Award in Membership
- 2005 and 2006 NAAAP National Excellence Award in Community Service
- 2005 and 2006 NAAAP National Excellence Award in Projects and Programs
- One of the largest chapters with more than 320 active members (November 2006)
- Established in 1997 and was incorporated in 2002

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2. Hyatt Regency Atlanta Hotel

Key Features

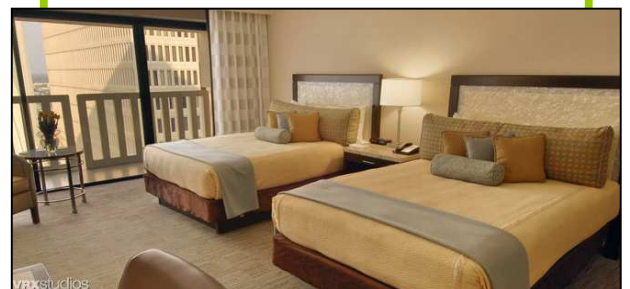
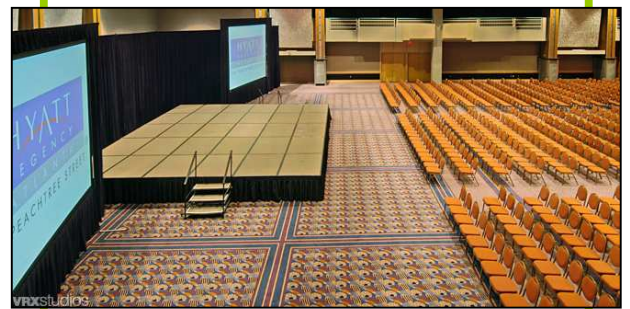
The 1,260-room Hyatt Regency Atlanta is one of the nation's premier convention and trade show facilities, designed to accommodate meetings and exhibits of all sizes. As the largest hotel meeting facility in downtown Atlanta, Hyatt Regency Atlanta has 180,000 square feet of ballroom, exhibit, meeting and hospitality space all under one roof, including 52 meeting rooms, four dedicated hospitality suites, three ballrooms and expansive exhibit facilities. The hotel features a 26,000 square-foot ballroom, 38,000 gross square-foot exhibit hall, and a 19,757 square-foot conference center with 19 meeting rooms of various sizes.

Grand Exhibit Hall

The Diversity Career Fair will be held in the Grand Hall Exhibit Hall. The 39,000 square-foot Grand Hall has wall-to-wall carpeting, a 14'8" finished ceiling height, and built-in show offices and concession stands. It measures 113' x 327', with a ceiling height of 14'8", and can accommodate 179 8' x 10' booths and 154 10' x 10' booths. It can also divide into two sections - East and West. Convenient street access provides for quick and cost-efficient load-in/load-out. Grand Hall is located on the same floor as the existing 10,104 square-foot Hanover Hall. The two halls are connected via a 12 foot-wide hallway to provide more than 54,000 square feet of exhibit space that allows for easy traffic flow for trade-show attendees and a variety of exhibit opportunities.

Hyatt Regency Atlanta Hotel

265 Peachtree Street, NE
Atlanta, Georgia 30303-1294
(404) 460-6500 Phone
(404) 588-3740 Fax
www.hyattregencyatlanta.com



3. Five Key Benefits of Attending & the Costs Not To!

1. NETWORKING, ACCESS TO SUCCESS!

Meeting well-connected people is the most valuable aspect of the conference. Meet hundreds of corporate, small business, non-profit professionals as well as entrepreneurs.

2. INFORMATION-PACKED SESSIONS!

Choose from more than 20 powerful workshops, plenary sessions, and seminars on the most pressing issues relating to professional, business, and community.

3. CAREER FAIR AND BUSINESS EXPO!

As an exhibitor, registered participant, or walk-through visitor, the nearly 100 booth Diversity Career Fair is just for you. Make contact with hiring managers, professional candidates, purchasing agents, small business vendors, and supplier diversity executives. There is no substitute for face-to-face contact.

4. GET THE BEST VALUE FOR YOUR \$\$\$!

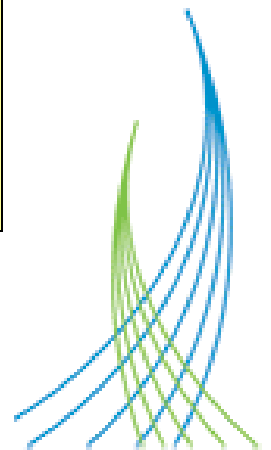
The full conference registration fee includes conference materials, all program sessions, meal functions, diversity career fair, special events and entertainment. Watch out for our nationally renowned keynote speakers.

5. RECHARGE AND INNOVATE!

Experience hundreds of the best ideas in minority and Asian American professional and business development.

4. Convention Schedule Preview

THURSDAY August 16th	FRIDAY August 17th	SATURDAY August 18th	SUNDAY August 19th
6:00PM - 9:00PM	8:00AM - 5:00PM 6:00PM - 10:00PM	8:00AM - 5:00PM 6:00PM - 10:00PM	11:00AM - 2:00PM
Registration Welcome/ Networking Reception	Registration Breakfast & Lunch Keynote Speakers Diversity Career Fair Workshops/Seminars Dinner & Entertainment NAAAP National Excellence Awards Gala	Registration Brunch Keynote Speakers Diversity Career Fair Workshops/Seminars Dinner & Entertainment Chopstix for Charity Fundraiser Gala	Asian brunch City Tour



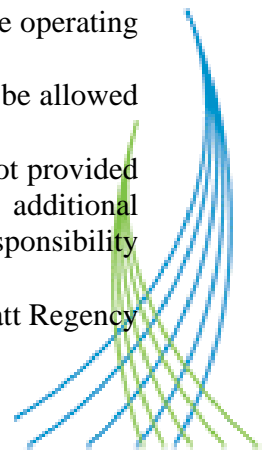
5. National Diversity Career Fair Highlights

- National Diversity Career Fair is free and open to the public
- National and regional marketing campaigns: we will use NAAAP National's database and partner with NAAAP's chapters and ventures to target previous sponsors, attendees, and regional contacts. Concurrently, we will have an aggressive marketing strategy targeting the Metro Atlanta area: over 200,000 Asian Americans, local Asian business and non-profit organizations, and nearby universities and colleges.
- A diverse and broad range of Asian Americans are expected, ranging in age from 18 to 50 and spanning across all professions, education levels, and geographical locations.
- The Diversity Career Fair is supplemented by cutting-edge workshops and seminars.
- An Internet Café will be available to promote traffic and allow attendees to have free access to corporate websites, job postings, vendors, and online applications.
- The Diversity Career Fair will be held in Hyatt Regency Atlanta Hotel's spacious Grand Exhibit Hall. Public transportation and ample parking are within blocks from the hotel.

6. Exhibitor & Payment Quick Facts

- Spaces are sold on a first-come, first-serve basis (Based on payment)
- Spaces are to be piped and draped for all sponsors. Three sizes of booths measuring 8' x 10', 8' x 20', and 16' x 20'
- Set-up Dates: Thursday, August 16th, 1pm-6pm
- Show Days: Friday, August 17th & Saturday, August 18th, 9am-5pm
- Dismantle: Saturday, August 18th, 5pm-11pm
- 50% deposit upon confirmation, balance due June 1, 2007
- Additional 15% late fee FOR EVERY 30 days in arrears
- Payment method by check (made payable to NAAAP-Atlanta)
- Requests for cancellation must be in writing prior to June 1, 2007 for a refund minus a 10% cancellation fee. No refunds will be made after June 1, 2007
- Booth fees do not include conference registration, event tickets, electricity, phone, shipping or Internet connection unless otherwise noted on sponsorship package.
- Only one business may be displayed per booth.
- Each booth must have AT LEAST 1 exhibitor representative during the operating hours of career fair
- Soliciting in aisles or entrances is prohibited. General solicitation will be allowed at conference presentation areas
- Please note that electric, telephone, shipping or Internet services are not provided as part of the sponsorship and must be procured separately. Any additional services desired by exhibitors are solely the financial and logistical responsibility of exhibitors.
- NAAAP is not responsible for lost or stolen items at or around the Hyatt Regency Atlanta Hotel.

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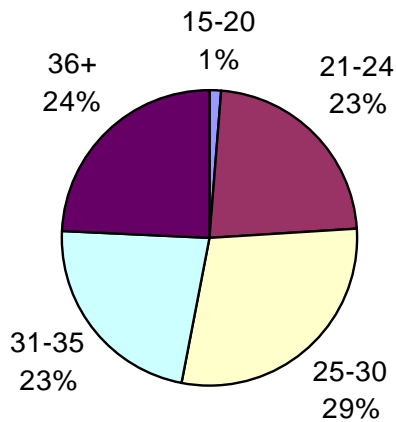


7. Membership Demographics

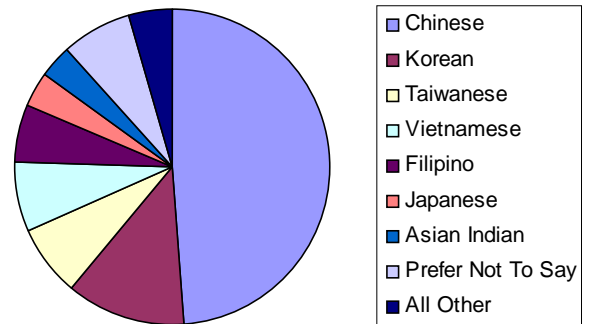
NAAAP was established in 1982 in New York. There are currently 20 chapters, ventures, and affiliates across major cities in North America with a growing membership of more than 3,000. NAAAP membership includes a diverse group of leaders and working professionals from an age range of 18 to 50+ with various levels of education and professional backgrounds: corporate, small business, non profit, academic, and governmental. Asian Americans of all descent work together on our career advancement and make significant contributions to our community through volunteer and charity work.

Members Demographic – National Level

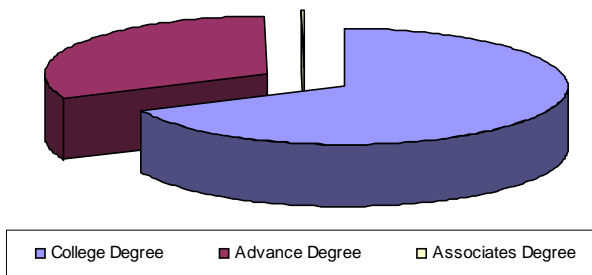
Age Range



Top Seven Ethnic Communities



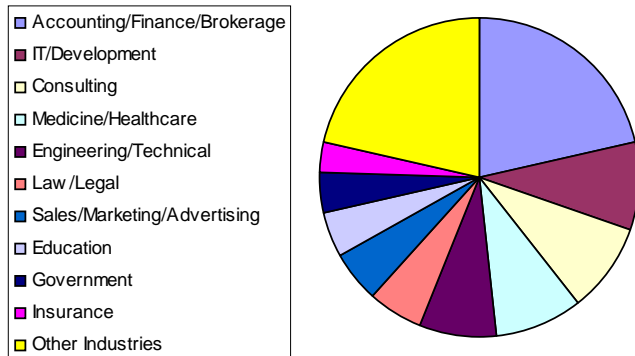
Academic Achievement



NAAAP Chapters

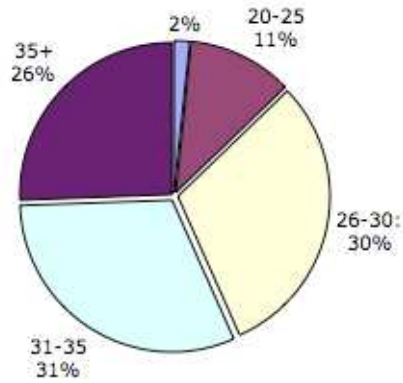
Atlanta, Georgia Chapter
Boston, Massachusetts Chapter
Chicago, Illinois Chapter
Cleveland, Ohio Venture
Columbus, Ohio Venture
Connecticut Venture
Houston, Texas Chapter
Minnesota Venture
New York, New York Chapter
North Carolina Chapter
Philadelphia, Pennsylvania Chapter
Phoenix, Arizona Venture
San Francisco, California Chapter
Seattle, Washington Chapter
South West Florida Venture
Toronto, Canada Chapter
Tucson, Arizona Venture
Vancouver, Canada Venture
Washington, D.C. Venture
Wisconsin Venture

Industries

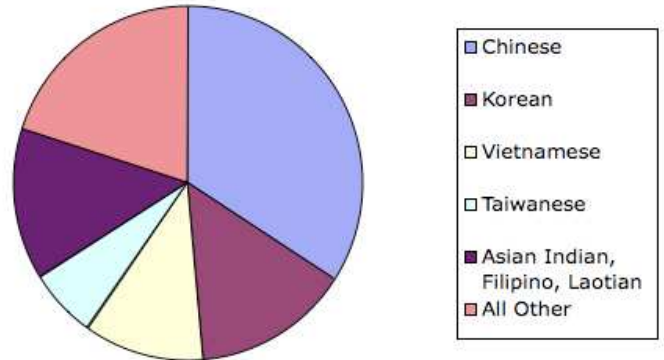


Members Demographics – Atlanta Chapter

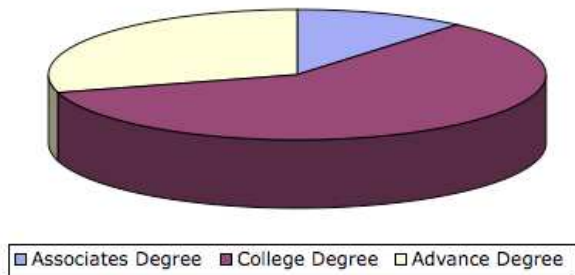
Age Range



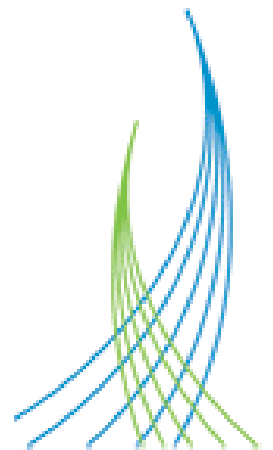
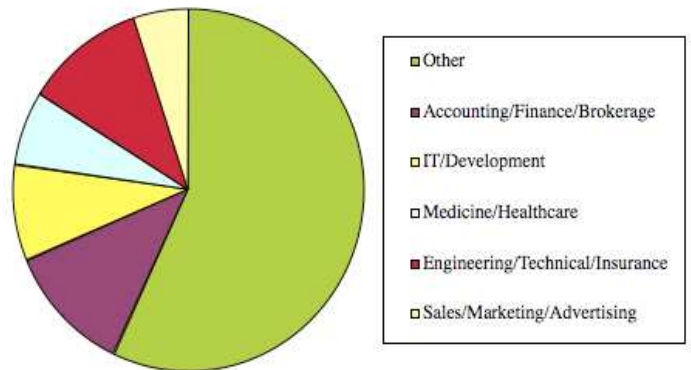
Top Five Ethnic Communities



Academic Achievements



Industries



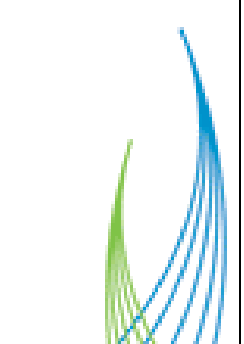
8. 2007 Sponsorship Benefits

Your sponsorship not only enables us to host an outstanding and exciting convention, but also helps you:

- Reinforce your company's reputation as a leader in corporate diversity.
- Attract highly educated, motivated, proven professionals leaders to your company.
- Meet and collaborate with other business leaders
- Learn about the issues that concern the Asian American community.
- Introduce your company's mission, products, and services to this affluent community.
- Share meaningful messages with the Asian American community as keynote speakers or seminar speakers.
- Network with Asian American professionals across the nation.

The 2007 Convention planning team is launching an inaugural program, “*INSIGHTS - The NAAAP Corporate Advisory Board*,” to further engage our generous sponsors of the NAAAP National Convention. The program is staged over two conference calls prior to the convention, and will consist of two major parts in each call: a progress update on the 2007 convention planning and a featured national speaker on key topics about the Asian-American population. Sponsors can immediately apply these marketing, recruitment and retention insights towards their business strategies to tap one of the fastest growing markets in the U.S.
All medal-level committed sponsors by May 15 are eligible to participate in the INSIGHTS program at no additional cost.

As of April 2007, we are proud to welcome the following sponsors to the 2007 convention:

Platinum	Gold	Silver
<ul style="list-style-type: none"> • The Coca-Cola Company • State Farm Insurance Company • UPS 	<ul style="list-style-type: none"> • Raytheon Company • Sodexo • Wachovia Bank (also the sponsor of the Thursday Networking Reception) 	<ul style="list-style-type: none"> • Bank of America (also the sponsor of the Friday Dinner “NAAAP National Awards” Gala) • Abercrombie & Fitch • McDonald's • Robert Half International Inc.
Bronze	Diversity Career Fair	Products / Services
<ul style="list-style-type: none"> • American Express • Best Buy • Deloitte • KPMG LLP • Lawrence Livermore National Laboratory • Newell Rubbermaid • Target Corporation • Toyota • The Weather Channel • Wells Fargo Home & Consumer Finance Group 	<ul style="list-style-type: none"> • Affiliated Computer Services Inc. • American Intercontinental University – Buckhead • Defense Intelligence Agency • FBI – Atlanta • Internal Revenue Services • National Security Agency 	

9. 2007 NAAAP National Convention – Sponsorship Chart

Premier Sponsorship Levels

Premier Sponsorship Levels	Platinum	Gold	Silver	Bronze	Diversity Career Fair
Contribution	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500
Convention and Banquet - Participate in Planning - Convention VIP Passes - Reserved Table	Yes 10 1	Yes 6 1	No 4 None	No 2 None	None None None
Diversity Career Fair - Exhibit Space - Exclusive Interview Room - Electronic Access to Resume via JobTarget - Job(s) Listing/Posting	16' x 20' Exc. Room Until 12/31/07 25 postings	8' x 20' Shared Room Until 12/31/07 15 postings	8' x 10' Shared Room 3 months 10 postings	8' x 10' Shared Room 3 months 5 postings	8' x 10' None 1 month 2 postings
Speaker(s) - Keynote Speaker (i) - Workshop Speaker(s)	1 2	None 2	None 1	None None	None None
Acknowledgement - Acknowledgement in Program Book - Website Listing & Link	2 Full Pages (1 Premium) Yes	Full Page Yes	1/2 Page Yes	1/4 Page Yes	May purchase Yes
Company Logo - Convention Tote Bag - Portfolio Folder - Volunteers T-shirt - Literature in bags - Main Sponsors Banner	Yes Yes Yes Yes Yes	None None None Yes Yes	None None None None Yes	None None None None Yes	None None None None Yes
Company Banner or Signage - Registration Area - Interview Room	Yes Yes	No Yes	No Yes	No Yes	No No

(i) Limit of 4 keynote speakers. This is on a first-come-first-serve basis and is dependent upon payment.



Stay up to date on convention developments through the official convention web site: www.naaapconvention.org

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Additional Sponsorship

Event Sponsorship (Limited to 2 Sponsors per Event)	Thursday Reception	Friday Dinner – “NAAAP National Awards” Gala	Saturday Dinner – “Chopstix for Charity” Gala	Friday Lunch	Saturday Brunch	Internet Café
Contribution	SOLD OUT	SOLD OUT	\$12,000	\$10,000	\$10,000	\$2,000
On-Site Promotions	Yes	Yes	Yes	Yes	Yes	Yes
Convention VIP Passes	4	10	10	8	8	2
Reserved Table	None	1	1	None	None	None
Opening Speaker (Limited to 1 per Event)	None	1	1	1	1	None
Acknowledgement - Acknowledgement in Program Book - Website Listing & Link	May purchase Yes	1 Page Yes	1 Page Yes	1/4 Page Yes	1/4 Page Yes	May purchase Yes

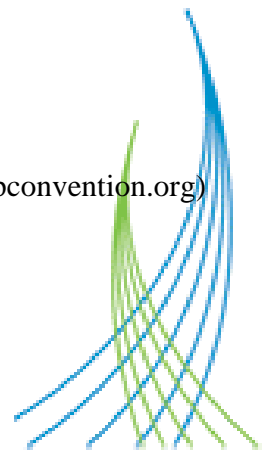
Product Sponsorship/Official Giveaways (Limit to Convention Sponsors)

Official Giveaways	
Logoed Convention Tote Bags (Limited to 1)	SOLD OUT
Logoed Portfolio Folders (Limited to 1)	\$3,000
Logoed Volunteers T-shirts (Limited to 1)	\$2,000
Logoed Name Tag Holders (Limited to 1)	\$2,000
Logoed Pens (Limited to 2)	\$1,000
Logoed Mugs (Limited to 1)	\$1,000
Logoed Hats (Limited to 1)	\$1,000
Logoed Note Pads (limited to 1)	\$1,000
Company Literature in Convention Bags	\$500

10. 2007 Convention Co-Chairs

- **Ms. Betty Lo**, *The Coca-Cola Company* (blo@naaapconvention.org)
Corporate Sponsorship | Marketing/PR | Design
- **Ms. Jenny Yao Harrison**, *The Coca-Cola Company* (jharrison@naaapconvention.org)
Speakers/Workshops | Diversity Career Fair | Volunteers
- **Ms. Gloria Enriquez**, *UPS* (genriquez@naaapconvention.org)
Logistics | Banquets/Entertainment | Registration

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2007 NAAAP National Convention – Commitment Form

INSTRUCTIONS:

Complete and sign the form. Fax form to 404-581-5999.
Mail check payable to “NAAAP-Atlanta” to:

2007 NAAAP National Convention
P.O. Box 620035
Atlanta, Georgia 30362

*Contributions are tax deductible to the extent allowable by the law under 501©(3) provisions. A W-9 is available upon request.
NAAAP-Atlanta’s EIN 58-233-5122*

SPONSORSHIP:

Please select one or more of the following sponsorship packages.

☀ Premier Sponsorship			
☀	Platinum	\$25,000	\$ _____
☀	Gold	\$15,000	\$ _____
☀	Silver	\$10,000	\$ _____
☀	Bronze	\$5,000	\$ _____
☀	Diversity Career Fair	\$2,500	\$ _____
☀ Additional Sponsorship			
☀	Friday Dinner	SOLD OUT	
☀	Saturday Dinner	\$12,000	\$ _____
☀	Friday Lunch	\$10,000	\$ _____
☀	Saturday Brunch	\$10,000	\$ _____
☀	Thursday Networking Reception	SOLD OUT	
☀	Internet Café	\$2,000	\$ _____
☀ Product Sponsorship (Giveaways)			
☀	Convention Tote Bags	SOLD OUT	
☀	Portfolio Folders	\$3,000	\$ _____
☀	Volunteers T-Shirts	\$2,000	\$ _____
☀	Name Tag Holders	\$2,000	\$ _____
☀	Pens	\$1,000	\$ _____
☀	Mugs	\$1,000	\$ _____
☀	Hats	\$1,000	\$ _____
☀	Note Pads	\$1,000	\$ _____
☀	Company Literature in Bags	\$500	\$ _____
		Total Sponsorship:	\$ _____

CONTACT INFORMATION:

Complete the following information.

Company _____

Primary Contact (Mr./Mrs./Ms./Dr.) _____

Position _____

Address 1 _____

Address 2 _____

City _____

State _____ Zip Code _____

Telephone _____ Ext. _____

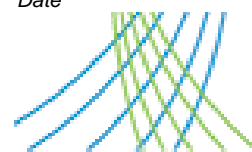
Fax _____

E-mail _____

URL/Website Address (will be linked from Convention Web site) _____

Authorized Signature

Date



Request for Taxpayer Identification Number and Certification

**Give form to the
requester. Do not
send to the IRS.**

Print or type See Specific Instructions on page 2	Name (as shown on your income tax return)	
	Business name, if different from above	
	Check appropriate box: <input type="checkbox"/> Individual/ Sole proprietor <input type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Other ▶	
	<input type="checkbox"/> Exempt from backup withholding	
	Address (number, street, and apt. or suite no.)	Requester's name and address (optional)
	City, state, and ZIP code	
List account number(s) here (optional)		

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on Line 1 to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Social security number									

OR

Employer identification number									

Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
3. I am a U.S. person (including a U.S. resident alien).

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the Certification, but you must provide your correct TIN. (See the instructions on page 4.)

Sign Here	Signature of U.S. person ▶	Date ▶
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Purpose of Form

A person who is required to file an information return with the IRS, must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

U.S. person. Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee.

In 3 above, if applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.

Note. If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

For federal tax purposes, you are considered a person if you are:

- An individual who is a citizen or resident of the United States,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States, or
- Any estate (other than a foreign estate) or trust. See Regulations sections 301.7701-6(a) and 7(a) for additional information.

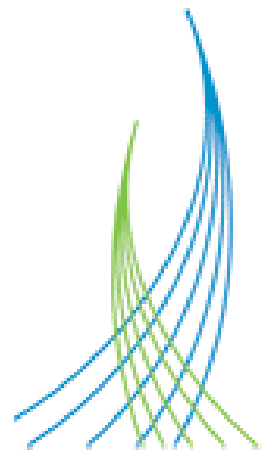
Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business. Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.

The person who gives Form W-9 to the partnership for purposes of establishing its U.S. status and avoiding withholding on its allocable share of net income from the partnership conducting a trade or business in the United States is in the following cases:

- The U.S. owner of a disregarded entity and not the entity,

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