



Diversity Restoration Solutions, Inc.
“Merging Commerce and Culture in Africa”

African Diaspora Industry Sectors Network (ADISN)
2010 Africa Business Conference
and
Trade Fair

June 22-24, 2010
Hilton Baltimore BWI Airport Hotel
Baltimore, Maryland
(Location subject to change)

Sponsorship Proposal
(Revised 3.01.10)

Prepared by
Eric A. Sheppard, President
Diversity Restoration Solutions, Inc.
P.O. Box 5722
Suffolk, Virginia 23435

2010 Africa Business Conference **Hosted by Diversity Restoration Solutions, Inc.**

Dear Potential Event Sponsor, Exhibitor and/or Advertiser:

Diversity Restoration Solutions, Inc. (DRS), an international trade development and cultural diversity training firm, cordially invites you to be an exhibitor, advertiser and/or event sponsor for our **2010 Africa Business Conference and Trade Fair**, June 22-24, 2010, in Baltimore, Virginia. This three-day conference will take place at the Hilton Baltimore BWI Airport Hotel (location subject to change).

DRS is implementing our new Africa Trade Initiative that is designed to seek new beginnings in developing relationships and promoting trade with African countries. Our unique approach incorporates the tactics of leveraging the cultural and historical relationships with the people of Africa and the industrial and technological supply chain capabilities of the United States. The mutually beneficial economic development growth opportunities in the export and import of various products and services should be utilized to the maximum extent possible. At DRS, we fully intend to enter the 21st century with new approaches for assisting the African Diaspora and American businesses interested in improving cultural relationships and cultivating business associations with African businesses.

The continent of Africa has become the new business "frontier" for many. Some companies in our small business network are seeking new global business opportunities. However, according to the June 2008 edition of *Fast Company* magazine, on the African continent, Chinese investments are outpacing U.S. investments in Africa \$1.65 trillion versus \$62 billion over the last 10 years.¹ Our current US President, Mr. Obama, is making a strong effort to increase investment in African markets. The time for connecting the cultural and business links between our Nations is here. We must seize and take advantage of this moment in time.

Our approach to establishing the links necessary to move forward in this effort include hosting an annual Trade Fair conference in the US called the Africa Business Conference. Our first conference was held in June 2009 in Norfolk, Virginia. Our sponsors for the conference were the Hampton Roads Economic Development Alliance, the Virginia Ports Authority, Norfolk Economic Development Office, the Chesapeake Economic Development Office, American Systems Corporation, and South African Airlines.

Demographic Statistics from the 2009 Africa Business Conference (Norfolk, Virginia)

- **Total Attendance:** 90
- **States Represented:** Texas, Virginia, Maryland, North Carolina, Florida, Alabama, Georgia, New Jersey, New York, Illinois, Delaware, Washington, DC
- **Countries Represented:** United States, The Gambia, Ghana, Malawi, Morocco, Democratic Republic of the Congo, Senegal
- **Business Sectors Represented:** Information Technology and Communication (ICT), Education, Healthcare, Transportation, Medical Supplies, Automotive Sales and Supplies, Construction, Government Contracting, Professional Services, Food & Beverage Processing, International Law, International Finance, Clothing, Furniture, Timber, Cultural Arts, Entertainment, Media, Human Resources, Local and Federal Government, Maritime Services (Ports, Shipping Lines, Custom House Brokers).

¹ *Fast Company Magazine, June 2008 issue, page 104.*

The 2010 conference will be held in Baltimore, Maryland to capitalize on the region's international trade and commerce market and draw more attendance to the conference. The tentative agenda is provided with this proposal. The first day will focus on providing conference attendees with the basic international trade and business development workshops. Day two will be the trade fair, seminar presentations and networking forum. The conference will conclude with a banquet dinner and name dedication ceremony for our Wall of Return™ project.

This proposal outlines options and opportunities for sponsorship, advertisement and exhibits. All options are outlined in detail on the attached *Conference Sponsorship and Advertisement Opportunities* forms. There are three ways to support the Africa Business Conference:

- Option 1: **Event Sponsor** – Publicly host a portion of the conference to advertise your company
- Option 2: **Advertiser** – Place an ad in our program book about your good and/or services
- Option 3: **Exhibitor Sponsor** - Display information on your company's goods and/or services

Event Sponsorship Opportunities

Sponsorship fees will allow DRS to effectively plan and execute this very vital and important conference that assist U.S. companies develop the relationships necessary for trade with African nations. Our valued sponsors will benefit tremendously from international exposure in making this conference one of the most anticipated U.S. events for small/medium and minority businesses that engage in international trade and commerce on the African continent. Your support will allow us to keep our registration fee affordable for our targeted attendees and still provide them with valuable educational sessions on international trade related to Africa, informative guest speakers, and opportunities to network and develop business relationships with representatives from emerging African nations.

Sponsors will enjoy a host of benefits, including:

- Increased exposure among all conference attendees from domestic and international locations
- Recognition in the conference materials and;
- Potential to increase client base for new business opportunities.

DRS will list all sponsors in the conference program booklet, media materials, and will post signs at the conference acknowledging sponsors' support, depending on the level of financial commitment. Our booklets will not only be shared with conference attendees, but they will be shared as we travel the U.S. and Africa developing trade relationships for our clients.

Exhibitor Opportunities

With approximately 150-200 attendees from throughout the U.S., Africa and the Diaspora, the 2010 Africa Business Conference is a prime opportunity for you to showcase your products and services for two dynamic days! There are a limited number of exhibit spaces available. Exhibitors will receive a 6' skirted tabletop space on a first-come first-served basis. DRS reserve the right to limit the types of exhibits that will be present at its conference. No vendor sales will be permitted. Your exhibit/vendor fee includes two (2) full conference admission (includes continental breakfast, all luncheons and receptions plus admission to the Wall of Return dinner. No food vending is allowed, and signage locations may be limited based on hotel regulations.

Advertiser Opportunities

Can you think of a better way to affordably advertise your products and services related to international trade than to place and advertisement in the conference booklet for the ADISN 2010 Africa Business Conference? Your advertisement will not only resonate in the minds of conference attendees while they are on-site, but your advertisement will be a permanent reminder to conference attendees when they get back to their offices, inside and outside the United States, and start to process the materials they have in hand. In addition, our conference booklets will also be shared with our strategic business partners around the world as we continue to develop trade relationships for our ADISN trade program.

Other sponsorship opportunities include registration bag, portfolio, lanyard and pens to fit your budgetary needs.

If you prefer to just be a conference attendee and network with potential new business clients focused on Africa trade and commerce, I invite you to register online at www.regonline.com/2010africabusinessconference. Registration for the conference is open and will continue through May 31, 2010. Please contact me at (757) 484-0906 or email me at esheppard@diversityrestoration.com if you have any questions.

Sincerely,



Eric A. Sheppard
President/CEO

2010 Africa Business Conference and Trade Fair

June 22-24, 2010

Hilton Baltimore BWI Airport Hotel
 (Location Subject to Change)
 Baltimore, Maryland (U.S.A.)



Preliminary Conference Schedule

Tuesday, June 22, 2010	
07:00am – 08:00am	Conference Exhibitor Set-Up
08:00am	Registration and Exhibit Area Open/Continental Breakfast
08:30am	Plenary Session I - Conference Opening, Keynote
09:30am – 10:00am	Networking Break
10:00am – 11:15am	Workshops
11:30am – 01:00pm	Networking Lunch
01:30pm – 02:45pm	Workshops
02:45pm – 03:00pm	Break
03:00pm – 04:15pm	Workshops/Women in International Trade and International Careers Forums
05:30pm – 06:30pm	Networking Reception
06:30pm – 09:00pm	International Business Documentary Screening – “Blacks Without Borders”
Wednesday, June 23, 2010	
08:00am	Registration and Exhibit Area Open/Continental Breakfast
08:30am	Plenary Session II – Morning session
09:00am – 10:00am	Panel Presentation # 1
10:00am – 10:30am	Networking Break
10:30am – 11:30am	Panel Presentation # 2
11:30am – 11:45am	Special Presentation
12:00pm – 1:30pm	Plenary Session III - Luncheon
01:45pm – 02:45pm	Panel Presentation # 3
02:45pm – 03:15pm	Networking Break
03:15pm – 04:30pm	Plenary Session IV- Keynote Speaker, Sponsors Acknowledgments, Conference Closing
04:30pm	Exhibits Close
06:00pm – 07:00pm	Wall of Return Dedication Dinner Reception
07:00pm – 10:00pm	Wall of Return Dedication Dinner
Thursday, June 24, 2010	
11:00am – 02:00pm	Bonus Conference Day – Presentation about the Port of Baltimore

2010 Africa Business Conference

CONFERENCE SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR - \$25,000 (2 AVAILABLE)

- Sponsorship acknowledgement at conference and in all media publicity
- Opportunity for company representative to give keynote address on Day 1 or Day 2 of conference
- 1-2 Complimentary 6' skirted table top exhibitor table in premium location (based upon need)
- Logo placement on event signage and clickable link on DRS conference web page
- Ten (10) full conference admissions, plus 2 additional tables at Wall of Return Dedication Dinner
- Full inside front page color advertisement in conference program
- Company name engraved on Wall of Return™ (premium location) and company name electronically displayed on Wall of Return™ website

GOLD SPONSOR - \$15,000 (3 AVAILABLE)

- Sponsorship acknowledgement at conference and in all media publicity
- Opportunity for company representative to make industry-specific topic seminar presentation
- Complimentary 6' skirted table top trade fair exhibitor table in premium location
- Logo placement on event signage & clickable link on DRS conference web page
- Ten (10) full conference admissions, plus 1 additional table at Wall of Return™ Dedication Dinner
- Company name engraved on Wall of Return™ (premium location) and company name electronically displayed on Wall of Return™ website
- Full page color advertisement in conference program

SILVER SPONSOR - \$12, 500

- Verbal and written recognition as conference sponsor during conference
- Ability to facilitate an industry-specific educational workshop
- Complimentary 6' skirted table top trade fair exhibitor table
- Ten (10) full conference admissions, including Wall of Return™ Dedication Dinner
- Full page color advertisement in conference program
- Logo placement on event signage & clickable link on DRS conference web page
- Company name engraved on Wall of Return™ (premium location) and company name electronically displayed on Wall of Return™ website

BRONZE (WALL OF RETURN DINNER) SPONSOR - \$10,000

- Verbal and written recognition as conference sponsor during conference and media publicity
- Opportunity for company representative to give brief remarks during dinner program
- Complimentary 6' skirted trade fair exhibitor table
- Logo placement on event signage and on clickable link on DRS conference web page
- Five (5) full conference admissions plus 1 additional table Wall of Return™ Dedication Dinner
- ½ page color advertisement in conference program
- Company name engraved on Wall of Return™ and company name electronically displayed on Restoration Wall of Return™ website

BUSINESS LUNCHEON SPONSOR - \$8,000

- Verbal and written recognition as program sponsor during conference and media publicity
- Opportunity for company representative to give remarks during luncheon program
- Complimentary 6' skirted trade fair exhibitor table
- Logo placement on event signage and on clickable link on DRS conference web page
- Five (5) full conference admissions plus 5 additional business luncheon tickets

- ½ page color advertisement in conference program

WORKSHOP SPONSOR - \$5,000

- Ability to facilitate an industry specific educational workshop and market company's products or services
- Complimentary 6' skirted trade fair exhibitor table
- ½ page color advertisement in conference program
- Four (4) full conference admissions including Wall of Return Dedication dinner
- Company name and clickable logo link listed on DRS conference web page

EXHIBITOR - \$750 (2 PEOPLE) OR \$400 (1 PERSON)

- Written recognition in conference program booklet
- 6' skirted exhibitor table – locations assigned on first come-first service basis
- One (1) or Two (2) full conference admission (your choice)
- Complete exhibitor information will be mailed under separate letter

OTHER SPONSORSHIP OPPORTUNITIES AVAILABLE:

DOCUMENTARY SCREENING & RECEPTION SPONSOR - \$5,000

- Verbal and written recognition of sponsorship and ability to give brief remarks prior documentary screening
- Complimentary 8.5"x11" table top sign on appetizer table(s) with name and logo
- Three (3) full conference admissions, including Wall of Return Dedication Dinner, plus additional invitations for documentary screening and reception
- Complimentary 6' skirted trade fair exhibitor table
- ¼ size advertisement in conference program
- Company name and clickable logo link listed on DRS conference web page

CONTINENTAL BREAKFAST SPONSOR - \$3, 000

- Verbal and written recognition of sponsorship
- Ability to give brief remarks during conference
- Complimentary 8.5"x11" table top sign on breakfast table with name and logo
- Three (3) full conference admissions, including Wall of Return Dedication dinner
- Ability to place materials in conference registration bags
- Business card size advertisement in conference program
- Company name and clickable logo link listed on DRS conference web page

COFFEE BREAK SPONSOR - \$1, 500

- Written recognition in conference booklet and verbal recognition of sponsorship prior to break
- Complimentary 8.5"x11" table top sign on break table(s) with name and logo
- Two (2) full conference admissions including Wall of Return Dedication dinner
- Ability to place marketing materials in conference registration bags
- Company name and clickable logo listed on DRS conference web page

(Continued on next page)

OTHER SPONSORSHIP OPPORTUNITIES AVAILABLE (CONTINUED):

REGISTRATION BAG SPONSOR – \$750

Your company will have special exposure and mileage with attendees as they carry a conference bag sponsored by your company. Sponsor is responsible for production and cost of producing bag. Final bag selection is subject to DRS approval.

- Includes One (1) full conference admission and listing as conference sponsor

PORTFOLIO (NOTEBOOK) SPONSOR – \$750

Provide all registered conference attendees with a branded notebook that will be distributed in the conference registration bags. The sponsor is responsible for the production of and the cost of producing the portfolios. Final portfolio selection is subject to DRS approval.

- Includes One (1) full conference admission and listing as conference sponsor

LANYARD SPONSOR – \$500

This high-visibility sponsorship puts your company logo on the lanyard used to hang conference attendee's badges from their necks. Sponsor is responsible for production and cost of producing bag. Final bag selection is subject to DRS approval.

- Includes One (1) full conference admission and listing as conference sponsor

PEN SPONSOR – \$500

Your branded pens will be distributed in the Conference Kit. Sponsor is responsible for production and cost of producing bag. Final bag selection is subject to DRS approval.

- Includes One (1) full conference admission and listing as conference sponsor

Note: All sponsors have the option to purchase additional full conference registrations not included in their sponsorship package at a reduced price. Additional business dinner tickets for June 24th can also be purchased. Please call us for more information.

2010 Africa Business Conference
Hosted by Diversity Restoration Solutions, Inc.

CONFERENCE SPONSORSHIP REGISTRATION NAMES

Please submit this form along with your Conference Sponsorship form

Company Name _____

Chosen Sponsorship Level (Except Exhibitors) _____

Name

Title

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

11. _____

12. _____

IF YOU ARE A TITLE, LUNCHEON, DINNER OR DOCUMENTARY SCREENING/ RECEPTION SPONSOR, PLEASE LIST ALL ATTENDEES UNDER SPONSORSHIP (INCLUDING ANY WORKSHOP SPEAKER/PANELIST PARTICIPANTS).

2010 Africa Business Conference
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CONFERENCE SPONSORSHIP CONTRACT

Organization _____

Authorized Contact _____ Title _____

Mailing Address _____

City _____ State _____ Zip Code _____

Business Phone _____ Email _____

Web Site _____ Business Type _____

Will you need use of an electrical outlet for your exhibitor area (if applicable)? Yes _____ No _____

SPONSOR LEVELS: (PLEASE CHECK ONE)

TITLE SPONSOR	_____ \$25,000	WORKSHOP	_____ \$5,000
GOLD SPONSOR	_____ \$15,000	DOCUMENTARY/RECEPTION SPONSOR	_____ \$5,000
SILVER SPONSOR	_____ \$12,500	CONTINENTAL BREAKFAST SPONSOR	_____ \$3,000
BRONZE SPONSOR	_____ \$10,000	COFFEE BREAK SPONSOR	_____ \$1,500
BUSINESS LUNCH SPONSOR	_____ \$8,000	BAG _____ PORTFOLIO _____ LANYARD _____ PEN _____	

Type of Payment: (All payments should be made in U.S. dollars)

_____ Check / Money Order _____ MasterCard _____ Visa _____ American Express

Card Number _____ Expiration Date _____

Cardholder _____ Cardholder Signature _____

Total Payment Submitted: \$ _____

As an authorized representative of my company or organization, I agree to the terms and conditions set forth by Diversity Restoration Solutions, Inc. (DRS) (EIN 52-1756230). **All sponsorship fees are due before March 15, 2010.** Space is subject to availability. DRS has the right to refuse any sponsorship if it is deemed to be inappropriate, offensive or not in line with the conference theme and objectives. Furthermore, I have read the sponsorship benefits material and understand there is no entitlement or guarantee for receiving or developing business relationships, contracts, agreements, etc. as a result of my conference sponsorship. I also understand that all sponsorship/exhibitor/vendor fees are final and no refunds will be given.

(Authorizing Contact Signature)

(Date)

Mail sponsorship contract, registration names and payment to:
Diversity Restoration Solutions, Inc. – Attn: ADISN Conference
P.O. Box 5277
Suffolk, VA 23435

Office use only: Received date _____ Check # or CC auth _____ Exhibit/Vendor table # _____ Confirmation sent _____

2010 Africa Business Conference
Hosted by Diversity Restoration Solutions, Inc.

EXHIBITOR CONTRACT

Organization _____

Authorized Contact _____ Title _____

Mailing Address _____

City _____ State _____ Zip Code _____

Business Phone _____ Email _____

Web Site _____ Business Type _____

EXHIBITOR RATE*:

EXHIBITOR TABLE (CHECK ONE): 2 PEOPLE FOR \$750 _____ OR 1 PERSON FOR \$400 _____

(INCLUDES 6 FOOT EXHIBIT TABLE SPACE, FULL CONFERENCE ADMISSION(S) AND LISTING IN CONFERENCE PROGRAM BOOKLET)

EXHIBITOR TABLE \$750 _____ (PLEASE CHECK)

WILL YOU NEED USE OF AN ELECTRICAL OUTLET? YES ____ NO ____ (PLEASE CHECK ONE)

LIST NAMES OF EXHIBITORS ATTENDING: 1. _____ 2. _____

Type of Payment: *(All payments should be made in U.S. dollars)*

_____ Check / Money Order _____ MasterCard _____ Visa _____ American Express

Card Number _____ Expiration Date _____

Cardholder Name _____ Cardholder Signature _____

Total Payment Submitted: \$ _____

As an authorized representative of my company or organization, I agree to the terms and conditions set forth by Diversity Restoration Solutions, Inc. (DRS) (EIN 52-1756230). DRS has the right to refuse any exhibitor requests if it is deemed to be inappropriate, offensive or not in line with the conference theme and objectives. **All advertisement contracts and fees are due on or before March 15, 2010.** Furthermore, I understand that there is no entitlement or guarantee for receiving or developing business relationships, contracts, agreements, etc. as a result of my advertisement sponsorship. I also understand that all advertisement fees are final and no refunds will be given.

(Authorizing Contact Signature)

(Date)

Mail exhibitor contract and payment to:
Diversity Restoration Solutions, Inc. - Attn: ADISN Conference – Advertisement
P.O. Box 5277
Suffolk, VA 23435

Office use only: Received date _____ Check # or CC auth _____ Confirmation sent _____ Ad Page# _____

2010 Africa Business Conference
Hosted by Diversity Restoration Solutions, Inc.

CONFERENCE PROGRAM BOOKLET ADVERTISEMENT CONTRACT

Organization _____

Authorized Contact _____ Title _____

Mailing Address _____

City _____ State _____ Zip Code _____

Business Phone _____ Email _____

Web Site _____ Business Type _____

CONFERENCE PROGRAM BOOKLET RATES*: (PLEASE CHECK ONE)

- | | |
|--|---|
| <input type="checkbox"/> BUSINESS CARD SIZE \$100 | <input type="checkbox"/> ¼ PAGE AD \$250 |
| <input type="checkbox"/> ½ PAGE AD \$500 | <input type="checkbox"/> FULL PAGE AD \$1,000 |
| <input type="checkbox"/> INSIDE BACK COVER \$1,500 | <input type="checkbox"/> OUTSIDE BACK COVER \$2,500 |

PROGRAM BOOKLET SIZE WILL BE 8.5" X 11.0." ALL ADS MUST BE PRINT-READY OR AN EXTRA CHARGE MAY APPLY. ALL ADS WILL BE IN COLOR.
PLEASE SEND ELECTRONIC FILE OF AD VIS EMAIL TO LSHEPPARD@DIVERSITYRESTORATION.COM NO LATER THAN MARCH 15, 2010

Type of Payment: (All payments should be made in U.S. dollars)

Check / Money Order MasterCard Visa American Express

Card Number _____ Expiration Date _____

Cardholder Name _____ Cardholder Signature _____

Total Payment Submitted: \$ _____

As an authorized representative of my company or organization, I agree to the terms and conditions set forth by Diversity Restoration Solutions, Inc. (DRS) (EIN 52-1756230). DRS has the right to refuse any advertisements if it is deemed to be inappropriate, offensive or not in line with the conference theme and objectives. **All advertisement contracts and fees are due on or before March 15, 2010.** Furthermore, I understand that there is no entitlement or guarantee for receiving or developing business relationships, contracts, agreements, etc. as a result of my advertisement sponsorship. I also understand that all advertisement fees are final and no refunds will be given.

(Authorizing Contact Signature)

(Date)

Mail advertisement contract and payment to:
Diversity Restoration Solutions, Inc. - Attn: ADISN Conference – Advertisement
P.O. Box 5277
Suffolk, VA 23435

Office use only: Received date _____ Check # or CC auth _____ Confirmation sent _____ Ad Page# _____

2010 Africa Business Conference
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Sample Advertisement Page

Program booklet Page trim will be 8.5"wide x 11"high. Outside and inside margins will be approximately ½ all around. Final size of ads will be at the discretion of the program printer in conjunction with DRS. All ads should be submitted as a .jpg, .tif, or .pdf file. For all others types of files, please call for more information.

Full page ad: 7.5"wide x 10" high

½ page ad: 7.5"wide x 4.75" high

Business Card ad: 7.5"wide x 4.75" high

¼ page ad: 3.5"wide x 4.75" high