



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

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

June 23-24, 2010  
Hilton Baltimore BWI Airport Hotel (Tentative)  
Baltimore, Maryland

Media Sponsorship Proposal

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

Dear Potential Media Sponsor:

**Diversity Restoration Solutions, Inc. (DRS)**, an international trade development and cultural diversity training firm, cordially invites you to be a media sponsor for our **2010 Africa Business Conference and Trade Fair**, June 23-24, 2010, in Norfolk, Virginia. This two-day conference will take place at the Hilton Baltimore BWI Airport Hotel (tentative location).

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 21<sup>st</sup> 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.<sup>1</sup> 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).

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<sup>1</sup> *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 media sponsorships. 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: **Official Media Sponsor**
- Option 2: **Media Sponsor**
- Option 3: **Media Supporter**

### **Media Event Sponsorship Opportunity**

Media sponsorship will allow DRS to effectively market and advertise this very vital and important conference that assist U.S. companies to 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 increase our registrations, which in turn will 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.

#### **Media 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.

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](http://www.regonline.com/2010africabusinessconference). Registration for the conference will open on January 18, 2010. Please contact me at (757) 484-0906 or email me at [esheppard@diversityrestoration.com](mailto:esheppard@diversityrestoration.com) if you have any questions.

Sincerely,



Eric A. Sheppard  
President/CEO

# 2010 Africa Business Conference and Trade Fair

## June 23-24, 2010

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



### Preliminary Conference Schedule

<b>Wednesday, June 23, 2010</b>	
07:00am – 08:00am	Conference Exhibitor Set-Up
08:00am	Registration and Exhibit Area Open/Continental Breakfast
08:30am	<b>Plenary Session I - Conference Opening, Keynote</b>
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
05:30pm – 06:30pm	Networking Reception
06:30pm – 09:00pm	International Business Documentary Screening
<b>Thursday, June 24, 2010</b>	
08:00am	Registration and Exhibit Area Open/Continental Breakfast
08:30am	<b>Plenary Session II – Morning session</b>
09:00am – 10:00am	<b>Panel Presentation # 1</b>
10:00am – 10:30am	Networking Break
10:30am – 11:30am	<b>Panel Presentation # 2</b>
11:30am – 11:45am	Sponsor Highlight Moment
12:00pm – 1:30pm	<b>Plenary Session III - Luncheon</b>
01:45pm – 02:45pm	<b>Panel Presentation # 3</b>
02:45pm – 03:15pm	Networking Break
03:15pm – 04:30pm	<b>Plenary Session IV- Keynote Speaker, Conference Closing</b>
04:30pm	Exhibits Close
06:30pm – 07:00pm	<b>Wall of Return Dedication Dinner Reception</b>
07:00pm – 10:00pm	<b>Wall of Return Dedication Dinner</b>

# **2010 Africa Business Conference**

## **CONFERENCE MEDIA SPONSORSHIP OPPORTUNITIES**

### **OFFICIAL MEDIA SPONSOR (2 AVAILABLE)**

- Media Contribution
  - In-kind advertising for \$25,000 in print and web media publications
  - Written article on conference at least one prior to event (online and offline-print)
  - Hyperlink conference banner on website
  
- Benefit
  - Sponsorship acknowledgement (written and verbal) and in all media releases
  - Complimentary 6' skirted table top trade fair exhibitor table in premium location
  - Logo placement on event signage & logo/hyperlink listing on DRS conference web page
  - Two (2) full conference admissions (including Wall of Return Dedication Dinner)
  - Access to list of attendees and exhibitors
  - Full page color advertisement in conference program booklet
  - Scheduled access to conference keynote speakers and major conference sponsors

### **MEDIA SPONSOR (3 AVAILABLE)**

- Media Contribution
  - In-kind advertising for \$10,000 in print and web media publications
  - Written article on conference at least one prior to event (online and offline-print)
  - Hyperlink conference banner on website
  
- Benefit
  - Sponsorship acknowledgement (in conference program booklet)
  - Hyperlink logo listing on DRS conference web page
  - ¼ page color advertisement in conference program booklet
  - One (1) full conference media admission (including Wall of Return Dedication Dinner)
  - Access to list of attendees and exhibitors
  - Ability to place publication(s) in conference registration bags
  - Scheduled access to conference keynote speakers and major conference sponsors

### **MEDIA SUPPORT**

- Media Contribution
  - In-kind advertising for \$2,500 in print and web media publications
  - Written article prior to conference (Choice of print or online)
  - Hyperlink conference banner on website
  
- Benefit
  - Sponsorship acknowledgement (in conference program booklet)
  - Hyperlink name listing on DRS conference web page
  - One (1) conference admission (excluding Wall of Return Dedication Dinner)
  - Access to list of attendees and exhibitors

**Note: If your media outlet would like to propose a sponsorship package other than what is listed above, please call us at 1+(757) 484-0906 immediately to discuss.**

**Revised: January 28, 2010**

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

**CONFERENCE MEDIA 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)**

**OFFICIAL MEDIA SPONSORSHIP** \_\_\_\_\_

**MEDIA SPONSORSHIP** \_\_\_\_\_

**MEDIA SUPPORTER** \_\_\_\_\_

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 February 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***

***Fax forms to: (757) 484-0906***

**Office use only:** Received date \_\_\_\_\_ Check # or CC auth\_N/A\_ Exhibit/Vendor table # \_\_\_\_\_ Confirmation sent \_\_\_\_\_