



USPAACC



2018

SPONSORSHIP PROSPECTUS



CelebrAsian Procurement & Business Conference

May 29 ~ June 1, 2018

Bethesda North Marriott
Hotel & Conference Center
Bethesda, Maryland

CelebrAsian Procurement & Business Conference

The premier B2B event convened by Pan Asian American businesses that started in 1984.

Focus on innovation • Create top-caliber supplier pipeline • Connect to serious buyers with contract opportunities from Fortune Corporations, Government Agencies, and large Non-Profits.

True believers in the efficacy of diversity and inclusion • The best and brightest in the supply chain • The genuine, the good, and the performers – come together from all over the country to connect with one another at the most established and largest business-to-business conference organized by Pan Asian American businesses. It brings large, medium, and small businesses of all backgrounds and all industries under one roof for 3 days.

The stellar line-up of industry experts, respected peers, the “Who’s Who” in your industry will share highly-coveted big-picture market intelligence, predictions, and best practices to solve your current problems, and prosper for the coming years.



INDRA NOOYI

PepsiCo Chairman & CEO
Chair, *CelebrAsian* 2018

“PepsiCo is proud to be a long-time supporter of USPAACC and its programs.”



Just a few of our Corporate sponsors in 2017

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WELLS
FARGO

Sponsoring CelebrAsian is a unique opportunity to gain valuable mind-share of an elite audience of successful CEOs, Presidents, CPOs, CTO, CIOs, Directors, Managers and other executives of Fortune Corporations, minority-owned businesses, and large non-profits.

Join CelebrAsian 2018 for even more incredible community building, collaboration, and peer-to-peer exchange of best practices and real-world strategies. By sponsoring this event, you will join other prominent previous and returning industry sponsors such as AT&T, Bank of America, BMW, Charter Communications, Facebook, GM, Google, Hilton, Home Depot, JP Morgan Chase, Nissan, Northrop, PepsiCo, UPS and Wells Fargo in supporting the growth and innovation of CelebrAsian—the industry-standard platform for building the next generation of innovative Pan Asian American suppliers.

“We look forward to working with the connections we made at the conference and nurturing them into long-term mutually beneficial relationships.”

— Sam Sharma, SAITECH INC.





CPO FORUM

“ I sincerely enjoyed CelebrAsian. USPAACC is an amazing organization and I look forward to staying in touch.”

— Scott Dillon
Chief Procurement Officer
WELLS FARGO

2017 Attendee Demographics

CelebrAsian 2017 created yet another impressive gathering of C-Suite Executives, Presidents, VPs, Directors, Managers, industry leaders, innovators, visionaries and disruptors from across the country. The Conference showcased top-caliber Pan Asian American suppliers, the newest and leading information and first-to-market programs with measurable positive impact on participants and the business community.



Majority of the diverse suppliers who participated came from a wide array of industries, including emerging sectors such as biotechnology, fintech, healthcare, hi-tech manufacturing and marketing, and more—adding heft to an already important group of innovative suppliers to corporations' supplier base.

CelebrAsian not only provides Fortune corporations more choices for their supplier pipeline, but also elevates the discussion on supplier diversity, improves the bottom line, and opens new avenues for procurement opportunities for the Pan Asian American and the diverse minority business community.



2017 By the Numbers

20

Fortune 1000 Chief Procurement Officers, Chief Technology / Chief Information Officers convened for our 7th annual CPO Forum and 2nd CTO/CIO Forum

OVER
650

Number of participants from Fortune corporations, Pan Asian American-owned businesses, Government Agencies, large Non-Profits, and media partners

OVER
500

Prescheduled One-on-One Business Matchmaking Meetings held between suppliers and buyers

**CelebrAsian is Focused.
Intimate. Effective.**

“ It was a great conference and I am now in touch with the suppliers whom I met at the one-on-one business matchmaking meeting. I will try to place them in front of our internal decision makers.”

— Sudha Bala, **WALMART**

Sponsorship Opportunities

	PLATINUM \$25,000	GOLD \$20,000	SILVER \$15,000	LOUNGE AREA [▲] \$15,000	CHARGING STATION [▼] \$10,000	FAST 50/100 [♦] \$10,000	IDEAS MARKETPLACE PRIZE [★] \$10,000	BRONZE \$10,000	COPPER \$5,000	COLLEGE SCHOLARSHIP [▲] \$3,000-\$5,000	CIRCLE \$3,000
1. A seat at the Head Table	✓										
2. Speak or Present Awards at the Excellence Awards Gala	✓										
3. Executive remarks at the Guanxi* Supplier Trade Fair Ribbon-Cutting Ceremony	✓	✓									
4. CEO greetings page in the Commemorative Conference Program Book	✓	✓									
5. Number of FULL Conference registrations	10	5	5	5	4	4	2	4	2	0	2
6. Additional registrations to the Excellence Awards Gala Dinner	10	5	5	5	4	4	2	4	2	0	0
7. Number of Booths at the Guanxi* Supplier Opportunity Trade Fair	2 Booths	1 Booth or 1 Pass to Trade Fair	1 Booth or 1 Pass to Trade Fair	1 Booth or 1 Pass to Trade Fair	1 Booth or 1 Pass to Trade Fair	1 Booth or 1 Pass to Trade Fair	1 Booth or 1 Pass to Trade Fair	1 Booth or 1 Pass to Trade Fair	1 Booth or 1 Pass to Trade Fair	0	0
8. 1-on-1 Matchmaking Meeting Table	✓	✓	✓					✓	✓		✓
9. Advertisement	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Half Page	Half Page	Half Page	Full Page	N/A
10. Special recognition in the Program Book, press release, and collateral material	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
11. Special Recognition on Social Media	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

(Continued)



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	PLATINUM \$25,000	GOLD \$20,000	SILVER \$15,000	LOUNGE AREA ♣ \$15,000	CHARGING STATION ♥ \$10,000	FAST 50/100 ♦ \$10,000	IDEAS MARKETPLACE PRIZE ★ \$10,000	BRONZE \$10,000	COPPER \$5,000	COLLEGE SCHOLARSHIP ♣ \$3,000-\$5,000	CIRCLE \$3,000
12. Logo on USPAACC and CelebrAsian 2018 website for 1 year	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
13. Logo displayed at Conference	✓	✓	✓	✓ Lounge Area	✓ Charging Area	✓ Fast 50/100 Photo Shoot	✓	✓	✓	✓	✓
14. Opportunity to sponsor one session or program	✓	✓	✓	✓ Lounge Area	✓ Charging Area	✓ Fast 50/100 Photo Shoot	✓ Ideas Marketplace	✓	✓	✓	✓
15. Present scholarship award to the student										✓	

CONFERENCE ADD-ON OPTIONS

CELEBRASIAN APP	\$5,000
SOCIAL WALL AD	\$ 500
PRINT AD IN PROGRAM	Half \$500 Full \$1,000

- *Guanxi* – A commonly used Chinese business term meaning ‘connections’ or ‘relationship’
- Each Booth includes: 8' x 8' exhibit space, 6' table, 2 chairs, 1 trash can, 7" x 44" ID Sign
- Full page ad: 8" (width) x 10.5" (length) with quarter inch margin all round Half page ad: 8" (width) x 8" (length), with quarter inch margin all round
- ♣ Hallmark Scholarships in Company's name are awarded to deserving college-bound high school seniors. 100% of the sponsorship will go towards the scholarship; conference registration is not included.
- ♣ Sponsorship of Lounge Area.
- ♥ Sponsorship of Charging Station throughout the conference.
- ♦ Sponsorship of the Fast 50/100 Photo Shoot and Reception.
- ★ Sponsor Prizes for winners
Ideas Marketplace: What's Your Pitch? competition.

Sponsorship Bundles & Custom Packages

Interested in sponsoring multiple events? We offer bundled sponsorship package discounts and are happy to work with you to create a customized package to meet your organization's needs.

Contact celeb@uspaacc.com
to secure your sponsorship today.
www.celebrasianconference.com
202-296-5221

“CelebrAsian was well organized and every event yielded good connections for us.”

— Mahesh Cheruku, CNET



“ This was my 4th USPAACC national conference; each was exponentially better than the preceding one. My barometer for success is the feedback from my two executives who attended. Both were thoroughly satisfied with the logistics, content, energy and above all the business value we got out of it—a very successful experience.”

— Anekwe Okwudili
NATIONWIDE INSURANCE

“ The conference was representative of the quality of your organization—outstanding.”

— Juan Perez, Chief Information Officer, **UPS**

www.uspaacc.com | www.celebrasianconference.com

National office in Nation's Capital with Regional Chapters in CA, TX, GA, NY, IL, DC-MD-VA.

Founded in 1984, USPAACC provides one unified voice for equal opportunity in business and procurement for Pan Asian Americans, and opens doors to business in Fortune corporations, government at the federal, state and local levels, large nonprofits, and the small and diverse business communities.



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Education Foundation

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