



Asian DIVERSITY Inc.

2 0 1 8 P R O S P E C T U S

17th Annual Asian Diversity Career Expo



November 16, 2018

Metropolitan Pavilion • New York City

ABOUT THE EVENT

Continuing our illustrious history of bringing quality job seekers to sponsors and exhibitors, ADI is organizing the *17th Annual Asian Diversity Career Expo!* Partnering with excellent colleges/universities nationwide, our 2018 event will continue to attract the best Asian American and Asian international talent with Bachelor's and Master's degrees from those schools. Through this unique and effective talent acquisition platform, companies, government agencies, non-profit organizations, as well as start-ups have a wonderful opportunity to recruit annually from this coveted talent pool.

EVENT FEATURES

- 400+ candidates in attendance
- Utilizing our new prescreening matrix, quality of the candidates is maximized
- Optimal ratio of Asian American vs. Asian international talent
- B.S. and M.S. candidates with majors in IT, engineering, sciences, business as well as MBAs
- More ways to join: Full booth, Table, Roaming Recruiter, or Mentors
- Private interview booths onsite
- Resume database access and job postings
- Dedicated e-blast to candidates
- Employer branding (logo on website and promotion at venue)

AGENDA

10:00 am – 12:00 pm Company Move-In

11:00 am – 4:00 pm Attendee Registration

12:00 pm – 5:00 pm Career Fair

12:00 pm – 6:00 pm Private Interviews

1:00 pm – 4:00 pm Resume & Career Coaching

5:00 pm – 6:30 pm Networking with Mentors

ABOUT ASIAN DIVERSITY, INC. (ADI)

Since 1987, ADI has been a leading U.S.-based diversity consulting firm, assisting multinational companies in the recruitment of Pan-Asian talent from the U.S. and Asia. For nearly two decades, ADI has organized the first-of-its-kind and long-running Annual Asian Diversity Career Expo. Moreover, for the past decade, ADI has organized the Annual Asian MBA Career Expo, which has grown to be the largest Asian professional event in the U.S. With 30 years' experience in the diversity space, ADI is well-equipped in the design, planning, and execution of such exceptional events.

ADI's online career portal—AsianLife.com—provides Asian American professionals with direct access to job board, career-related articles, and other content on ADI programs and events. Employers post job openings and search for candidates while job seekers post resumes and search for available positions. Through AsianLife.com, employers have quick and efficient access to ADI's coveted Asian American and Asian international talent pool, thus maximizing their ROI.

PAST CONFERENCE & EXPOSITION DEMOGRAPHICS

<u>Education</u>	<u>Ethnicity</u>	<u>Job Category</u>
BA/BS 48%	Chinese 51%	Accounting/Finance 26%
Masters 30%	Japanese 9%	Sales/Marketing 15%
MBA 16%	Korean 5%	Computer/IT/Engineering 42%
Ph.D 2%	South Asian 14%	Other 17%
AA/AS 4%	Other 21%	

PAST CONFERENCE SPONSORS & EXHIBITORS INCLUDE

Aetna Inc.
Abbott Laboratories
American Express Financial Advisors
American International Group
American University Kogod School of Business
Anchor Wealth Group
AOL Time Warner
Aramark Healthcare Management
Arbonne International Consultant Recruiting
AstraZeneca
AT&T
Bank of America
Bayer HealthCare
Bear Stearns & Co.
Beauty Plus Trading Co., Inc.
BNB Bank, National Association
Boehringer-Ingelheim Pharmaceuticals
BP
Brady Corporation
California Department of Corrections
CDI Holdings, Inc.
Chase Home Finance
Choice Hotels Internationals
City of Portland Water Bureau
Coca-Cola Company
Colgate-Palmolive
Consolidated Edison, Inc.
Cornell University
Corning, Inc.
Costco Wholesale (Asia)
DaimlerChrysler Corporation
DaimlerChrysler Financial Services
DELL
Dial Corporation
Dow Chemical Company
Duke Energy Corporation
Eli Lilly & Company
Empire BlueCross BlueShield
Enterprise Rent-A-Car
Fisher-Price Brands
Foote Cone & Belding
Foundry Networks
Franklin Electric Co., Inc.
GE Advanced Materials
GE Commercial Finance
Georgia-Pacific Corp.
Girls Scout of the USA
GlaxoSmithKline
Grant International Group
H Mart
Hankook Research
Healthfirst
The Hershey Company
HRD Korea
HSBC Bank USA
Hyundai Securities America, Inc.
IBM
Independence Community Bank
INTEL
International Channel
Johnson & Johnson
Kiss Products
Kohler Co.
Korea Daily
KoreanAir
Korean Tourism Organization
KPMG LLP
Lehman Brothers
LG Electronics USA, Inc.
Liberty Mutual Insurance Company
Lockheed Martin Corporation
Long Island University
Madison Square Garden
Magna Chip Semiconductor
Marriott International
MasterCard International
Memorial Sloan Kettering Cancer Center
Mercedes-Benz USA
Merck & Co., Inc.
Merrill Lynch
MetLife Financial Services
Milton Hershey School
MSD Korea
MTV
National Instruments Korea
New Jersey State Judiciary
New York City Police Department
New York Life Insurance
New York Radio Korea
New York State Education Department
The New York Times
NHN USA, Inc.
Nielsen Media Research
Novartis Pharmaceuticals Corporation
NYC Department of Buildings
NYC Department of Corrections
NYC Department of Education
NYC Department of Parks & Recreation
NYC Fire Department
Oxford Health Plans
Pfizer Pharmaceuticals Korea, Ltd.
PixelPlus
PNC Bank
PPG Industries, Inc.
Pro Line Manufacturing Co., LLC
Procter & Gamble
Prudential Financial Services
RadioShack
Red Roof Inn
Russell Investment Group
Saint Vincent Catholic Medical Centers
Samsung Electronics
Samsung Fire & Marine Insurance
Sandia National Laboratories
Shake-N-Go Fashion, Inc.
Shinhan Bank America
Solvay Pharmaceuticals
Southpole USA
Southwest Airlines
Starbucks Coffee Corporation
State Farm Insurance
The Stop & Shop Supermarket Co.
Sun Taiyang Co., Ltd.
Talbots
Target Corporation
Testa, Hurwitz & Thibault, LLP
ThinkFree
Time Warner Cable
Toyota Motor Sales
United States Steel Corporation
Verizon Communications
Verizon Information Services
Vestas
Viacom
Volkswagen of America
Wachovia Corporation
Walt Disney World
Wells Fargo
Wells Fargo Foothill
Whirlpool Corporation
Young & Rubicam Brands (Kang & Lee)
Zurich North America
University of Medicine & Dentistry of NJ
U.S. Army
U.S. Bureau of Engraving & Printing
U.S. Bureau of Immigration & Customs
U.S. Bureau of Labor Statistics
U.S. Census Bureau
U.S. Central Intelligence Agency
U.S. Coast Guard
U.S. Department of Commerce
U.S. Department of Defense
U.S. Department of Energy
U.S. Department of Homeland Security
U.S. Customs Service
U.S. Dept. of Housing & Urban Dep't.
U.S. Dept. of Justice,
Fed. Bureau of Prisons
U.S. Department of Labor
U.S. Department of State
U.S. Department of Transportation
U.S. Drug Enforcement Administration
U.S. Environmental Protection Agency
U.S. Equal Employment Opp. Comm.
U.S. Farm Credit Administration
U.S. Federal Bureau of Investigation
U.S. Fed. Deposit Insurance Corporation
U.S. Fish & Wildlife Services
U.S. Food and Drug Administration
U.S. Immigration & Nat. Service
U.S. Internal Revenue Service
U.S. Intelligence Community
U.S. National Air & Space Intelligence
U.S. Nat. Credit Union Administration
U.S. Nuclear Regulatory Commission
U.S. Office of Personnel Management
U.S. Office of Thrift Supervision
U.S. Postal Service
U.S. Secret Service
U.S. Social Security Administration
U.S. Social Security Admin./Office of the Inspector General

SPONSORSHIP OPPORTUNITIES

10% Early Bird Discount Rate Ends September 15, 2018

10% Discount is available for Non-profit, Government, School, and Small Business

Booth (10'x10'): \$2,800

- 4 representatives (maximum)
- 3-month resume database access
- 6 job postings
- Employer branding (logo on website and promotion at venue)

Table (6'): \$1,600

- 2 representatives (maximum)
- 4 job postings
- Employer branding (logo on website and promotion at venue)

Other Sponsorships

- Dedicated pre-event e-blast to attendees (\$2,000)
- Private interview booth (\$500)
- Additional job posting (\$195)
- Additional representatives (\$100)

For specific benefits associated with any above-noted item(s), please contact us at Jino.Ahn@asianlife.com or call 646-808-2499. Contact us if you require customized sponsorship package/s.

VENUE/LOCATION

Metropolitan Pavilion
18th street & 7th Ave. NYC
2nd Floor



17th Annual Asian Diversity Career Exposition

Sponsor Registration Form

Complete this form and fax to 212-465-8396 or email to Jino.Ahn@asianlife.com

Company: _____

Contact Name: _____

Title: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Country: _____

Email: _____

Representatives: (All registering to attend)

1. Name: _____ 2. Name: _____

Title: _____ Title: _____

Email: _____ Email: _____

3. Name: _____ 4. Name: _____

Title: _____ Title: _____

Email: _____ Email: _____

Please Check Requested Sponsorship: **Early Bird ends September 15, 2018**

- Booth (10'x10'): \$2,800
- Table (6'): \$1,600
- Roaming Recruiter: \$400

OTHER SPONSORSHIPS

- Private interview booth \$500
- Dedicated e-blast to attendees prior to the summit \$2,000
- Additional job posting \$195
- Additional representatives \$100

Payment Options:

- Payments are due within 30 days from the invoice date and all payment must be received before the event.
- Booth number will be assigned and notified a month before the event date.

- Sponsorship \$ _____
- Additional Item \$ _____
- TOTAL: \$ _____

1. **Pay by Check:**

Please make all checks payable to **ADI** and mail to:
Asian Diversity Inc.
2125 Center Ave. Suite 406
Fort Lee, NJ 07024

2. **Pay by Credit Card:**

I authorize **ADI** to charge \$ _____ to my:

Visa MasterCard American Express

Name of Credit Card: _____

Credit Card Number: _____

Expiration Date: _____

Billing Address: _____

Authorized Signature: _____

Email Address: _____

Phone Number: _____

3. **Wire Funds:** for fund transfer information, email us at Jino.Ahn@asianlife.com or call us at 646-808-2499.

** Cancellation Policy: Cancellations are subject to a penalty of 25%*

** Cancellations after September 15, 2018 will be non-refundable*

** See Terms of Agreement for complete cancellation policy*

Terms of Agreement

Agreement to Terms: The Exhibitor or Sponsor, hereinafter referred to jointly as “Sponsor,” on behalf of their organization agrees to abide by the following rules and any amendments that may be made by the ADI.

Assignment of Space: ADI will notify all exhibitors of booth assignments one week prior to the event. Timely registrants will be given preference.

Event Hours and Dates: All Sponsors are required to adhere to the published schedule for exhibit space installation, exhibition, and dismantling, which will be specified by ADI. No dismantling or packing may be started before the official close of the event.

Expo Service Contractor: All other furnishings, equipment, and facilities not included in the exhibit space or sponsorship packages shall be provided by the Sponsor at their expense, with arrangements to be made through the contractor hired by ADI. Complete information, instructions and schedule of prices regarding drayage, labor for erecting and dismantling, electrical work, furniture, cleaning, etc. will be included in the Sponsor Manual, to be forwarded after registration has been received. A Sponsor’s Service Center will be present on the floor to facilitate requests from sponsors.

Use of Exhibit Space: No Sponsor shall assign, sublet or share the whole or any part of the assigned booth space. All exhibits and demonstrations must be confined to the exhibit space. Exhibits should not obstruct the general view nor hide other exhibits. Refer to the Sponsor Service Manual for exhibit height and depth regulations.

Indemnification: Sponsor agrees to indemnify and hold harmless, event organizers, event facility, and Expo Service Contractor from any suit, action, or claim whatsoever, including personal injury or property damage, related to or arising from the Sponsor’s participation in the event. ADI, its agents and employees, and the event facility are not liable for loss, theft or damage to the property of the Sponsor and its employees or representatives. It is the Sponsor’s responsibility to maintain proper insurance coverage.

Force Majeure: Organizers reserves the authority to determine whether the event 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 organizers have no control. Should the organizers decide that it is necessary to cancel, postpone, or move the event, or alter the schedule, the organizers shall not be liable to reimburse the Sponsor with respect to any directly or indirectly resulting alleged damages or losses.

Resolution of Disputes: In the event of a dispute or disagreement – between a Sponsor and an official contractor, labor union representative, or other exhibitors – all ADI decisions, actions or interpretations of the rules governing the event intended to resolve the dispute or disagreement should be binding.

Payment: To reserve your sponsorship opportunity or exhibit space, please complete and submit your registration. A deposit of 25% must be made upon registration. Full payment (by company check, credit card or wire) is to be made to ADI within thirty days after submitting your registration.

Cancellation Policy: Sponsor shall have the right to terminate this Agreement upon written notice to ADI. Cancellations are subject to a penalty of 25% of the Sponsor’s total sponsorship fees. Any refund amount will be issued approximately 4 weeks after the event’s close. ADI reserves the right to resell any exhibit space cancelled by the Sponsor without incurring any liability to the canceling Sponsor.

Sponsor Representative: Each sponsoring organization must name at least one person to be its representative in connection with installation, operation and removal of the exhibit. The representative shall be authorized to enter into service contracts as may be necessary and for which the Sponsor is responsible. Badges are required for admittance to exhibit area. (Note: Sponsor badges are not interchangeable; each badge is for the registered attendee for the entire length of the event).

Sponsor Logos: Should the sponsor submit its logo late or in an improper format, ADI will not be required to satisfy the sponsorship agreement as stated in this offer. Every effort will be made to provide alternate exposure for the sponsor as deemed feasible by ADI. Sponsors will be informed of logo submission deadlines and requirements in their sponsor confirmation letter.

Exclusive Usage: All resumes collected through the event are to be used by the Sponsor solely for the purpose of recruitment. Recruiters are not permitted to resell, share, or benefit from this information in any form including but not limited to financial gain.

Signature: _____ **Date:** _____