

CONNECT
 EXCELLENCE
 educate
 lead
 UNITY
 Prepare
 BUILD
 PLAN
SUPPORT

STRENGTHEN
 seek
 FIND
 HOPE
 GIVE
 EMPOWER
 ENCOURAGE
 LIVE
 BELIEVE
 ENDURE

thankful
OPPORTUNITY
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 change
CLIMB
 CONFIDENCE
CONQUER
 LOVE
 SUCCEED
 IMPACT
COURAGE
 character

DISCOVER
 explore
ENVISION
 determination
GROW
 Rewarding
COMMIT
 REACH
 do
 improve
OVERCOME

CAREER DEVELOPMENT MARKETPLACE

7TH ANNUAL NATIONAL EVENT
 November 7-8, 2013
 National Housing Center, Washington, DC

This event was founded and initiated to inform and educate HBCU graduates about success in corporate America. Help us make this year's event a success by being a part of the HBCU Career Development Marketplace.





ABOUT OUR FOUNDER

Tariq Shane is the founder of the Historically Black Colleges and Universities (HBCU) Career Development Marketplace conference. Shane's dedication to the community that helped nurture his entrepreneurial spirit was the driving factor in the creation of the HBCU Career Development Marketplace. The conference was founded as a way to help minority graduates bridge the gap between college and corporate America.

Prior to founding the HBCU Career Development Marketplace, Shane directed an events department where he became the driving force in the production and promotion of over 150 annual federal on-site technology expositions throughout the US and Europe. With Shane's guidance, the department was able to break all former records set within the company. Previously, Shane was integral to launching the International Basketball League. Through his direction and guidance he managed to grow the burgeoning endeavor to a total of twelve franchise cities.

Shane was a Captain in the United States Army, and served his country for 6 years; he is a Gulf War Veteran of Operation Desert Storm. Shane was honorably discharged from the US Army in 1993.

Shane has received several accolades since the inception of the HBCU Career Development Marketplace, such as the FAA Minority Business Enterprise Award and the USDA Rural Development Service Disabled Veteran Owned Business Award. He was also honored by Inc Magazine on the Inc 500|5000 list of fastest growing private companies.

Shane is a graduate of Oakland Mills High School in Columbia, MD. He received the school's athlete of the year award, and was the recipient of the Virginia State University Alumni Scholarship. Shane graduated from Virginia State University cum laude with a B.A. in criminal justice, and as a United States Army ROTC Distinguished Military Graduate. He and his wife and three children reside in Clarksville, MD.

OUR MISSION

The Historically Black Colleges & Universities (HBCU) Career Development Marketplace was founded by Tariq Shane in 2001. Shane's goal was to create a one-of-a-kind experience for HBCU students, and simultaneously give back to the community that gave him his early foundation and dedication.

It is the mission of the HBCU Career Development Marketplace to inform and educate HBCU graduates about corporate America as they enter into the workforce. An inspirational event that is enhanced through the involvement of prominent HBCU alumni, the conference provides students a series of workshops, meetings, and networking opportunities where they can gain solid skills and first-hand knowledge about beginning their careers.

The HBCU Career Development Marketplace has aided in the goal of shaping the leaders of tomorrow for the past six years. The conference has currently hosted over 1,000 HBCU graduates, and has given its attendees the tools to build their path to career excellence.



It was great attending a conference that incorporates career and professional development with a social aspect.

- Stephanie Artesbery (Hampton University)

I would recommend this conference to others because it allows you to be exposed to a cultivating experience, all expense paid to be able to network and establish connections that lead to mentoring and employment.

- Charsi McWhorter (Savannah State University)

I was incredibly impressed with the caliber of students who attended the market. They were polished and presented themselves very well. Their questions were great, far beyond the basic. The career services staff should be so proud of them!

- Johns Hopkins Carey Business School



WHY PARTICIPATE



The HBCU Career Development Marketplace helps students prepare for professional opportunities and greater productivity after graduation. It consists of three main parts...

- Series of Workshops**
featuring prominent and influential speakers that will help prepare students for what to expect after graduation
- Career Marketplace**
a great opportunity for companies to meet talented students serious about pursuing a career
- Town Hall Meetings**
students speak informally with experienced HBCU alumni from key industries

GET INVOLVED

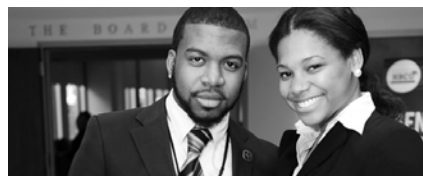
The HBCU Career Development Marketplace has remained free for students since its inception in 2001. Through the generous contributions of our sponsors we are able to offer an event that strengthens the leadership and professional skills of hundreds of HBCU students. With your help we can continue this legacy and strengthen the future of America.

WHY SPONSOR

Sponsoring the HBCU Career Development Marketplace is an excellent marketing tool and an investment in the future leaders of America. Increase your brand visibility by placing your company's visuals in front of hundreds of top HBCU graduates, successful HBCU alumni and businesses from around the country.



FOSTER PROFESSIONAL DEVELOPMENT



ENHANCE WORKPLACE DIVERSITY



SPOTLIGHT YOUR ORGANIZATION

OPPORTUNITIES

For information about participating in the First Annual HBCU CDM Golf Classic contact Bill Edwards at (301) 596-6031 or wedwards@asballiance.com





BE A SPONSOR

SPONSORSHIP BRANDING OPPORTUNITIES

Make the biggest splash at the 7th Annual HBCU CDM with a customized marketing opportunity. From branded apparel to event receptions, there's nothing you can't do. To harness the power of a customized brand activation, contact us today!

STUDENT LODGING

Help bridge the gap for students and faculty traveling to the Marketplace by providing overnight accommodations. Includes a promotional item to be placed in each bag.*

TRANSPORTATION/BUSES

Affirm your company's commitment to professional development by providing transportation to and from the marketplace. Receive recognition as the transportation sponsor during the Marketplace along with signage displayed on each bus.

STUDENT LUNCHEON

Reach over 400 students with your brand message and recognition as Luncheon Sponsor.*

CONFERENCE T-SHIRTS

Prolong your company's exposure by having your logo printed on the official conference T-shirt. Ensures high visibility at the conference and long after.*

CONFERENCE SIGNAGE

Display your company with a 24" x 36" sign when you sponsor the conference signs/banners.

CONFERENCE BROCHURE

Spotlight your company with a full-page ad when you sponsor the official conference program.

SPONSOR ONLINE:

www.regonline.com/HBCUSponsor2013

CONTACT US FOR MORE INFORMATION ON DEVELOPING A CUSTOM PROGRAM TO FIT YOUR BRAND'S NEEDS.

SPONSOR LEVELS

PRESIDENT/CEO LEVEL (TITLE SPONSOR) \$75,000

Complimentary 6' tabletop & ten free attendees
Recognition on signage as Title Sponsor
Custom Press Release
Social Media Alerts (As appropriate)
Logo and/or ad on screen
Full-page ad in program guide
Promotional item to be placed in each bag*

EXECUTIVE/VP LEVEL \$50,000

Complimentary 6' tabletop & seven free attendees
Custom Press Release
Social Media Alerts (As appropriate)
Logo and/or ad on screen
Full-page ad in program guide
Promotional item to be placed in each bag*

MANAGER LEVEL \$30,000

Complimentary 6' tabletop & five free attendees
Custom Press Release
Social Media Alerts (As appropriate)
Full-page ad in program guide

ENTRY-LEVEL \$10,000

Complimentary 6' tabletop & two free attendee
Custom Press Release
Social Media Alerts (As appropriate)
Half-page ad in program guide

All sponsors are recognized in the official conference program guide with their logo and company name as well as online at www.hbcucareermarket.org. Your company logo will also be prominently displayed on an 8' meter board at the conference.

Call our friendly sales team! **301-596-6031**

*HBCU CDM reserves the right to approve promotional products



BE AN EXHIBITOR



EXHIBIT YOUR COMPANY

As an exhibitor you will have the opportunity to showcase your organization to sponsors, schools, and most importantly the students. You will meet with some of today's brightest students and prospective job seekers where you collect potential candidate resumes and exchange business cards while you network. The HBCU Career Development Marketplace takes the guess work out of looking for qualified candidates and brings them directly to our exhibitors.

WHEN YOU EXHIBIT:

Garner the prestige of promoting your organization in front of today's top HBCU students. The HBCU Career Development Marketplace is an excellent opportunity to meet tomorrow's brightest candidates.

1. You will be introduced to today's top HBCU talent
2. For one day your organization will have the opportunity to network, interface, and interview potential candidates at the Career Development Marketplace
3. Network with sponsors, organizers and the attending schools

EXHIBITOR FEES

For-Profit:
\$799.00

Government:
\$499.00

Non-Profit:
\$399.00



Exhibitor Fees Include:

- one (1) 6' table
- one (1) attendee
- one (1) continental breakfast
- one (1) boxed lunch
- company logo and description
- listing and conference materials

*additional attendees are \$150 each

*Exhibitors will participate in the Career Fair Marketplace on November 8th

REGISTER ONLINE:

www.regonline.com/HBCUExhibitor2013



CONTACTS

Sales

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HBCU CDM

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www.hbcucareermarket.org

Event Location:

National Housing Center
1201 15th Street NW
Washington, DC 20005

REGISTER ONLINE

Sponsors

www.regonline.com/HBCUSponsor2013

Exhibitors

www.regonline.com/HBCUExhibitor2013

Donations

www.regonline.com/HBCUDonation2013

