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**Ascend** presents  
Pan-Asian Leaders

**DIVERSITY CAREER  
EXP  2010**

**& APPRECIATION GALA**  
*Re-energizing Your Career*

**SPONSORSHIP & EXHIBITOR PACKAGE**

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***SEPTEMBER 2, 2010***

EXPO 1:00-5:00pm | DINNER 5:30-9:00pm

The Westin Bellevue  
600 Bellevue Way NE | Bellevue, WA 98004



DIVERSITY CAREER  
**EXPO 2010** *Re-energizing  
Your Career*  
& APPRECIATION GALA

September 2, 2010  
Westin Bellevue  
Expo 1:00-5:00pm  
Dinner 5:30-9:00pm

July 2010

Dear Potential Sponsor:

ASCEND Seattle Chapter is proud to invite you to become a sponsor of the inaugural **ASCEND 2010 Diversity Career Expo & Appreciation Gala** to be held on **Thursday, September 2, 2010** at the Westin Hotel in Downtown Bellevue, WA. This event theme is "*Re-energizing Your Career.*"

ASCEND is the premier professional organization dedicated to enabling its members, business partners and the community to leverage the leadership and global business potential of Pan-Asians. Founded in 2005, the organization focuses on inspiring people to achieve their aspirations to be a leader – both professionally and personally without compromising their culture. Since then, ASCEND has expanded to include 11 professional chapters, 16 student chapters nationwide with over 4,500 members from 150 companies.

The ASCEND 2010 Diversity Career Expo & Appreciation Gala will feature a Diversity Career Expo and an Appreciation Gala following in the evening. The Expo will be open and free to the public while tickets will be available for purchase for the Gala before and during the event. Several hundred talented career seekers, networkers, and general attendees are expected for The Expo and about 150 are expected for the subsequent Gala. Vendors will include leaders and working professionals from corporate, small business, non-profit, academic, and governmental professional backgrounds.

Your company has been identified as one of unique interest to ASCEND's Seattle Chapter. As we appreciate the creation of a strong and long-standing relationship, we want you there to be recognized as an "Employer of Choice for Diversity" in supporting the Asian and Pacific Islander community. **Your company's sponsorship and representation can make a difference!**

In the enclosed sponsorship packet, you'll find the following information:

- Overview of ASCEND
- Exhibit Space and Venue
- List of 2009 ASCEND National Convention Career Fair Attendees
- Benefits of Sponsorship
- Sponsorship Levels and Form

Thank you in advance for the investment of your time and consideration. Feel free to contact me directly should you have any questions regarding sponsorship packages or general information: 206-818-6997 (mobile) or tim.wang@tdwang.com. I look forward to working with you to ensure a successful sponsorship for your organization.

Sincerely,

Kevin Tam  
Ascend Executive Vice President

Tim Wang  
Planning Committee





# DIVERSITY CAREER EXPO 2010 *Re-energizing Your Career* & APPRECIATION GALA

September 2, 2010  
Westin Bellevue  
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Dinner 5:30-9:00pm

## OVERVIEW OF ASCEND – SEATTLE CHAPTER

ASCEND is a national business development organization aimed at developing the coming generation of Asian leaders in business. Nationally it has 11 professional chapters, 16 student chapters, and over 4,500 members. In Seattle, its chapter formed in September 2009 with 41 members and they had more than tripled their numbers within the last eight months. The momentum of growth has continued to power our chapter in the Pacific Northwest with consistent programming and partnerships with other organizations.

ASCEND’s events are primarily professional seminars and business networking sessions, with emphasis on being meaningful and beneficial to its members. To that end, the themes of ASCEND’s events are based on member demands, and the speakers are invited based on accomplishment and professional experience. ASCEND’s members are valued as customers, and events are tailored according to feedback from its membership pool.

With the 41 original chapter members being friends of the board and its reliance on word-of-the-mouth marketing, about 80% of its current members have at least 5 years of experience in the workforce. In the future, ASCEND Seattle will aim to have 40% students, many coming from the University of Washington and Seattle University.

- Taken from *Seattle Chinese Times* 5/20/10

## 2010 ASCEND – SEATTLE CHAPTER BOARD

Position Title	Name	Company
President	Alice Matsuoka	
Executive Vice President	Kevin Tam	Deloitte
Secretary, Treasurer	Jenny Lu	KPMG
Events Chair	Shane Rai	Deloitte
Events Director	K R Prabha	Avni, Inc.
Events Director	Kelly Yip	Ernst & Young
Events Director	Emily Rollins	Deloitte
Events Director	Maureen Francisco	MoProductions, LLC
Marketing Chair	Diana Nguyen	RealNetworks
Marketing Director	Sue Kim	Price Waterhouse Coopers
Marketing Director	Rich Asiodche	Ernst & Young
Sponsorship Chair	Peggy Yip	KPMG
Sponsorship Director	Antje Frychel	Price Waterhouse Coopers
Sponsorship Director	Kim Thompson	Price Waterhouse Coopers
Student Affairs Chair	Jonathan Tam	Teleion Consulting

## EXPO & GALA LOCATION AND VENUE – THE WESTIN BELLEVUE



### Grand Ballrooms A,B (Expo); C (Gala) 600 Bellevue Way NE | Bellevue, WA 98004

Located in downtown Bellevue, just twenty minutes outside Seattle, The Westin Bellevue is situated minutes from major corporate offices including Microsoft, Nintendo of America, T-Mobile, and Expedia. This unique and stylish area boasts an upscale environment and also provides convenient parking for guests. The Westin Bellevue is ideal for elegant receptions, holiday parties, or high style entertaining for any special occasion. It can graciously accommodate more than several hundred guests.

Parking: Lincoln Square Level P4/P5 on the South End of parking garage. Westin validates the first three hours for free. Parking is free after 6pm.



# DIVERSITY CAREER EXPO 2010 *Re-energizing Your Career*

## & APPRECIATION GALA

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### 2009 ASCEND NATIONAL CONVENTION CAREER FAIR ATTENDEES – NEW YORK CITY, NY

ADP	Deloitte	New York State Society of CPAs
AICPA	Eisner LLP	Pricewaterhouse Coopers
AIU Holdings	Ernst and Young	Public Company Accounting Oversight
Bank of America	Freddie MacGrant Thornton	Robert Half
The Bank of New York Mellon	HSBC	RSM McGladrey
Becker Professional	ING Financial	Target
Cargill	Kaplan Test Prep & Admissions	U.S. Gov Accountability
CIA	KPMG	
Crowe Horwath	Mercedes-Benz USA	

### BENEFITS OF SPONSORSHIP & SPONSORSHIP LEVELS

Your sponsorship not only enables us to host an outstanding event, but also helps you:

- Reinforce your company's reputation as a leader in corporate diversity.
- Attract highly educated, motivated and diverse professionals to your company.
- Introduce your company's mission, benefits and values to a highly desired employment market.
- Network with corporate diversity professionals and leaders across throughout the region.

#### Expo and Appreciation Gala Sponsorships

- Title Presenter - \$10,000 (one available)
- Expo / Gala Gold - \$7,500
- Expo / Gala Silver - \$5,000
- Expo / Gala Bronze - \$2,500

#### Appreciation Gala Individual Costs

- Table Captain (10 tickets) - \$750
- Ticket Price - \$25 (members)
- Ticket Price - \$75 (non-members)

#### Diversity Career Expo Individual Costs

- Corporate Exhibitor - \$1,000
- Government / Non-Profit / Small Business / Start-up Exhibitor - \$750

**Please note:** Sponsorship applications must be submitted by **Friday, July 30, 2010** in order to receive all benefits. Sponsorships can be customized based on company need and availability. For Expo only and Awards Recognition Gala only sponsorships, please contact Tim Wang at 206-818-6997 or [tim.wang@tdwang.com](mailto:tim.wang@tdwang.com) for more information.

SPONSORSHIP LEVELS	TITLE \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$2,500
<b>Diversity Career Expo Sponsorship Benefits</b>				
Naming rights- "Event name presented by <u>Sponsor</u> ."	X			
Sponsor acknowledgement in all media reference and event materials	X			
Opening welcome presentation and remarks	X			
Event exclusivity - only one company per industry can be at sponsor level	X	X		
Sponsor to be recognized at respective sponsor level / category during Expo	X	X	X	X
Sponsor logo to be included on event banner displayed at Expo	X	X	X	Name only
Sponsor logo on event poster	X	X	X	Name only
Sponsor logo on event e-flyer / e-newsletter	X	X	X	Name only
Sponsor logo on the front cover of the Diversity Career Expo Program Guide	X	X	X	Name only
Sponsor logo on a print ad to be placed in multiple diverse print media	X	X	X	Name only
Sponsor logo to be on Ascend - Seattle Chapter website	X	X	X	Name only
Tradeshow booth exhibition	X	X	X	X
<b>Appreciation Gala Sponsorship Benefits</b>				
Naming rights- "Event name presented by <u>Sponsor</u> ."	X			
Sponsor acknowledgement in all media reference and event materials	X			
Keynote speaking opportunity during Appreciation Gala	X			
Sponsor banner to be featured at speaker podium at Appreciation Gala	X			
Event exclusivity - only one company per industry can be at sponsor level	X	X		
Sponsor company banner to be displayed at Appreciation Gala	X	X	X	
Sponsor to be recognized at respective sponsor level / category during Gala	X	X	X	X
Sponsor logo on event poster	X	X	X	Name only
Sponsor logo on event e-flyer / e-newsletter	X	X	X	Name only
Sponsor logo to be in Gala Program	X	X	X	Name only
Sponsor logo on a print ad to be placed in multiple diverse print media	X	X	X	Name only
Number of tickets to Gala Celebration	10	10	10	5



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**Application and Payment Deadline: Friday, August 20, 2010 5:00 PM**

**Section I. CONTACT INFORMATION**

<b>COMPANY NAME:</b>		
<b>MAIN CONTACT:</b>		<b>TITLE:</b>
<b>STREET:</b>		
<b>CITY:</b>	<b>STATE:</b>	<b>ZIP:</b>
<b>PHONE NUMBER:</b>		<b>EMAIL:</b>

**Section II. SPONSORSHIP AND EXHIBITOR SPACE**

Each sponsorship level includes both benefits for the Diversity Career Expo and Appreciation Gala. Sponsorships can be customized based on need and availability. For more information, contact Tim Wang at 206-818-6997 or tim.wang@tdwang.com.

SPONSORSHIP LEVEL	PRICE	INDICATE HERE
TITLE	\$10,000.00	
GOLD	\$7,500.00	
SILVER	\$5,000.00	
BRONZE	\$2,500.00	

Each exhibit space includes an 8' x 8' footprint and includes one (1) table with linen and two (2) chairs. Please indicate which Exhibitor Type for which you are applying.

VENDOR TYPE	PRICE / EXHIBIT SPACE	INDICATE HERE
CORPORATION	\$1,000.00 / exhibit space	
OTHER (GOVERNMENT / NON-PROFIT / SMALL BUSINESS / START-UP)	\$750.00 / exhibit space	

**Section III. METHOD OF PAYMENT (select only one below)**

PAYMENT OPTION	ADDITIONAL INFORMATION	TOTAL AMOUNT
CHECK	Please make checks payable to <b>Ascend Seattle Chapter</b>	\$ _____
CREDIT CARD <input type="checkbox"/> VISA <input type="checkbox"/> MASTER CARD <input type="checkbox"/> AMERICAN EXPRESS <input type="checkbox"/> DISCOVER	NAME ON ACCOUNT: _____ CREDIT CARD #: _____ EXPIRATION DATE: _____ SIGNATURE: _____	\$ _____

**Principal Contact Signature:** \_\_\_\_\_ **Date** \_\_\_\_\_

Please mail completed application AND payment to the following address or fax by **5:00 PM on Friday, August 20, 2010:**

Mail: Tim Wang  
 T.D. Wang Advertising Group, LLC  
 409 Maynard Ave. S, Suite 208  
 Seattle, WA 98104

Phone: (206) 818-6997  
 Fax: (206) 623-6889



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**Section IV. EXHIBITOR CONTRACT & HOLD HARMLESS AGREEMENT**

This is a legal contract between you, the Exhibitor, and Ascend Seattle Chapter, the organizer for the 2010 Ascend Diversity Career Expo on Thursday, September 2, 2010. In return for use of exhibit space, you hereby agree to abide by all rules and regulations stipulated below.

**Exhibitor Fees:** Fees are committed in advance to pay for the costs of the career fair. **Include a \$100 per exhibitor / space late fee after Friday, August 20, 2010.** There are no refunds, unless your application is denied during our review process OR you have missed the August 20, 2010 deadline or electricity cannot be provided and it was paid for in advance to the Expo.

**Exhibitor Space:** Exhibitor locations are assigned by the Career Expo planning committee and based on best judgment for event flow and operations, accordingly. Exhibitor locations are **non-negotiable**.

**Set Up:** Set up time is 11:30 AM to 12:30 PM on Thursday, September 2, 2010. Check in with event staff at the Registration Table with your exhibitor number (to be provided to you one week in advance of the Expo). You will be allowed to drive one vehicle to the loading area to unload exhibitor items. Your vehicle must be removed from the site immediately thereafter. Generators are NOT allowed.

**Loading:** From Bellevue Way: Turn either right or left from Bellevue Way onto NE 7th St. Continue straight past Hotel entrance and turn left. Take first left into parking garage. Continue straight back - do not make any turns into the parking area. Turn left when you reach the end. The Westin Bellevue's Loading Dock is all the way at the end.

Please note if driving a car, there is room to turn car around at loading dock. If driving a van/truck, you must back into the loading dock. Cell phones do not get signal from loading dock. Please use the House Phone located adjacent to the Receiving Office; dial contact's four-digit extension or "0" for Service Express to assist you.

**Take Down:** All items must be completely removed from the exhibitor site by 5:30 PM on Thursday, September 2, 2010. No take down will be allowed before the 5:00 PM closing time.

**Parking:** There is parking available at Lincoln Square Level P4/P5 on the South End of the parking garage. The parking elevators will take you to the Westin Lobby. Westin validates the first three hours for free and parking is free after 6 PM.

**Hours of Operation:** Exhibitors agree to adhere to the following 2010 Ascend Diversity Career Fair hours:  
**Thursday, September 2<sup>nd</sup> – 1:00 PM – 5:00 PM**

**Security:** Security will be provided on the Diversity Career Expo premises (The Westin Bellevue). However, your exhibit space and merchandise remain YOUR RESPONSIBILITY. Ascend Seattle Chapter, T.D. Wang Advertising Group, LLC, The Westin Bellevue, and / or any other parties involved, DO NOT assume responsibility for injury to persons, or loss or damage to any property of the vendors, including theft.

I / We the undersigned participants of the Ascend Seattle Chapter Diversity Career Expo, September 2, 2010: Hereby for myself, my heirs, administrators and assigns, waive and release any and all right and claim for damages I / we have against Ascend Seattle Chapter, T.D. Wang Advertising Group, LLC, or any organization or individual connected with this event, their representatives, successors and assigns for any and all damages, losses, thefts or injuries which I and/or we suffer while taking part in any activities linked to this event.

**Principal Contact Signature:** \_\_\_\_\_ **Date** \_\_\_\_\_