



Sponsorship Package Specials

Triangle Special #1 = \$5,000

- Career Fair vendor booth (10 x 10 Footprint)
- Awards Gala table for 10
- (5) BDPA Memberships
- Corporate Sponsor listing
- Web banner posting & link



Triangle Special #2 = \$5,000

- Career Fair vendor booth (10 x 10 Footprint)
- Awards Gala table for 10
- (2) BDPA Memberships
- (1) Full Conference Registration
- Corporate Sponsor listing

During turbulent economic times, the quest for exceptional candidates becomes even more critical, and our conference career fair is one of the most productive in the nation. BDPA allows our corporate partners and exhibitors to actively recruit and source personnel providing on-site interviewing facilities during the two-day career fair. Let BDPA Conference 2009 deliver value and return on investment for your company throughout the year. **For more information, contact corpsales@bdpa.org / 800.727.2372 / www.bdpa.org.**



Sponsorship Package Specials

Coastal Special = \$7,500

- Career Fair vendor booth (10 x 10 Footprint)
- Awards Gala table for 10
- Corporate Hospitality Suite
- Corporate Sponsor listing
- Web banner posting & link



Piedmont Special = \$10,000

- Co-sponsor Dignitaries Reception
- Awards Gala table for 10
- Web banner posting & link for 1-year
- Corporate Sponsor listing

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Sponsorship Package Specials

Motorsport Special = \$15,000

- Student Breakfast
- Co-sponsor Dignitaries Reception
- Corporate Sponsor listing
- Web banner posting & link



Piedmont Special = \$25,000

- Plenary Session (Breakfast or Lunch)
- Co-sponsor Dignitaries Reception
- Awards Gala table for 10
- Career Fair vendor booth (10 x 10 Footprint)
- Web banner posting & link for 2-years
- Corporate Sponsor listing

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2009 BDPA National Technology
Conference Information

Raleigh Convention Center
500 South Salisbury Street
Raleigh, NC 27601

HOTEL LOCATIONS & ROOM RATES:

RALEIGH MARRIOTT CITY CENTER
500 FAYETTEVILLE STREET
RALEIGH, NC 27601
1 (919) 833-1120
1 (888) 236-2427

Double-Double/King
Adults - \$125
Students - \$109

Note: Student reservations should be made at
the Raleigh Marriott only.

SHERATON RALEIGH HOTEL
421 S. SALISBURY STREET
RALEIGH, NC 27601
1 (919) 834-9900
1 (888) 325-3535

Double/King
Adults - \$129

Discount hotel rates expire: 7/17/2009
Deposit for 1st night required at registration

American Airlines

*is offering discounted travel to the 2009 BDPA Technology
Conference for BDPA members (use Discount Code **A7189AG**)
Meeting Planners & members of a group traveling together
or individually should contact the Meeting Services Desk at
1-800-433-1790. Restrictions will apply.*



Salisbury Street View of Raleigh
Convention Center - photo by J. Moore

EXHIBITS & SPONSORSHIP:
CORPSALES@BDPA.ORG

CONFERENCE INFORMATION:
CONFERENCE@BDPA.ORG

WEBSITE: WWW.BDPA.ORG



Main Lobby
Raleigh Convention Center

VISION:

"To be a powerful
advocate for our
stakeholders"

MISSION:

"To be a global member
focused technology org-
anization that delivers
programs and services
that serve the profes-
sional well-being of its
stakeholders."

FOUNDED:

Black Data Processing
Associates (BDPA) is
a national non-profit
professional associa-
tion founded in 1975 in
Philadelphia, PA.

STAKEHOLDERS:

Consist of our Members,
Corporate Sponsors,
IT-based Businesses,
Educational Institutions
and our Community.

BDPA NATIONAL

9500 ARENA DRIVE,
SUITE 350
LARGO, MD 20774
Phone: (301) 322-3434
Fax (301) 322-3444

Challenges for Today, Strategies for Tomorrow

BDPA IT THOUGHT
LEADERSHIP

2009 BDPA National Technology Conference

August 5 - 9



Shimmer Wall view at night - photo by Holly Jacques

Meet the 2009 Honorary Chairs



Charles Brandquist
VP, HR & Recruitment
Credit Suisse

Since 2004 Charles Brandquist has been instrumental in leading the growth and development of Credit Suisse's presence in the Research Triangle Park in Raleigh-Durham, North Carolina. Prior to joining Credit Suisse in 2002, Brandquist was a partner in a boutique executive search firm in New York specializing in the Investment Banking, Technology, Publishing, Advertising, and Insurance industries.



Marc Di Francisco
Founder & President
Premier Events
Management

Marc Di Francisco is founder and President of Premier Events Management, producers of The CIO Forum & Executive IT Summit. The CIO Forum & Executive IT Summit works with Regional Chapters of the Society for Information Managers (SIM) to administer programs approved by CIO's in each region.



Russ Mayer
Executive VP & CIO
GE Healthcare

Russ Mayer is the Executive Vice President and Chief Information Officer of GE Healthcare, a \$17B division of General Electric. GE Healthcare is the global leader in medical Diagnostic technology, information systems and Biosciences. Russ is a former Senior Vice President of Information Technology and Chief Quality Officer of NBC.



LaVerne H. Council
VP & CIO
Johnson & Johnson

LaVerne Council accepted her current position at Johnson & Johnson in 2006 as a proven thought leader with a demonstrated track record of achievement that includes a wealth of global experience in information technology, supply chain management, and business operations.



Leroy Hill
President
Yorel

Leroy Hill is President and Chief Executive Officer of Yorel Integrated Solutions, Inc., a company he founded in June 1993. Headquartered in Charlotte, NC, Yorel is a privately held company that works with customers to solve business problems through forward-looking IT optimization solutions.



Gail M. Roper
CIO - City of Austin, TX
Formerly CIO - City of Raleigh, NC

Gail M. Roper has over 25 years experience in the technology industry in the public and private sectors. Roper joined the City of Austin, TX as Chief Information Officer in February of 2009. She is affiliated with various technology organizations that focus on providing technology solutions for community based initiatives.



Martin Davis
VP & CIO
Wachovia Corporation

Martin Davis joined Wachovia in 1985, and has previously held several positions in the technology industry to include but not limited to CIO, Commercial Technology; Senior Technology Officer, Wealth Management; Senior Vice President and Group Executive, Information Services.



Cynthia Marshall
President
AT&T NC

Cynthia Marshall has 27 years of experience in the telecommunications industry, joining Pacific Bell in July 1981 as a Group Manager in Operator Services. After serving as Senior Vice President - Regulatory and Constituency Relations for AT&T California, she was named to her current position in January 2007.



Dr. Lenny Superville
Chairman & CEO
Infosysarchitecture

Dr. Lenny Superville is CEO of Infosysarchitecture and has over 30 years of experience in information technology arena with a variety of clients including government, commercial and academic sectors. He formerly served as Certified Government CIO for North Carolina's Office of the State Auditor, and Senior Technology Advisor to the NC State Auditor.

2009 BDPA National Technology Conference Events

Wednesday, 8/5
Opening Ceremony
Adult & Student Workshops

Thursday, 8/6
IT Showcase
Youth Technology Camps
Adult & Student Workshops

Friday, 8/7
Technology Expo &
Career Fair
Adult & Student Workshops
Dignitaries' Reception



Saturday, 8/8
Golf Classic
Technology Expo &
Career Fair
Awards Gala

Sunday, 8/9
Prayer Breakfast



CORPORATE PORTFOLIO REGISTRATION FORM

Date: BDPA Account Manager:

Company:

Name:..... Title:.....

Voice: Fax:

Email:.....

Division/Department:

Address:

City:..... State: Zip:

TOTAL SPONSORSHIP: \$ _____

Payment Information:

Invoice Check Enclosed Credit Card: (Circle One) AMEX VISA MC DISCOVER

Card# Exp Date (mm/yy):

Name on Card:.....

Card Billing Address, City, State and ZIP:

INSTRUCTIONS:

1. Enter your contact information above.
2. Write your company name on each of the pages.
3. Check off items you wish to sponsor on the attached pages.
4. Enter subtotals in left column.
5. Calculate total sponsorship at the bottom of page 4 and enter this amount on the "TOTAL SPONSORSHIP" line above.
6. Select your payment method.
7. Email, fax or mail your completed sponsorship form (all pages with selections) to:

Email: corpsales@bdpa.org

Fax: (301) 560-8300

MAKE CHECKS PAYABLE TO: NATIONAL BDPA

Mail to:

**National BDPA
9500 Arena Drive
Suite 350
Largo, MD 20774**

FOR INTERNAL USE ONLY	
<input type="checkbox"/> NATIONAL BILLING	<input type="checkbox"/> LOCAL BILLING



CORPORATE PORTFOLIO REGISTRATION FORM

COMPANY: _____

BASIC NATIONAL CORPORATE SPONSOR PACKAGE

- Basic Corporate Sponsor Package \$5,000
 Unlimited access to Talent Management System
 Ten (10) corporate memberships
 Your corporate banner on www.bdpa.org
 Web link from BDPA site to your site
- Job Posting (Single) \$200
- Premier Job Posting \$500

 - Unlimited posting for 30 days

SECTION TOTAL: \$

NATIONAL SPONSORSHIP

Corporate Sponsored Memberships

- Corporate Membership (10) \$750 Qty: _____
- Lifetime Member \$1,000 Qty: _____
- Adult \$75 Qty: _____
- Student (Full-Time) \$15 Qty: _____

National Board Events

- National Board of Directors (NBOD) Luncheon \$3,500

 - Signage at entry bearing company's logo
 - Opportunity to provide an executive or other speaker

- National Board of Directors (NBOD) Reception \$2,000

 - Signage at entry bearing company's logo
 - Opportunity to provide an executive or other speaker

BDPA IT Institute Tuition

- BDPA Member \$475 Qty: _____
- Non-Member \$675 Qty: _____

Corporate Sponsored Scholarships

- BDPA IT Institute \$100 - \$100K
- Dr. Jesse Bemley Scholarship Fund \$100 - \$100K

SECTION TOTAL: \$

ANNUAL NATIONAL CONFERENCE SPONSORSHIP

Conference Speaking Opportunities

- Luncheon \$10,000
- Plenary Session \$10,000

 - Signage at entry bearing company's logo
 - Opportunity to provide an executive or other speaker
 - Plated Event

National Leadership Events

- National Leadership Luncheon \$3,500

 - Signage at entry bearing company's logo
 - Opportunity to provide an executive or other speaker

- Delegates Meeting \$2,000

 - Signage at entry bearing company's logo
 - Opportunity to provide an executive or other speaker

SECTION TOTAL: \$ _____



CORPORATE PORTFOLIO REGISTRATION FORM

COMPANY: _____

Receptions & Hospitality Suites

- Opening Ceremony & Reception \$30,000
 - Introduce Keynote Speaker
 - Signage at entry bearing company's logo
 - Stage signage bearing company's logo
 - Opportunity to provide an executive or other speaker
- Dignitaries Reception \$20,000
 - Signage at entry bearing company's logo
 - Opportunity to provide an executive or other speaker
- Corporate Hospitality Reception \$10,000
 - Signage at entry bearing company's logo
 - Opportunity to provide an executive or other speaker
- Corporate Executive Reception \$ 5,000
 - Signage at entry bearing company's logo
 - Opportunity to provide an executive or other speaker
- Corporate Hospitality Suites \$ 2,500
 - Signage at entry bearing company's logo
- Corporate Late Night Hospitality Suites \$ 5,000
 - Signage at entry bearing company's logo

SECTION TOTAL: \$ _____

Awards Gala Events

- Awards Gala \$50,000
 - Signage at entry bearing company's logo
 - Stage signage bearing company's logo
 - Opportunity to provide an executive or other speaker
 - 2 reserved tables to accommodate 20 people
 - Reserved table signage bearing company's name
- Awards Gala Reception \$6,000
 - Signage at entry bearing company's logo
 - Opportunity for company representative to address attendees
- Awards Gala Epsilon Package \$5,000
 - Signage at entry bearing company's logo
 - Reserved table signage bearing company's name
 - 1 Reserved table signage to accommodate 10 people
 - 1 page color ad in Conference Guide
- Awards Gala Table (10 per table) \$1,500
 - Reserved table to accommodate 10 people
 - Reserved table signage bearing company's name
- Awards Gala Ala Carte Ticket
 - Non – Registrant Student \$125 Qty: _____
 - Non – Registrant Adult \$150 Qty: _____

SECTION TOTAL: \$ _____



CORPORATE PORTFOLIO REGISTRATION FORM

COMPANY: _____

Promotional Items

- Adult - Conference Registration Bags \$12,000
 - Company's logo, along with BDPA logo imprinted on bag
- Youth - Conference Registration Bags \$3,500
 - Company's logo, along with BDPA logo imprinted on bag
- Conference Bag Stuffers \$2,500
 - Company's products/literature stuffed in conference bags – **Deadline to deliver items to BDPA will apply**
- Lanyards \$4,000
 - Company's logo, along with BDPA logo imprinted on lanyard

SECTION TOTAL: \$ _____

Career Fair / Exposition Sponsorships

- 6-Booth Island \$25,000
 - Please choose one:** A) 10 x 60 footprint _____
B) 20 x 30 footprint _____
 - Six 6' tables, 12 chairs, 6 wastebaskets, 1 booth sign
 - 24 Career Fair "Only" Registrations
- 4-Booth Island \$20,000
 - Please choose one:** A) 10 x 40 footprint _____
B) 20 x 20 footprint _____
 - Four 6' tables, 8 chairs, 4 wastebaskets, 1 booth sign
 - 16 Career Fair "Only" Registrations
- Career Fair and Technology Expo Booth (10x10 Footprint) \$3,000
 - One 6' table, 2 chairs, 1 wastebaskets, 1 booth sign
 - 4 Career Fair "Only" Registrations
- Educational Inst/Gov't Agency Booth (10x10 Footprint) \$2,500
 - One 6' table, 2 chairs, 1 wastebaskets, 1 booth sign
 - 4 Career Fair "Only" Registrations
- Corporate Interview Booth (10x10 Footprint) \$500
 - One 6' table, 2 chairs, 1 wastebaskets, 1 booth sign
 - 4 Career Fair "Only" Registrations
- Additional Career fair staff registrants \$300
 - 4 Career Fair "Only" Registrations

SECTION TOTAL: \$ _____

BDPA IT Golf Classic*

- Golf Event Sponsor \$25,000
 - Named as BDPA IT Golf Classic Sponsor
 - 12 Golfers**
 - Speaking opportunity at the Golf Awards Luncheon
 - Signage around the golf classic
 - 12 BDPA Awards Banquet Tickets
- Golf Awards Luncheon Package \$4,000
 - Signage on podium at Golf Awards Luncheon
 - 1 Golfer**
 - Speaking opportunity at the Golf Awards Luncheon
- Eagle Package \$3,000
 - 18th Hole signage
 - Golf Awards Luncheon table signage
 - 4 Golfers**
 - 4 tickets to the BDPA Awards Banquet
 - Banner at Golf Awards Luncheon



CORPORATE PORTFOLIO REGISTRATION FORM

COMPANY: _____

- Hole in 1-Package \$2,500
 - Signage at 3 holes
 - Golf Awards Luncheon table signage
 - 1 Golfer**
 - Company message displayed on prize
 - If (hole-in-1) is obtained (Presentation opportunity at the Golf Awards Luncheon)

- Birdie Package \$1,500
 - Signage on golf carts
 - Golf Awards Luncheon table signage
 - 2 Golfers**

- Photo Gallery Package \$1,200
 - Photo gallery signage at the awards luncheon
 - Registration table signage

- Souvenir Item Package \$1,000
 - Registration table signage
 - Company logo on item

- Beverage Cart Package \$1,000
 - Signage on beverage cart
 - Registration table signage
 - 1 Golfer**

- Bogey Package \$500
 - Signage at a hole
 - Golf Awards Luncheon table signage

- Driving Range Package \$500
 - Signage at the driving range
 - Registration table signage

- Foursome** \$800
- Individual Golfer ** \$200

* All golf sponsorship packages receive recognition in selected conference publications - Deadlines apply
**Requires completion of a golf registration form and separate sign up

SECTION TOTAL: \$ _____

Student Events

- IT Showcase \$15,000
 - Signage at entry bearing company's logo
 - Opportunity to provide an executive or other speaker

- Student Lunch \$10,000
 - Signage at entry bearing company's logo
 - Opportunity to provide an executive or other speaker

- Student Dinner \$10,000
 - Signage at entry bearing company's logo
 - Opportunity to provide an executive or other speaker

- Student Off-Site Activity \$9,000
 - A festive, fun filled and educational activity for the HSCC students

- Student Breakfast \$7,000
 - Signage at entry bearing company's logo
 - Opportunity to provide an executive or other speaker

- Co-Sponsor Chapter Competition Team \$ 2,500

- Co-Sponsor College Student Registrations \$2,600
 - Registration, travel, hotel



CORPORATE PORTFOLIO REGISTRATION FORM

COMPANY: _____

- Co-Sponsor Youth Technology Camp \$500
- Signage at entry bearing company's logo
 - Opportunity to provide an executive or other speaker

Conference Registration / Ala Carte

	<u>Member</u>	<u>Non-Member</u>	
<input type="checkbox"/> Registration <i>Special Expires 1/31/09</i>	\$350	\$450
<input type="checkbox"/> Adult if paid in full 2/1/09	\$450	\$550
<input type="checkbox"/> Adult in paid in full 5/1/09	\$550	\$650
<input type="checkbox"/> Adult if paid after 7/1/2009	\$750	\$850
<input type="checkbox"/> HSCC Participant	\$200	N/A
<input type="checkbox"/> YTC Participant	\$200	N/A
<input type="checkbox"/> College Student	\$200	N/A
<input type="checkbox"/> HSCC Chaperones/Coordinator	\$200	N/A
<input type="checkbox"/> 1-Day Workshop Pass	\$350	\$450
<input type="checkbox"/> 2-Day Workshop Pass	\$650	\$750

SECTION TOTAL: \$ _____

Advertising Opportunities

	B/W	Color	
BDPA Journal Advertising Opportunities			
Item	B/W	Color	
<input type="checkbox"/> Front Cover Page	N/A	\$5,000
<input type="checkbox"/> Center Spread	N/A	\$3,500
<input type="checkbox"/> Back Cover Page	N/A	\$4,000
<input type="checkbox"/> Full Page w/Profile	\$1,500	\$2,500
<input type="checkbox"/> Full Page	\$1,300	\$2,000
<input type="checkbox"/> Half Page (Horizontal or Vertical)	\$1,000	\$1,500
<input type="checkbox"/> Inside Cover (front or back)	N/A	\$2,500
Conference Program Guide			
<input type="checkbox"/> Full Page	\$1,000	\$1,500
<input type="checkbox"/> Half Page	\$750	\$1,250
<input type="checkbox"/> Inside Front Cover	N/A	\$2,500
<input type="checkbox"/> Inside Back Cover	N/A	\$2,000
<input type="checkbox"/> Back Cover	N/A	N/A
<input type="checkbox"/> Center Spread	\$2,500	\$3,500
Conference Career Fair Guide			
<input type="checkbox"/> Full Page	\$1,500	\$2,000
<input type="checkbox"/> Half Page	1,250	\$1,750
<input type="checkbox"/> Inside Front Cover	N/A	\$3,000
<input type="checkbox"/> Inside Back Cover	N/A	\$2,500
<input type="checkbox"/> Back Cover	N/A	N/A
<input type="checkbox"/> Center Spread	\$3,500	\$4,500
Conference Student Guide			
<input type="checkbox"/> Full Page	\$500	N/A
<input type="checkbox"/> Half Page	\$375	N/A
<input type="checkbox"/> Inside Front Cover	N/A	N/A
<input type="checkbox"/> Inside Back Cover	N/A	N/A
<input type="checkbox"/> Back Cover	N/A	N/A
<input type="checkbox"/> Center Spread	\$2,500	\$3,500
Online Advertising Opportunities			
Web Banner on www.bdpa.org Website			
<input type="checkbox"/> Entire Web site 200x60 pixels	\$2,000/qtr	\$6,000/ year

SECTION TOTAL: \$ _____



CORPORATE PORTFOLIO REGISTRATION FORM

COMPANY: _____

In-Kind Donations

- HSCC Computer Equipment
- Cyber Café Computer Equipment
- Technology Lab Equipment
- Registration Computer Equipment
- Audio Visual Equipment Rental
- Internet Access Procurement
- 2-Way Radios Rental
- Youth Technology Camp Equipment
- Copier Rental
- Fax Machine Rental
- Administration Support
- Prizes
- Conference Printing
- BDPA Journal Printing

Value of In-Kind Donation is based on your selections and estimated fair market value. Please contact your BDPA Account Manager to calculate the value of this section.

SECTION TOTAL: \$ _____

NATIONAL CONFERENCE SPONSORSHIP TOTAL: \$ _____

LOCAL CHAPTER SPONSORSHIP

Youth Program Sponsor

- Training materials for high school students \$1,500
- Provide lunch for weekend training sessions \$150/session
- Underwrite student conference registration \$200/student

Event Co-Sponsor

- HSCC Team Sponsorship \$5,000
- HSCC Team Conference Travel \$5,000
- Student Computer Camp \$5,000
- Regional HSCC Computer Competition \$4,000
- Black Family Technology Awareness Week \$1,200
- Professional Networking Function \$600

Event Table Purchase

- Banquet, Gala or Luncheon \$2,000
- CIO Reception \$1,500

Publication Advertisement

- Co-Sponsor the chapter newsletter \$750

Banquet, Gala or Luncheon Souvenir Book (B/W)

- Full Page \$250
- Half Page \$150

General Operating Funds Support

- Office Expenses \$2,500
- Quarterly Workshop Sponsor \$2,500/quarter
- Monthly Program Meeting Sponsor \$500/month
- Basic Web Hosting Fees \$600
- Basic Web Hosting Fees and Maintenance \$1,500

Student Programs In-Kind Donations

- Provide Hi-Tech Facilities for Student Training
- Laptop Computers
- Transfer Frequent Flyer Miles

General Operating In-Kind Donations (Describe below)

Local Chapter Other Support (Describe below)

LOCAL CHAPTER SPONSORSHIP TOTAL: \$ _____

TOTAL BDPA SPONSORSHIP \$