

# 2010 NASABA CONVENTION

*making history*

June 24-27, 2010 | Boston, MA

**sponsorship package**

## NASABA OVERVIEW



























Founded in 2003, the North American South Asian Bar Association (“NASABA”) is the umbrella organization for twenty seven regional South Asian bar associations and is the principal voice for legal issues in the South Asian community. NASABA chapters serve local communities in the United States and Canada, with their members leading and practicing in top law firms, government agencies, academia, and public interest groups. With over 6,000 members, NASABA provides a powerful support network for South Asians in the legal community. NASABA's Annual Convention, now in its seventh year, has rapidly developed a reputation as the premier event for law firms, corporations, vendors, and legal organizations looking to gain exposure to the South Asian legal community.

### **NASABA IN BOSTON**

In this era of globalization, NASABA has become an international force, providing attorneys in North America and abroad an opportunity to forge connections, networks, and working relationships. With a convention theme of “Making History,” the NASABA 2010 Annual Convention will celebrate the significance that Boston plays in American history to this day, as well as the historical contributions made by the South Asian community to Boston and to North America as a whole. The Convention will be actively promoted in South Asia, Canada, and the United States, and is expected to attract attendees from all of those regions. The Convention will be a global networking opportunity and a chance to meet with leaders of the South Asian legal community. In keeping with our past conventions, we will also have substantial programming aimed at the needs of our members, including panels on career planning, ethnic and gender diversity, international transactions, and other timely legal issues.

### **NASABA CHAPTERS**

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|---|---|
|  Arizona                           |  Michigan            |
|  Boston                            |  New Jersey          |
|  British Columbia                  |  New York            |
|  Chicago (IABA Chicago and PABANA) |  Northern California |
|  Colorado                          |  Ohio                |
|  Connecticut                       |  Oklahoma            |
|  Dallas                            |  Ottawa              |
|  Delaware                          |  Philadelphia        |
|  District of Columbia              |  Sacramento          |
|  Florida                           |  San Diego           |
|  Georgia                           |  Southern California |
|  Houston                           |  Toronto             |
|  Las Vegas                         |  Washington          |

# Making History

## 2010 CONVENTION

Over the weekend of June 24-27, 2010, NASABA will hold its Seventh Annual Convention ("Convention") themed "Making History" in Boston, Massachusetts. Boston, known as the "Cradle of Liberty," has a rich tradition of public service and celebrating civil liberties and a well-deserved reputation as sophisticated financial and legal center. The Convention will highlight these varied aspects of the City.

The Convention will feature a variety of seminars, workshops, panel discussions, and networking opportunities, including a gala banquet honoring the South Asian community's most accomplished attorneys. In addition, this year's Convention will feature the first NASABA Diversity Bazaar, an opportunity for corporate legal departments committed to diversity to expand their outside counsel panels and for diverse attorney pitch teams to develop business with these companies. Over the years, the Convention has averaged 400 attendees and given the large South Asian legal community on the East Coast, Boston is poised to be the most successful Convention yet.

### SPONSORSHIP

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We invite you to become a sponsor of the 2010 Annual Convention. Opportunities include sponsoring the inaugural Diversity Bazaar, sponsoring a specific panel, receptions or keynote event, a la carte options, or sponsoring the Convention as a whole. Sponsors are provided opportunities to establish and deepen relationships with firms and attorneys from across North America and South Asia. In addition to developing a cross border referral network for their clients, sponsors can also share information regarding their services with other professionals.

Sponsorship packages can be tailored to fit individuals, corporations, law firms, and small businesses. The Convention will provide a great opportunity for you to promote your company or law firm, not only to the Convention attendees, but also to the thousands of South Asian lawyers and law students across North America connected through the NASABA network and to gain visibility amongst this emerging community of leaders.

### CONVENTION NOTES

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**INAUGURAL YEAR:** Los Angeles

300 attendees

Keynote: Former Governor Michael Dukakis

of New York Preet Bharara; U.S. District Court for the Eastern District of Kentucky (and formerly the U.S. Attorney for the Eastern District of Kentucky) The Honorable Amul Thapur

**SECOND YEAR:** Washington D.C.

350 attendees

Keynote: Former British Columbia Attorney

General Wallace T. Oppal, Q.C.

**FIFTH YEAR:** Chicago

600 Attendees

Keynotes: Acting General Counsel of Arcelor Mittal Jay Lazar; U.S. Attorney for the Northern District of Illinois Patrick Fitzgerald; and Hina Jilani

**THIRD YEAR:** Atlanta

400 attendees

Keynote: Principal Deputy Solicitor General Neal

Katyal

**SIXTH YEAR:** Vancouver

250 Attendees

Keynotes: Professor Vern Krishna; Kansas State Representative Raj Goyle; Minnesota Congressional candidate J. Ashwin Madia

**FOURTH YEAR:** San Francisco

750 attendees

Keynotes: U.S. Attorney for the Southern District

## REASONS TO SPONSOR THE EVENT

1. To promote your organization to South Asian legal professionals, an emerging community of talented, motivated and culturally diverse individuals.
2. To promote diversity in the legal community in a highly visible and prestigious forum.
3. To recruit high caliber employees.
4. To brand your organization with a specific legal expertise or cause.
5. To allow NASABA to offer the benefits of the Convention to its members at an affordable price and help fund NASABA events and activities throughout the year in support of diversity, business development, and community service, including through funding for the NASABA Foundation.
6. To support and foster the organizational goals and mission of NASABA.
7. To help promote minority retention, recruitment and networking, and to help NASABA provide these opportunities for junior lawyers.
8. To showcase your firm or company to attorneys from law firms and companies. In addition to attorneys from law firms, past attendees or speakers included general counsel or representatives from Apple, Cisco, Compucredit, Del Monte, Dupont, Sempra Energy, Walmart, Caterpillar, Pfizer, IBM, Arcelor Mittal, Freddie Mac, Microsoft, Motorola, General Electric, Accenture and many others.

**NASABA** invites you to share its commitment to enhancing opportunities in the legal profession for minority communities through your support for its Annual Convention.

## EXCLUSIVE PANEL SPONSORSHIP FOR MAJOR CONVENTION SPONSORS

Panel sponsorship opportunities will be available in the following broad categories. Please contact us for additional information or if you desire to propose a panel.

- Litigation
- Transactional
- Intellectual Property and Technology
- Public Interest and Sustainability
- General Interest/Other

Accommodations will be made to suit preferences of early sponsors.

**2010 NASABA CONVENTION SPONSORSHIP OPPORTUNITIES**

Level	Gold \$15,000	Silver \$10,000	Bronze \$7,500
VIP Greeting and Photo Opportunity with a KeyNote Speaker			
Title Sponsorship of Saturday Night Banquet; Special Recognition and Opportunity to Speak at Banquet			
Sponsorship of Friday Night Event; Special Recognition at Event & Opportunity to Speak at Event			
Sponsorship of One Plenary Lunch – OR – One Plenary Breakfast; Special Recognition at the Plenary			
Sponsorship of a Panel related to Business Law/ Corporate Counsel; Special Recognition at Panel	✓		
Sponsorship of One Panel Discussion; Special Recognition at the Panel	✓	✓	
One (1) Table (10 seats) at Saturday Banquet	✓		
Exhibit Space	✓	✓	
Number of Free Convention Registrations; Includes Admission to all Panels and Events (including banquet)	4	3	2
Advertisement in Convention Program	✓**	✓***	✓****
Recognition & Acknowledgments in Convention Publications	✓	✓	✓
Website Logo & Hyperlink on NASABA Convention Website	✓	✓	✓

\*\* Gold – Sponsors may choose either 1 table of 10 at the Saturday Banquet (4 of these seats will be for individuals using the 4 registrations) and one half page advertisement – OR – half a table of 5 at the Saturday Banquet (4 of these seats will be for individuals using the 4 registrations) and one full-page advertisement. Gold sponsors have the option to enhance their sponsorship with an additional \$5,000 for sponsorship of a plenary breakfast, or additional \$7,500 for sponsorship of a plenary lunch session (if available).

\*\*\* Silver – Sponsors may choose either 5 tickets (3 of these seats will be for individuals using the 3 registrations) for the Saturday Banquet and full-page advertisement – OR – Exhibit Space and half page advertisement.

\*\*\*\* Bronze – Sponsors may choose either 4 tickets (2 of these seats will be for individuals using the 2 registrations) for the Saturday Banquet and one quarter page advertisement OR one half page advertisement.

## A LA CARTE SPONSORSHIP OPPORTUNITIES

**Convention Bag:** \$7,500

**Convention T-shirts:** \$7,500

**Convention USBs:** 1GB and 2GB USBs containing Convention and Sponsor Content. Pricing to be determined based on size and customization of item.

**Room Keys:** Pricing to be determined.

**Program Advertising:**

- \$3,000 (full page)
- \$1,500 (1/2 page)
- \$750 (1/4 page)

**Exhibit Space:** \$3,000 (includes 2 convention registrations)

**Enduring Materials:** \$1,500 (company or firm's marketing item included in convention bags)

**Printing:** Donor for printing for Convention materials including signage, programs, handouts, materials and all other collateral. Pricing to be determined.

## SPONSORSHIP OF SPECIFIC EVENTS

**NASABA Foundation Event:** The NASABA Foundation, a 501(c)(3) organization, will hold its annual fundraising event on Friday, June 25, 2010. Sponsorship of this event is tax deductible and exclusive, providing your company an excellent opportunity to showcase its support for the NASABA Foundation and its work.

**Banquet and/or Receptions:** Sponsorships, including on an exclusive basis, of the Welcome Reception, the Friday Lunch, the Saturday Breakfast, the Saturday Lunch, the NASABA Banquet and Individual Practice Section Receptions are available. Please contact the Sponsorship Committee Chairs for specific pricing information.

# Making History

## NASABA EXECUTIVE COMMITTEE

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## *Making History*

Contributions to NASABA, a 501(c) (6) organization, are not deductible as charitable contributions. Please make check payable in US dollars to "NASABA" and send it to:

**NASABA**  
c/o **Priya Marwah Doornbos**  
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Plymouth, MI 48170

For further information pertaining to sponsorship opportunities, please contact a member of the NASABA Executive Committee or Co-Chairs of the 2009 Annual Convention Sponsorship Committee:

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