



**National Association of Women Business Owners (NAWBO)
2010 PROCUREMENT EXPO AND RIDE & DRIVE**

As you know, the women business owners are changing the demographic landscape of America. With \$1.2 trillion in gross sales receipts as entrepreneurs, women business owners are an untapped "sweet spot" and opportunity for several industries and across a variety of products and services—from automotive, to financial products, to communications, technology, office supplies, personal care, event planning and more.

NAWBO Greater Detroit has several hundred women business owners. This event is expected to draw over 200 NAWBO members. If you want to market your products or services to the growing women business owner's market, and you are interested in adding a new element to your marketing plan, we invite you to learn more about our unique rewards and offers.

Available Sponsorships

PROCUREMENT LOUNGE SPONSORSHIP -- \$5,000 for sponsorship of procurement lounge one-time access to membership database leverage, customized webinar, exhibit space and eight tickets to VIP Reception and Luncheon.

SIGNAGE SPONSORSHIP -- \$5,000 for sponsorship of your company name on signage throughout the event, one-time access to membership database leverage, customized webinar, exhibit space and eight tickets to VIP Reception and Luncheon.

VIDEO SPONSORSHIP - \$3,500 for sponsorship of event video and receive one-time access to membership database leverage and customized webinar and four tickets to VIP Reception and Luncheon.

BANNER SPONSORSHIP - \$3,500 for sponsorship of event banners on stage and throughout the event, exhibition area and four tickets to VIP Reception and Luncheon.

VIP RECEPTION SPONSORSHIP - \$2,500 for sponsorship of one VIP reception includes signage, two-minute remarks and eight tickets to VIP Reception and Luncheon. **SOLD!**

GENERAL SPONSORSHIP -- \$1,500 for sponsorship of limited access to membership database leverage and two tickets to Luncheon. **SOLD!**

If you are looking for a unique way to break through and get your brand's message to a highly selective group of women business owners who are making buying decisions for themselves, their families and their workplaces, take a closer look at the **NAWBO Greater Detroit Women Entrepreneurs Empowerment Program**. Our innovative approach delivers **reach, influence and impact!** We could very well be that alternative element you've been looking for.

Your sponsorship dollars will go far at this event. To purchase your sponsorship package, please contact Jill Jordan at 313-961-4748 today.

Warmest regards,

Jill Jordan
Executive Director
NAWBO Greater Detroit Chapter
jjordan@nawbogdc.org
248-408-2432 (cell phone)



NATIONAL ASSOCIATION OF
WOMEN BUSINESS OWNERS

Greetings,

NAWBO Greater Detroit presents our 2010 Procurement Ride & Drive on September 23, 2010 featuring General Motor's latest and environmental friendly models, a panel of automotive industry top executives and the procurement professionals representing over 25 prominent companies in the United States especially Michigan that are interested in establishing the potential business relationships with the participants.

As a participating procurement organization, your commitment is to:

- ✓ Check in between 7:30 – 8:00 am, receive table assignment and complete set up by 8:30 am
- ✓ Bring marketing materials, business cards, brochures, flyers, etc. (Table tops, banners, signage, etc.. are welcome)
- ✓ **A special reserved time** for your representatives to participate in test driving GM vehicles is be from 8:00 am to 8:30 am.
- ✓ Lunch and panel discussion will be from 12:00 noon to 2:00 pm (A minimum of 2 lunch tickets to be brought by each organization prior to September 20, 2010, will be greatly appreciated.)
- ✓ Check out and tear down after 2:30 pm
- ✓ Please send your completed description of your organization and contact information (see the attached form) by 5:00 pm Friday, September 17, 2010
- ✓ Check with our committee members (black outfits and name tags with blue stars) for any assistance on the event day. Enjoy the program!

Should you have any questions, please do not hesitate to contact us or go to www.nawbogdc.org. We are excited to see you there!

2010 Procurement Ride & Drive

Date: September 23, 2010 (Thursday)

Time: 9 am to 2:00 pm (Official Program)

Location: Metropolitan Inn (formerly Ramada Plaza Hotel)
5500 Crooks Road,
Troy, MI 48098

Registration: \$35 Non-Member

Regards,

Jill Jordan
NAWBO Greater Detroit
26677 W. 12 Mile Road
Southfield MI 48034
313-961-4748 office
248-408-2432 cell
www.nawbogdc.org

NAWBO GREAT DETROIT CHAPTER 2010 PROCUREMENT EXPO RIDE & DRIVE PROGRAM SUBMISSION FORM

Please complete the information below and return to Shelly Hein for Kim Crabtree, NAWBO GDC Committee Member at: Shelly@MetaOps.com and jjordan@nawbo.org by noon on September 20, 2010 for inclusion in the above Event Program.

Company:	Website:
Contact Person:	Title:
Phone Number:	Fax Number:
Email:	Check if you do not want your email address to be included in the program:
Picture: (attach a jpeg file)	Check if attached
Bio/Company Description: Less than 200 words	Office Address:
Your web link to supplier information if appropriate:	www.

Thank you for your participation

NAWBO Great Detroit Chapter



NATIONAL ASSOCIATION OF
WOMEN BUSINESS OWNERS



TEA TIME EVENTS
EVENT PLANNING & MANAGEMENT

2010 RIDE & DRIVE AND PROCUREMENT EVENT

TRACK 1	RIDE & DRIVE TEAM
TRACK 2	PROCUREMENT LOUNGE
TRACK 3	VIP RECEPTION
TRACK 4	LUNCH PROGRAM

Conference Agenda

WEDNESDAY, SEPTEMBER 22, 2010

HOTEL SECTION OFF PARKING LOT THE DAY BEFORE	
9:00 am - 4:00 pm	HOTEL SET UP FOR LUNCH AND FOR RIDE & DRIVE
11:30 am - 12:00 pm	Load in Procurement and Kids Safe
Noon	Confirm Set up
12:00 pm - 3:00 pm	RIDE AND DRIVE CARS ARRIVE delivered on
	RECONFIRM CARS
	PLACE STATIC CARS IN RESPECTIVE AREAS

THURSDAY, SEPTEMBER 23, 2010

7:15 am - 2:00 pm	Arrival, Debrief, Set up, Registration, Test Drive Route, Preview for Procurement Professionals, Ride & Drive, VIP Reception, & Lunch program			
9:00 am - 1:00 pm	Ride & Drive & Kids Safe Program & Demonstration			
9:00 am - 1:00 pm	Membership Drive			
10:45 am - 12:00 pm	TEAM LEAD DR. VANESSA GRANT	TEAM LEAD ELINOR HO & JANICE WILLS	TEAM LEAD LEAH AND GDC BOARD	TEAM LEAD VICKIE, LEAH, WANDA, & TEE
12:00 pm - 2:00 pm	Lunch Program			
1:30 pm - 3:00 pm	Exhibits Open	TEAR DOWN	TEAR DOWN	TEAR DOWN