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Urban League**

*Empowering People.
Changing Lives.*

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Greetings!

Connect with thousands of qualified job applicants to diversify your workforce.

Join the Louisville Urban League's Center for Workforce Development as we present two of Metro Louisville's premier Expos for employers to recruit qualified applicants of various ethnic backgrounds.

The largest and oldest of these premier events is our 16th Annual **Louisville Career Expo** to be held **March 24, 2010, at the Kentucky International Convention Center**. Meet more than 3,000 potential employees from which you can recruit prospective job applicants. If you anticipate filling positions this spring, summer or even next year – wherever you are, whatever the size of your company – you'll want to have a presence at this annual showcase of talent.

We're excited to announce a collaboration with Monster.com for this year's Expo that will increase our marketing campaign; feature **Empower & Educate** workshops for job seekers; video kiosks; a network café; and a lunch presentation for exhibitors announcing an exciting new regional initiative, **kix** that will combine talent development; education and training; and economic development in one platform to meet the region's current and future needs.

Hundreds of attendees at the League's Career Expos are also seeking to advance their skills and education so it's a great venue for colleges, universities and training providers to recruit students.

Exhibitor booths are affordably priced, and you'll be seen by thousands of eager, qualified job seekers with experiences from entry level to senior management. Information on the 7th Annual Community Career Expo Jeffersontown that attracts over 800 diverse, career-seeking professionals is also enclosed.

The Career Expos offer sponsorship opportunities where you may promote your company and demonstrate your commitment to inclusion and diversity recruitment. To learn more about sponsorship, call us at (502) 566-3370.

Booth assignments are made upon receipt of registration forms, so take a few moments now to complete and return the enclosed registration form. **Take a \$100 discount now for registering for both Career Expos!**

If you have questions or comments, please contact me at (502) 566-3370, or via email to jsands@lul.org. For updated information regarding the Urban League Career Expos visit our website at <http://www.lul.org/CareerExpo.htm>.

We look forward to receiving your registration form and seeing you on Wednesday, March 24th. **The League's Career Expos are ones you won't want to miss!**

Sincerely,

Juanita F. Sands, Director
Center for Workforce Development



2010 Sponsors


Diamonds \$20,000




Emeralds \$10,000




Rubies \$5,000




Sapphires \$2,500



Jewish Hospital &
St. Mary's HealthCare



Find Qualified Candidates for Your Workforce Needs!

Join the Louisville Urban League's Center for Workforce Development as we present the Metro's premier Expos for employers to recruit from a pool of qualified applicants of various ethnic backgrounds.

The Louisville Urban League Career Expos promote employment and education opportunities throughout metro Louisville. The Expos are strategic venues for employers, colleges, universities and training providers to connect with a diverse pool of qualified job seekers who have the potential to fulfill workforce needs. The Expos promote the value of good sustainable employment, lifelong learning for continuous improvement of educational levels and workforce needs.

Benefits to your business...

- Meet face-to-face with qualified job candidates
- Promote your company
- Network with other employers and support services

What the Career Expos offer you

- Credibility and community value of working with Urban League
- On-site support from experienced Urban League professionals
- Opportunities for a diverse and qualified workforce
- Space for private, on-site job interviews
- **Extensive promotion of Expos**
 - ❖ **Television** – a barrage of TV commercials
 - ❖ **Radio** – 60 second spots on local stations
 - ❖ **Newspaper/Print ads** – across KY & So. Indiana
 - ❖ **News Coverage** – Media Advisories; New Releases; TV/Radio appearances
 - ❖ **Internet** – Web sites: Louisville Urban League, major sponsors, partnering TV station and others

Our track record: Success in 2009

- **Over 3,500** attendees of diverse backgrounds, skills, experiences and interests
 - 58% had post secondary education
 - 29% had College Degrees
 - <4% lacked High School Diploma/GED
 - 162 Diverse Companies Exhibiting
 - 96% Exhibitor/Employer satisfaction rate
 - Region-wide Promotion
 - TV, Radio, Print, Website
- On-site Technology Center for on-line applications **(Louisville Career Expo only)**

SAVE \$
Register TODAY for both Expos!

16th Annual Louisville Career Expo

Kentucky International Convention
Center

March 24, 2010

10 AM – 4 PM

Louisville's Largest
Over 100 Companies
Over 3500 Job Seekers

7th Annual Community Career Expo Jeffersontown

June 30, 2010

10 AM – 3 PM

Over 60 Companies
Over 800 Job Seekers

HUGE PROMOTIONAL BLITZ



Bus & Newspaper Ads



Flyers



Web site Exposure



Posters

Space is limited.
Reserve your space TODAY!

Register now for both Expos and take a
\$100 Discount.

Call (502) 566-3370



**Wednesday March 24, 2010
10 a.m. to 4 p.m.**

**KY International Convention Center
221 Fourth Street
Louisville, KY 40202**

**Wednesday June 30, 2010
10 a.m. to 3 p.m.**

**Jeffersontown Community Center
10617 Taylorsville Road
Louisville, KY 40299**

Vendor Registration Form

Reserve Space

Contact Name: _____

Company/Organization: _____

Address: _____

City / State / Zip: _____

Phone #: _____ Fax #: _____ Email: _____

Name(s) of Representatives Attending (up to two): _____

Exhibit Space Rates – Booth fee includes: Skirted table(s), chairs, wastebasket, and lunch for **two**. (Additional lunches can be ordered)

BOOTH OPTIONS	Louisville Career Expo <small>(Registration Deadline March 12, 2010)</small>		Community Career Expo Jeffersontown <small>(Registration Deadline June 18, 2010)</small>			SUBTOTAL	
SINGLE:	\$550	\$	\$450	\$	\$	_____	
DOUBLE: 10' x 20' booth, 4 chairs	\$800	\$	N/A			\$	_____
QUAD: 20' x 20' booth, 8 chairs	\$1350	\$	N/A			\$	_____
Private interview space	\$150	\$	N/A			\$	_____
Add'l lunches (per person)	\$20	#	\$	\$15	#	\$	_____
Less \$100 Discount registering for both Expos. (Must register and pay for both to receive discount).						\$	_____
GRAND TOTAL (Exhibit Space & Additional Lunch orders)						\$	_____

Booth Sign - The above fees include a booth sign showing company or organization name. **Please print** name as you would like it to appear on sign: _____

Payment Method - (No refunds or credits after March 1, 2010).

Please check one. If paying by credit card, you may also fax this form to: (502) 561.6835. **Payment required before space reserved.**

Check enclosed payable to: Louisville Urban League (Attn. Career Expos)

Please charge to: Visa Master Card for the total indicated above.

Individual/company name as it appears on credit card (Please print): _____

Acct. # _____ 3-Digit PIN/Security Code _____

Exp. Date: ____/____/____ **Signature** (for fax and mail orders): _____

Printed Name: _____

Mail Registration and Payment to:

Louisville Urban League
Attn: Career Expos
1535 West Broadway
Louisville, KY 40203

Fax: (502) 561-6835
Phone: (502) 566-3370
Web site: www.lul.org

**2010 SPONSORSHIP
REGISTRATION FORM**

Wednesday March 24, 2010
10 a.m. to 4 p.m.

Wednesday June 30, 2010
10 a.m. to 3 p.m.

Contact Name: _____ Title: _____

Sponsor Company Name: _____

Address: _____

City, State: _____ Zip Code _____

Phone #: _____ Fax #: _____

Email: _____

Please check level of sponsorship desired:

- Sapphire Sponsor \$2,500**
 - ❖ Company name/logo placed below event title on all materials
 - ❖ Company ID in paid advertising campaign
Print + Website
 - ❖ Double booth space at Louisville Career Expo & Sponsorship Recognition
 - ❖ Single booth at Community Career Expo Jeffersontown

- Ruby Sponsor \$5,000**
 - ❖ **Sapphire Level +**
 - ❖ Company information included in attendee registration bags
 - ❖ 2 Tickets to Louisville Urban League's Annual Diversity Soiree
 - ❖ Corporate Membership in the Louisville Urban League
 - ❖ 2 Tickets to Louisville Urban League's Annual Report Luncheon in December

- Emerald Sponsor \$10,000**
 - ❖ **Ruby Level +**
 - ❖ Company ID in paid advertising campaign
Radio + Print + Website
 - ❖ Seminar/Speaker presentation opportunity
 - ❖ Table at Louisville Urban League's Annual Diversity Soiree
 - ❖ **Quad** booth space at Louisville Career Expo & Sponsorship Recognition

- Diamond Sponsor \$20,000**
 - ❖ **Emerald Level +**
 - ❖ Company name/logo placed *with* event title on all materials
 - ❖ Company ID in paid advertising campaign
TV + Radio + Print + Website

- Presenting Sponsor \$25,000**
 - ❖ **Diamond Level +**
 - ❖ Company name/logo placed *above* event title on all materials

LOGOS & GRAPHICS

Sponsors should also submit high resolution Color and B&W company logos in any of the following formats: JPG, TIF, BMP, GIF, or PDF. Logos can be submitted via E-mail to jsands@lul.org or delivered on diskette or CD-ROM to the Louisville Urban League.

For more information contact:

Juanita Sands, Director
Center for Workforce Development
Louisville Urban League
1535 West Broadway
Louisville, KY 40203
Phone: (502) 566-3370
Email: jsands@lul.org

Payment Method (Please check one) Sponsors should complete this form and return with payment.

Check enclosed payable to: **Louisville Urban League (Attn. Career Expos)**

Please charge to: _____ Visa _____ Master Card for the amount indicated above. If paying by credit card, you may also fax this form to: (502) 561-6835.

Name as it appears on credit card (Please print): _____

Credit Card #: _____ 3-digit PIN/Security Code _____ Expire Date: _____ / _____

Authorized Signature: _____ Signature Date: _____ / _____ / _____

Mail Sponsorship Form and Payment to:

Louisville Urban League
Attn: Career Expos
1535 West Broadway
Louisville, KY 40203

Fax: (502) 561-6835
Phone: (502) 566-3370
Web site: www.lul.org