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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 Career Expos for employers and colleges to recruit qualified applicants and potential students of various racial, ethnic and educational backgrounds.

The largest and oldest of these premier events is our 18<sup>th</sup> Annual **Louisville Career Expo** to be held **March 21, 2012, at the Kentucky International Convention Center**. Meet more than 2,000 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.

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 9<sup>th</sup> 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](mailto: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 and seeing you at the Louisville Urban League's 2012 Career Expos on Wednesday, March 21<sup>st</sup> and Wednesday, June 27<sup>th</sup>, 2012. **The League's Career Expos are ones you won't want to miss!**

Sincerely,

Juanita F. Sands, CWDP  
Director, Center for Workforce Development

**2012 Sponsors  
(Partial List)**

  
**Diamonds \$20,000**



  
**Emeralds \$10,000**



  
**Rubies \$5,000**



  
**Sapphires \$2,500**



**Find Qualified Candidates for Your Workforce Needs!**

The Louisville Urban League's 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 and talented pool of individuals seeking to fulfill a company's workforce needs or to connect to post secondary education or specialized training.

**Benefits to your business...**

- Meet face-to-face with qualified job candidates
- Promote your company
- Network with other employers and support services
- Recruit students interested in postsecondary education or specialized career training

**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 **(Louisville Career Expo only)**
- Extensive promotion of Expos
  - ❖ Television – a barrage of TV commercials
  - ❖ Radio – 60 second spots on local stations
  - ❖ Print ads – across KY & So. Indiana
  - ❖ News Coverage – Media Advisories; News Releases; TV/Radio appearances
  - ❖ Internet – Web sites: Louisville Urban League, major sponsors, partnering TV station and others

**Our track record: Success in 2011**

**Job Seekers:** Over 2,100 attendees of diverse racial, ethnic and educational backgrounds with varying levels of skills, experience and career interests.

- 57% with some post secondary education
- 23% with College Degrees
- 26% job/career change (currently employed)
- 68% readily available for hire

**Exhibitors:** 85 unduplicated exhibitors (both 2011 Expos)

- 100% Exhibitor Overall satisfaction
- 95% pleased with number of attendees
- 89% pleased with attendees meeting workforce needs
- 82% pleased with attendees educational levels matching workforce needs
- 89% pleased with candidates presentation of self
- On-site Technology Center for on-line applications **(Louisville Career Expo only)**

**SAVE \$**  
Register TODAY for both Expos!

*18<sup>th</sup> Annual*  
**Louisville Career Expo**

Kentucky International Convention Center

March 21, 2012

10 AM – 4 PM

*Louisville's Largest  
Over 70 Companies  
Over 2,000 Job Seekers*

*9<sup>th</sup> Annual*

**Community Career Expo**  
*Jeffersontown*

June 27, 2012

10 AM – 3 PM

*Over 60 Companies  
Over 700 Job Seekers*

**HUGE PROMOTIONAL BLITZ**

Bus & Newspaper Ads



Television



Radio

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 21, 2012

10 a.m. to 4 p.m.

KY International Convention Center

221 Fourth Street

Louisville, KY 40202

Wednesday June 27, 2012

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 (Registration Deadline March 14, 2012)		Community Career Expo Jeffersontown (Registration Deadline June 20, 2012)			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).						\$ _____
<b>GRAND TOTAL</b> (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, 2012).

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](http://www.lul.org)

# 2012 SPONSORSHIP REGISTRATION FORM

Wednesday March 21, 2012  
10 a.m. to 4 p.m.

Wednesday June 27, 2012  
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](mailto: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](mailto: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](http://www.lul.org)

# COURIER-JOURNAL MEDIA AND CAREERBUILDER.COM ARE THE #1 SOURCE FOR YOUR RECRUITMENT NEEDS.



In partnership with Louisville Career Expo, **Courier-Journal Media** is offering several discounted recruitment packages to **help you reach 2 out of 3 job seekers** in the Louisville-area. Take advantage of our combined resources and drive traffic to your booth at the Louisville Career Expo, to be held in March and June 2012!

## PACKAGE A:

- Quarter page full color display ad to run in the Classified section the Sunday prior to the Louisville Career Expo
- (3) 30 day careerbuilder.com postings to use at any time over the course of a year

**ONLY \$3,200** each publication

## PACKAGE B:

- 5x5 full color display ad to run in the Classified section the Sunday prior to the Louisville Career Expo
- (2) 30 Day Careerbuilder.com Postings

**ONLY \$1,900** each publication

## PACKAGE C:

- 5x5 full color display ad to run in the Classified section the Sunday prior to the Louisville Career Expo
- (1) 30 Day Careerbuilder.com Posting

**ONLY \$995** each publication

TO ADVERTISE CALL **582.4381** TODAY.



[www.lul.org](http://www.lul.org)

