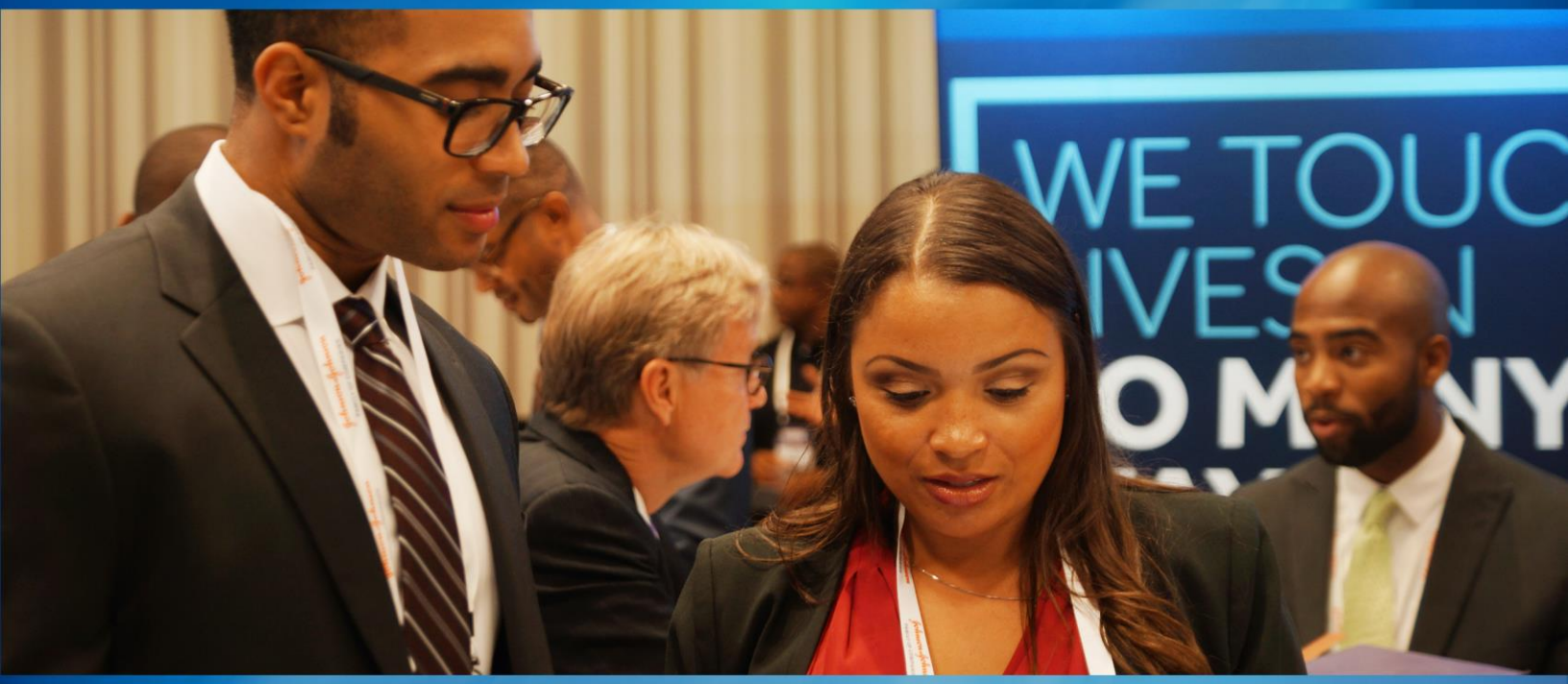
NATIONAL SALES NETWORK

TALENT ACQUISITION & BRANDING PARTNERSHIPS



WWW.SALESNETWORK.ORG

Hyatt Regency Chicago

151 E Upper Wacker Dr, Chicago, IL 60601

EXECUTIVE SUMMARY

NSN continues to serve the professional needs of the diverse sales professional, regardless of industry, location or job level.

OUR LEADERSHIP | Possessing rich and diverse industry knowledge, our senior management team delivers an unprecedented level of commitment and value to our members and stakeholders.

DAVID RICHARDSON

Executive Director/Founder

David Richardson is one of the original founders of National Sales Network. He holds the distinction of being the first Chapter President for the first NSN Chapter started in Newark, New Jersey in June 1992. Immediately following the first NSN conference conducted in September 1996, David created the National Office of NSN to serve the needs of the expanding organization. In addition, David has held the positions of National President, National Chairman of the Board and he is currently the National Executive Director.

MECCA MOORE TART

VP of Business/Marketing Development

In 2009 Mecca Moore Tartt became the youngest chapter president ever elected in the history of the National Sales Network(NSN). Under her leadership the National Sales Network Atlanta Chapter became one of the largest chapters with the most members, community involvement and corporate sponsor relationships. Mecca's NSN leadership dates back to 2007 and her position makes her a leading voice for her generation within the African-American business community. During her leadership she was awarded the David M. Richardson "Individual Commitment Award", in addition to leading as the Director of "Tomorrows Sales Executives Today" a program for recent college graduates interested in sales.

NSN ORGANIZATION PROFILE

About NSN

National Sales Network (NSN) was founded in 1992 by a group of diverse Sales and Sales Management professionals in Newark, New Jersey. The purpose and objective was to develop a national organization that could meet the needs of diverse Sales and Sales Management professionals. Since its inception, the organization has experienced explosive growth. Twenty chapters have been established nationwide in Atlanta, Austin, Charlotte, Chicago, Dallas, Detroit, Houston, Indianapolis, NY/NJ, Los Angeles, Memphis, Nashville, New England, Orlando, St. Louis, San Francisco, South Florida, Philadelphia, Phoenix, and Washington DC. In September of 1996 the organization conducted its first national conference in Somerset, NJ. Since that time conferences have been held in: Chicago 1997, Philadelphia 1998, Washington DC 1999, Atlanta 2000, Houston 2002, Detroit 2003, Dallas 2004, Chicago 2005, Atlanta 2006, Washington DC 2007, Atlanta 2009, Orlando 2010, Houston 2011, Baltimore 2012, Chicago 2013, Dallas 2014, Houston 2015, and Atlanta 2016.

NSN Fast Facts

Founded in 1992 • Non-profit 501c3 organization • Annual Conference with 1,200+ attendees
Annual Diversity Career Fair • Contact list of 33,000+ professionals
20 Chapters Nationwide • Over 1,500 members

WHAT'S NEW FOR 2017 ?

1) All Sponsor Levels INCLUDE Job Board Postings / Resume Views

Here is how it will work.

1) Beginning on May 1, 2017 all sponsors can start posting specific jobs on the Job Board
2) Each sponsor level includes a specified number of job postings (5/1/17 – 7/31/17)
3) NSN will aggressively promote the job board (4/1/17 – 7/31/17)
4) Companies should use candidate responses to job posting to set up interviews at the NSN 2017 conference

Title and Platinum sponsors will also have the option to provide instructions on the NSN website for candidates to send resumes directly to sponsor point person and/or apply at the sponsor website for specific jobs. NSN will send out an e-flyer to over 33,000 people that will include all registered conference attendees, directing them to go to our website for sponsor instructions. The e-flyer will go out approximately 7/1/17. This option is in addition to the jobs placed on the NSN job board at each sponsor level.

2) NSN Celebrates 25 Years (1992 – 2017)

Sign up Your Company Executive For ONE of The Following Keynote Presentations:

- 8/2/17 Wednesday Night Awards Dinner ($7,000) > est. 400 attendees
- 8/3/17 Thursday Opening Ceremony ($7,000) > est. 400 attendees
- 8/3/17 Thursday General Session 4pm ($7,000) > est. 400 attendees
- 8/4/17 Friday Lunch ($10,000) > est. 550 attendees

Each of the above include the following:

1) Keynote Presentation (20 minutes) / Subject TBD by NSN
2) Company Commercial (2-3 minutes)
3) Company Gift Placed At Each Seat
4) 4x6 Card Placement At Every Seat

3) Title Sponsorship Booth 20x20 (Previously 10X2)

NSN partners are industry leaders who are seeking top sales and sales management talent.

2016 PROFESSIONAL CONFERENCE SPONSORS

2016 STUDENT CONFERENCE SPONSORS

NSN CONFERENCE & DIVERSITY CAREER FAIR

2017 Conference Dates August 2-4 | Career Fair Dates August 3-4

Sponsorship Levels*

PACKAGES	TITLE	PLATINUM	GOLD
Options	7 Available $47,000	15 Available $30,000	20 Available $12,000
Career Fair Booth on Thursday & Friday Thursday 12N-4PM / Friday 9AM-3PM	20' x 20' Prominent Placement	10' x 20'	10' x 10'
Hard wall interview booth on Career Fair floor	3	1	+$1,500
Candidates submit resumes or apply for jobs based on your instructions placed on our website	✔	✔	
1 Exclusive e-flyer communication to all conference attendees	✔		
Prominent position in all conference marketing communications	✔	✔	
Prominent position on on-site conference signage	✔		
Pre-career fair suite to Corporate Hospitality Suite on Thursday night for 3 hours (excludes food & beverage)	✔	✔	
An executive-level VP on NSN VP Panel	✔		
Full-page ad in Conference Program Guide	✔ Prominent Placement	✔	+$1,500 (Until Sold Out)
Company logo/link on NSN website	Home Page All Year	✔	✔
Company logo/recruitment announcement in Conference printed/email communications	✔	✔	✔
Conference registration package	6 Full Conference Registrations / 15 Career Fair Only Registrations	4 Full Conference Registrations / 10 Career Fair Only Registrations	2 Full Conference Registrations / 5 Career Fair Only Registrations
NSN Private Job Board (5/1/17 – 7/31/17)	30 Posts or Resume View	15 Posts or Resume view	5 Posts or Resume View

SEE NEXT PAGE FOR ADDITIONAL WAYS TO INCREASE YOUR EXPOSURE.

NOTE: ALL OF THE ABOVE OFFERINGS ARE SUBJECT TO CHANGE WITHOUT WRITTEN NOTICE.

ADDITIONAL WAYS TO INCREASE YOUR EXPOSURE	Value
Career Information Sessions (2:30pm-3:30pm) *OR* Lunch & Learn Sessions (Noon -1pm) (5 Total Available) These sessions are conducted on Thursday. Sponsors present current career opportunities to potential candidates. The "Sessions" will be advertised on the official NSN conference agenda and in the Career Fair Guide. *(Lunch and Learn sessions require food & beverage to be paid for by Sponsors; food & beverage is OPTIONAL for Career information Sessions).*	**$5,000**
Wednesday Night Opening Reception & Awards Sponsor Keynote Presentation • Company representative to deliver Welcome Address (20 minutes) • Prominent signage identifying your company as Reception Sponsor • 4x6 card at all seats *(Sponsor responsible for bringing cards to NSN conference)*	**$7,000**
Thursday Opening Ceremony Sponsor Keynote Presentation (1 Available) • Company representative to deliver Welcome Address (20 minutes) • Prominent signage identifying your company as Opening Ceremony Sponsor • 4x6 card at all seats *(Sponsor responsible for bringing cards to NSN conference)*	**$7,000**
Thursday VP Panel Sponsor Keynote Presentation (20 Min) (1 Available)	**$7,000**
Friday Corporate Luncheon Sponsor Keynote Speaker (Sponsor Representative) (1 Available)	**$10,000**
Friday General Session Sponsor Keynote = (1 Available)	**$5,000**
Friday Night Reception (5 Available) • Custom branding opportunity (Contact David Richardson, DavidRichardson@salesnetwork.org or (770) 551-2734 for more details)	**$3,000**
Sales Executive Leadership (S.E.L.) Symposium (1 Available) • Company representative to deliver Opening Remarks (15 minutes) • Prominent signage identifying your company as S.E.L. Symposium Sponsor • 4x6 card at all seats *(Sponsor responsible for bringing cards to NSN conference)*	**$5,000**
Your Company Logo On Name Badge Lanyard	**$3,000**
Conference Padfolio (1 Available) • Company logo embossed on padfolio with NSN logo; (6.5" x 9.5") full-color insert (front and back advertising opportunity)*	**$10,000**
Conference Program Guide Advertisement • Full color; dimensions are 5.75"x 8.75" (sponsor to provide camera-ready artwork). *This option is included with title and platinum sponsorships.*	**$1,500**
Conference Pocket Agenda Advertisement (1 Available) • Full color; dimensions are 3.5" x 3.625" (Attendees use this agenda up to 5x per day)	**$3,000**
Conference Workshops • Prominent signage identifying your company as Workshop Sponsor; • 4x6 card at all seats *(Sponsor responsible for bringing cards to NSN conference)*	**$2,000**
Career Strategies for Professional Women (2 Workshops) • Signage identifying company as sponsor • Company representative to deliver introduction & closing for two women's sessions (5 mins) • 4x6 card at all seats *(Sponsor responsible for bringing cards to NSN conference)*	**$5,000**
TOP Sales Pitch Contest (3 Available) • Company logo/sponsorship will be included in all contest marketing/social media • Company representative will be contest judge at NSN conference • Company will receive the resumes of the Top 10 finalists	**$5,000**
Master Class (2 Available) • Your Executive is interviewed by an NSN Executive • Master Class located on the career fair floor • Signage identifying company as sponsor • Company representative to deliver introduction & closing for the master class session (2-3mins) * 4x6 card at all seats *(Sponsor responsible for bringing cards to NSN conference)*	**$3,000**
Private Corporate Team Meeting Room (3 Available) • Up to 20 people; Available Thursday and Friday, 8am- 5pm	**$5,000**
Friday General Session Keynote Speaker (Sponsor Representative) (1 Available) • Company Signage at General Session & Book Signing Reception identifying your company as the official sponsor • Ability to show 60 second commercial during the Keynote general session (company would send to NSN) • Acknowledgement of your company as the sponsor • Expected attendance: 400-500 attendees	**$5,000**

UPGRADE YOUR SPONSORSHIP BY ADDING A JOB BOARD PACKAGE

Job Board is marketed to NSN contact list of under 33,000+ professionals

By signing up to the Title, Platinum or Gold level sponsorship, your company will receive a certain # of job postings and the ability to view resumes between 5/1/17 – 7/31/17 at no charge.

If your company wants to post jobs prior to 5/1/17 or after 7/31/17, you may sign up to a 3, 6 or 9 month program for an additional cost based on your sponsorship level OR you may post jobs one at time during a 30, 60 or 90 day period. The cost for a 30 post = $300, 60 day post = $500 or 90 post = $700. The cost for a 30 day resume view = $300, 60 days = $500 or 90 days = $700

	Unlimited Job Post / Resume Search		
Level of Sponsorship	3 Months	6 Months	9 Months
Title Level Sponsorship:	$5,000	$10,000	$14,000
Platinum Level Sponsorship:	$7,000	$12,000	$17,000
Gold Level Sponsorship:	$10,000	$15,000	$20,000

CHAPTER SPONSORSHIP

NSN is a **valuable and important partner organization** for companies who want great customer interaction, contact with prospects and numerous opportunities that help build awareness in the market.

PLATINUM LEVEL $5,000 (4-6 Chapter Events Per Year)

- Display table for your company to distribute recruiting materials and speak directly with potential candidates
- Company mention and logo in ALL NSN event marketing promotional materials
- NSN website listing of your company logo with link to your corporate website
- Opportunities for company representatives to address the group

MUST COMPLETE CHAPTER SPONSOR FORM TO PARTICIPATE.

LOCATIONS OF CHAPTERS THAT YOU CAN SPONSOR

- Atlanta
- Charlotte
- Chicago
- Dallas
- DC/Baltimore
- Detroit
- Houston
- Indianapolis
- Las Vegas
- Los Angeles
- Louisiana
- Nashville
- New England
- NY/NJ
- Orlando
- Philadelphia
- Phoenix
- St. Louis
- San Francisco
- South Florida

STUDENT SALES AND MARKETING CONFERENCE

September 16 - 18, 2017 • Atlanta, GA

Sponsorship Levels: Title $10,000 • Platinum $7,500

See Sign-up Form for NSN Deliverables

STUDENT PROFILE	
Colleges Represented:	25 +
Average GPA:	3.2
Degree Being Pursued:	Undergraduate 87% | MBA 13%
Undergrad Year:	Senior 69% | Junior 29% | Sophomore 2%
Gender:	Male 35% | Female 65%
Race:	African-American 77% Caucasian 11% Hispanic 6% Asian 3% Multi-Racial 3%

Executive Summary On How The Program Works:

1) Students Complete NSN Online Application
2) Select Students Are Then Interviewed By NSN
3) 100-150 TOP Sales & Marketing Students Are Selected By NSN
4) Companies Receive ALL Selected Student Resumes
5) Companies Pre-screen/Confirm Interviews w/ Students
6) NSN Provides 2 Private Interview Spaces & Career Booth Tabletop At Conference

NSN pays 100% of the travel cost for the NSN fellows.

NSN is a 501c(3) organization and accepts donations to support our Student Conference.

CRITICAL DEADLINES:

National Conference & Career Fair
Conference Dates: 8/2/17 – 8/4/17
Career Fair Dates 8/ 3/17 – 8/4/17

Sign Up Deadlines:
11/30/16 (guaranteed space)
1/31/17
Until Sold Out (Max 40 sponsors)

NOTE: Career Fair Booth Locations Are Decided By The Date Of Your Sign Up Confirmation Form And Sponsor Level. Earlier dates get the best locations.

Student Sales & Marketing Conference & Career Fair
Conference Dates: 9/16/17-9/18/17

Sign Up Deadlines:
11/30/16 (guaranteed space)
1/31/17
Until Sold Out (Max 15 sponsors)

Chapter Sponsorship:
(Event Dates: 1/1/17 – 12/31/17)

Sign Up Deadlines:
11/30/16
1/31/17
Until Sold Out

NSN Can Send One Or Multiple Invoices As Needed