

# MINORITY PROFESSIONAL NETWORK

The Global Career, Economic & Lifestyle Connection™ for Progressive Professionals  
A Viable Source of Top Talent™ for Multicultural and Diversity-Focused Employers



## Minority Professional Network, Inc.

P.O. Box 55399  
Atlanta, GA 30308-5399

**Toll Free:** (888) MPN.NETWORK (888-676-6389)

**Main Office Direct:** (770) 322-9323

**Main Office Fax:** (770) 322-1987

**Email:** [Support@MPNmail.com](mailto:Support@MPNmail.com)

**Web site URL:** [www.MinorityProfessionalNetwork.com](http://www.MinorityProfessionalNetwork.com)

**-OR-** [www.mpnsite.com](http://www.mpnsite.com)

## EVENT MARKETING TRADE AGREEMENT

This **Event Marketing Trade Agreement**, herein called the "**Agreement**", is by and between **Minority Professional Network, Inc.**, herein called "**MPN**" and \_\_\_\_\_, located at \_\_\_\_\_, and herein called "**EVENT PARTNER.**" The parties for themselves, their heirs, legal representatives, successors and assigns, agree as follows. This specific agreement would cover the following event(s):

SUMMARY OF EVENT(S) COVERED BY THIS AGREEMENT			
<b>Event Title / Name:</b>			
<b>Event Synopsis:</b>			
<b>Event Sponsor(s):</b>			
<b>Event Location(s):</b>			
<b>City/State/Zip:</b>			
<b>Event Dates:</b>	Enter " <b>Ongoing</b> " for continuing agreement	<b>Start Date:</b>	<b>End Date:</b>

This **Agreement** will commence as of the latter of the signatures and dates reflected below, and will continue in full force and effect through either the above "**END DATE**" (or "**ONGOING**") for "**EVENT PARTNER**" events where **MPN** is engaged, unless terminated by either party providing electronic, mailed or faxed written notice of termination to the other. This **Agreement** may only be amended by documents signed by both parties. In this **Agreement**, the host or sponsoring entity of the event is "**EVENT PARTNER.**" Below is the list of proposed partnership/co-branding elements that will benefit both **MPN** and **EVENT PARTNER.**

**IN CONSIDERATION of the mutual covenants contained herein, both parties do hereby agree to the following:**

### What MPN will provide to EVENT PARTNER?

- EVENT PARTNER** featured event "**Calendar Listing**" displayed on the MPN Home Page, Global Calendar Page and other applicable Interest Specific and Geo Area calendars. **EVENT PARTNER** must create listings (each unique listing displayed on up to 12 calendars) by clicking on "**POST Calendar Listings**" interface - <http://www.mpnsite.com/CalendarPost.asp>.
- EVENT PARTNER** event will be featured as a "Press Release" listing on the MPN Home Page, applicable MPN Geo Area page and up to eight (8) additional pages. **EVENT PARTNER** must create press release or media advisory content listing entry by clicking on the "**POST Articles/Content**" interface - <http://www.mpnsite.com/ContentPost.asp>.
- EVENT PARTNER** conference/workshop/function/event marketing display image (125x125 pixels or 468x60 pixels) with a reciprocal link to the **EVENT PARTNER** home page (or event page) will be featured on at least one or more relevant MPN web portal pages (i.e., **MPN Home Page** or **Global Calendar** page or applicable **Interest Specific** calendar page(s) and/or **Geo Area** calendar pages). Actual page location(s) will be based on display ad space availability.
- EVENT PARTNER** conference/workshop/function/event marketing display image (125x125 pixels or 468x60 pixels) with a reciprocal link to the **EVENT PARTNER** home page will be featured in one or more applicable MPN **e-Newsletters** (i.e., Interest Specific - e.g., Career Resource Connection, Student Resource Connection and/or Geographical Area - e.g., Atlanta, New York, South America, East Africa) distributed during the duration of this agreement.
- Upon request and approval by MPN senior management (each request will be assessed on an individual case basis), MPN will send out one dedicated **e-mail blast** - <http://www.mpnsite.com/advertise/eBlast.htm> or resource connection **e-newsletter** <http://www.mpnsite.com/advertise/eNewsletter.htm> featured **graphical display ad** about the **PARTNER's** event to relevant subscribers in the targeted geo area(s) contingent upon receipt of compliant graphics from **EVENT PARTNER.**
- MPN will generally encourage its target audience e-Subscribers and site visitors to register for, attend, and support the covered **EVENT PARTNER** conference/workshop/function/event and future events.

## What EVENT PARTNER will provide to MPN?

1. Recognition of "MinorityProfessionalNetwork.com (MPN)" as conference internet partner / Web presence and link from **EVENT PARTNER** official website. For the duration of this initial agreement, the "MinorityProfessionalNetwork.com (MPN)" 293x162 company logo (or 125x125 pixels or 468x60 pixels marketing display image) will appear as a "Sponsor or Conference Partner or Media Sponsor" on the **EVENT PARTNER web site** with a reciprocal link to MPN home page - <http://www.mpn-site.com> or <http://www.MinorityProfessionalNetwork.com>.
2. "MinorityProfessionalNetwork.com (MPN)" will be listed as a sponsor in all **EVENT PARTNER** event marketing promotional efforts (e.g., any event-related press releases, public service announcements, program booklets, show guides, event signage, and/or other promotional materials). Any text or images should be linked to the MPN home page - <http://www.mpn-site.com> or <http://www.MinorityProfessionalNetwork.com>. MPN will provide Event Partner with a high resolution logo to be used when needed in all promotional and marketing materials.
3. The "MPN" logo, name, or web site URL will be **included on signage** and/or be acknowledged as a media, communications, community, or promotional sponsor when other sponsors are verbally acknowledged at the event.
4. "MinorityProfessionalNetwork.com (MPN)" will receive a complimentary ½ **PAGE** or **FULL PAGE AD\*\*** prominently displayed in the **EVENT PARTNER** conference/workshop/function/event official program booklet.
5. Upon request, "MPN" will receive complimentary Vendor Expo space (e.g., booth, display table) where it can set up display and disseminate promotional information on its company. At a minimum, MPN **promotional material** will be included in attendee welcome packets and/or MPN will be allowed to display basic marketing collateral (e.g., postcards, business cards) at an entrance table or booth for event patrons to retrieve as desired.
6. "MPN" will receive at least **two (2) complimentary** tickets, passes, admissions, or conference/event registration packages, including VIP event passes.
7. When possible, **EVENT PARTNER** will facilitate introductions of "MPN" with key persons (e.g., corporate executives, partners, recruiters, HR professionals, advertising agencies, public relations firms and diversity representatives) representing entities that might benefit from any of MPN's offerings, solutions and capabilities. This can be accomplished via face-to-face introductions, e-mail or phone, or promotional material distribution.

## EVENT PARTNER Action Items to Activate This Agreement

MPN has minimal staff and thus typically does not allocate our limited resources to dedicate considerable time on non-revenue "trade agreements." Therefore, given that our portal is interactive; all agreements are designed to be implemented with **minimum resource allocation** from MPN. Thus, to activate this agreement, **EVENT PARTNER** must do as follows:

1. Receive verbal or electronic approval from MPN CEO C.J. Bland or an authorized MPN representative that MPN is willing to enter into this trade agreement.
2. Fully complete the "event summary" section above and "authorization section" below; and sign, date and fax this agreement to 770-322-1987 or mail it to P.O. Box 55399, Atlanta, GA 30308-5399.
3. Create one or more standard calendar listings - <http://www.mpn-site.com/CalendarPost.asp> and press release / announcement listings - <http://www.mpn-site.com/ContentPost.asp>. MPN will upgrade to featured listings upon activation.
4. **EVENT PARTNER** will provide the button-size (125x125) and banner-size (468x60) marketing display images in accordance with the standard MPN ad specs listed via the Advertising Solutions channel on the MPN web site - <http://www.mpn-site.com/advertise/Graphical-Display.htm>.
5. **EVENT PARTNER** will provide a date and mailing or drop-off location for delivery of MPN promotional items to be included in the attendee welcome packets. Where required and as applicable to cross promote or acknowledge MPN, **EVENT PARTNER** will download ALL standard MPN online or print marketing display images, full page ads or other promotional materials from the MPN marketing and collateral references menu - <http://www.mpn-site.com/Collateral.htm>.

## AUTHORIZATION

**IN WITNESS WHEREOF, the persons signing below certify they are authorized to bind their respective entities to the terms and conditions of this Agreement:**

	MPN AUTHORIZER	EVENT PARTNER AUTHORIZER*
<b>Company / Entity:</b>	Minority Professional Network, Inc	
<b>Address:</b>	P.O. Box 55399 Atlanta, GA 30308-5399	
<b>Authorizer Name:</b>	C.J. Bland	
<b>Authorizer Title:</b>	President & CEO	
<b>Phone Number:</b>	+1 770-322-9323	
<b>E-mail Address</b>	Support@MPNmail.com	
<b>Signature Date</b>	Per Receipt of Verbal, E-mail or Faxed Consent from C.J. Bland or Authorized MPN Representative	
<b>Authorizer Signature</b>	<i>C.J. Bland</i>	

**\* To activate this agreement, please populate the requested data above, sign and fax to 770.322.1987**

MPN Web Portal: [www.MinorityProfessionalNetwork.com](http://www.MinorityProfessionalNetwork.com) -OR- [www.mpn-site.com](http://www.mpn-site.com)