



US Pan Asian American Chamber of Commerce Education Foundation



2024

PARTNERSHIP BENEFITS

Contact us through your
USPAACC contact or
Info@uspaacc.com

Why Partner with USPAACC



1 Leading Corporations address our conference Audiences, sharing their support for Asian American business owners and executives.

2 FAST100 Asian American Business Awards spotlight the 100 fastest-growing Asian American-owned businesses nationwide.

3 The Women Initiative for Strategic Empowerment Forum (WISE) provides a platform for Asian American and Minority business women to meet, develop skills, make connections, and grow together.

4 Networking: Not all relationships are developed at scheduled meetings and events. USPAACC events provide informal networking: receptions and open Dine-Around opportunities for all attendees.

5 Supplier Diversity Procurement Leadership Caucus: Corporate and Government Supplier Diversity Executives have candid discussions on the current state of supplier diversity, including challenges, best practices, and strategic solutions.

Why Partner with USPAACC



6 “Guanxi” means “connections” or “relationship” and the Guanxi* Connection Place brings together Minority Suppliers and buyers across industries – building those relationships and creating business partnerships.

7 Since 1989, over two million dollars in College Scholarships have been awarded through USPAACC. Major corporations and Asian American businesses have established their Hallmark Scholarships with USPAACC.

8 Top Procurement officers from leading Fortune 1000 powerhouses share their thoughts on domestic and global trends in the supply chain, and what small businesses must do to align with the strategic needs of these corporations.

9 Prescheduled 1-on-1 Business Matchmaking offers hundreds of scheduled meetings between diverse suppliers and buyers from corporations, government, and large nonprofits facilitating business connections and lucrative procurement opportunities.

10 Speakers provide groundbreaking insights on the newest trends and opportunities at multiple sessions.

Why Partner with USPAACC



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LIVE TALK
How to Do Business with PG&E
 PRESENTED BY: PG&E
 MODERATOR: Karin Hung
 SPEAKER: Tiffany Rodriguez

COMMUNITY NAVIGATOR PILOT PROGRAM
Hiring a Marketing Team for Your Small Business
 Learn the ways to build out your marketing team relative to your size in-house or outsource. Who will discuss who should be on your marketing team and how much to expect to pay for these services.
 September 15 7-8pm ET
 David Lee
 Digital Marketing Expert

COMMUNITY NAVIGATOR PILOT PROGRAM
Business Leadership Series
Cyber Security and IT Solutions
 Join USPAACC and CMT Solutions of Silicon Valley in a discussion about cyber crime, cyber and cyber security. The Business Leadership Series, sponsored by Wells Fargo, will help you identify cyber practices to protect your business.

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LIVE TALK
IRS Explains ERTC for Business Owners
 PRESENTED BY: WELLS FARGO
 MODERATOR: Susan An Allen
 SPEAKER: Yang Li
 SPEAKER: Susanne Guo



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11 The Innovation Luncheon at InnovASIAN Symposium features new, innovative products, services and processes and recognizes the most innovative companies and executives

12 At “What’s Your Pitch Innovation Competition”, discover new and exciting upstart innovators who could be the “next big thing” to disrupt the marketplace.

13 CIO/CTO Forum: Top tech executives share in-depth and candid thoughts on the state of technology across industries, its outlook, and opportunities for small and diverse businesses.

14 LiveTALK and Business Leadership Webinars offer valuable advice on leadership skills and practical management tools, plus provide available business opportunities with Fortune corporations and the federal government.

15 USPAACC supports Asian-American Businesses with education and training; business connections and opportunities with corporations and government agencies; certification and recognition as an Asian-American owned business.

2024 USPAACC Annual Partnership Benefits Schedule



Partnership level includes price of membership

PARTNERSHIP LEVEL	PLATINUM CUSTOM	GOLD \$80K	SILVER \$65K	ELITE \$45K	PREMIER \$20K - \$28K	MEMBER ONLY \$10K-\$18K
USPAACC Membership	✓	✓	✓	✓	✓	✓
CelebrASIAN Business + Procurement Conference June 4-6, 2024	Conference Title Sponsor <ul style="list-style-type: none"> • 12 Registrations • Gala table (10) • Head Table (2) • Gala Presenter • CPO Forum (Speaker) • 1-1 Matchmaking Corp. • Roundtable • GuanXi Place • Present Award/Scholarship • Social Media presence • Program Ad • Web logo (1 Yr.) • Wall-to-wall ads • Corporate Lounge • CEO Video Greeting on website and program 	Conference Co-Sponsor <ul style="list-style-type: none"> • 11 Registrations • Gala table (10) • Head Table (1) • Lunch Presenter • CPO Forum (Speaker) • 1-1 Matchmaking Corp. • Roundtable • GuanXi Place • Present Award • Social Media presence • Program Ad • Web logo (1 Yr.) • Multiple signs • Corporate Lounge • CEO Video Greeting on website and program 	Key Sponsor <ul style="list-style-type: none"> • 6 Registrations • Half Gala table (5) • Head Table (1) • Sponsor of (1) CPO Forum (Speaker) • 1-1 Matchmaking Corp. • Roundtable • GuanXi Place • Fast 100 Awards • SDC Awards • Session Intro • Social Media presence • Program Ad • Web logo (1 Yr.) • Multiple signs • Corporate Lounge 	<ul style="list-style-type: none"> • 5 Registrations • Half Gala table (5) • Session Intro • CPO Forum • 1-1 Matchmaking Corp. • Roundtable • GuanXi Place • Social Media presence • Program Ad • Web logo (1 Yr.) • Sponsor signs • Corporate Lounge 	<ul style="list-style-type: none"> • 2 Registrations • CPO Forum • 1-1 Matchmaking Corp. • Roundtable • GuanXi Place • Social Media presence • Program Ad • Web logo (1 Yr.) • Corporate Lounge 	See Member Benefits, Page 7
InnovASIAN Symposium February 15-16, 2024	Symposium Co-Sponsor <ul style="list-style-type: none"> • 10 Registrations • 1 Session Intro/Sponsor • CIO/CTO Lunch Speaker • Reception or Meal or Room Key or Lanyard Sponsor (1) • Doing Business with Roundtable • Program Book Ad • Web logo (1 Yr.) • Wall-to-wall ads • CEO Video Greeting on website and program 	Premium <ul style="list-style-type: none"> • 8 Registrations • 1 Session Intro/Sponsor • CIO/CTO Lunch Speaker • Reception or Meal or Room Key or Lanyard Sponsor (1) • Doing Business with Roundtable • Program book Ad • Web logo (1 Yr.) 	Incubator <ul style="list-style-type: none"> • 6 Registrations • Reception or Meal or Room Key or Lanyard Sponsor • Doing Business with Roundtable • Program book Ad • Web logo (1 Yr.) 	<ul style="list-style-type: none"> • 4 Registrations • Doing Business with Roundtable • Program book Ad • Web logo (1 Yr.) 	<ul style="list-style-type: none"> • 2 Registrations • Doing Business with Roundtable • Program book Ad • Web logo (1 Yr.) 	

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Virtual Programs	<ul style="list-style-type: none"> 1 BLS (Business Leadership Series) 1 LiveTALK 1 Custom Webinar 	<ul style="list-style-type: none"> 1 BLS 1 LiveTALK 	<ul style="list-style-type: none"> 1 BLS or 1 Live Talk 	1 BLS		
Customized RFP Searches throughout the year	✓	✓	✓	✓	✓	✓
Committee Sponsorship <ul style="list-style-type: none"> EBRG - Employee Business Resource Group SDPL - Supplier Diversity Procurement Leaders WISE - Women Initiative for Strategic Empowerment Award Committees 	4	3	2	1	1	
Awards Judge	✓	✓	✓	✓	✓	
Social Media	✓	✓	✓	✓	✓	
Special Recognition Sponsorship Opportunities (a la carte access to)	<ul style="list-style-type: none"> Reception Meal Room Key Lanyard Branded Scholarship 					
Virtual Matchmaking	Customize	3/year	2/year	1/year		

Membership Benefits



Why join USPAACC?

Together, we're stronger! USPAACC Corporate Members lead the business growth initiatives for Asian American and other minority businesses through networking, contract opportunities and educational events while sharing best practices with the most innovative and effective practitioners of Corporate Supplier Diversity.

Benefits

- Disseminate corporate contract opportunities to Asian American suppliers and receive direct referral of suppliers to fulfill your unique needs.
- Direct outreach to Asian American business community through USPAACC's database.
- Access to USPAACC's unique Asian American expertise in research, advertising, and media.
- Serve on certification committee and certify Asian American suppliers.
- Participation and hosting of USPAACC Committee Meetings and Roundtable discussions. Committees include CelebrASIAN, EBRG, SDPL, Innovation Symposium, and WISE.
- Participation in the Supplier Diversity & Procurement Leadership Caucus, Employee Business Resource Group (EBRG) Leadership Caucus, CPO, and CIO/CTO Caucus events.
- Opportunity to serve on USPAACC Advisory Councils (for Platinum and Gold members).
- Opportunity to coordinate efforts with USPAACC legislative advocacy program.
- Membership in one (1) USPAACC Regional Chapter of choice.
- Opportunity to sponsor Hallmark Scholarship(s) in Corporation's name to support college-bound students.
- Customized USPAACC sponsorship packages.

Marketing Benefits

- Recognition as USPAACC National Corporate Member in print, website, social media and special announcements.
- Display corporation logo on USPAACC "Meet Our Members" web page with link to Corporate Supplier Diversity web page.
- Share Corporation's vendor fairs/trade shows/business opportunity events on USPAACC's home page.

Additional Opportunities

- Recommend Asian American suppliers for the Fast 100 Asian American Businesses Awards.
- Recommend Asian American Businesses for Certification.
- Opportunity to coordinate efforts with USPAACC legislative advocacy program.

Membership Investment

- Fortune 50 Corporations: \$18,000
- Fortune 1000 Corporations: \$15,000
- Corporations and Government Agencies: \$10,000

Contact us at info@uspaacc.com

2024 Partnership Benefits
uspaacc.com