

2011

3RD ANNUAL AMERICAN MUSLIM CONSUMER CONFERENCE

SPONSORSHIP PACKAGE

“MULTICULTURALISM IN THE AMERICAN MUSLIM CONSUMER MARKET”

SATURDAY, OCTOBER 29, 2011

at the Hyatt Regency Hotel, New Brunswick, NJ



WWW.AMERICANMUSLIMCONSUMER.COM

American Muslim
Consumers 

The **American Muslim Consumer Conference** provides the only platform for industry professionals to examine this potent market sector, and explore its rich potential. The objective of AMCC is to *“Understand and Address the needs of American Muslim Consumers and promote companies and entrepreneurs who are developing products for this market”*.

It is clear that this market is growing and maturing. The consumer preferences of the world’s nearly 1.5 billion Muslims are faith-based, and the concept of Shariah-compliance as a marketing strategy has started to take root in the global and national marketplaces. JWT’s 2007 study of ‘one of America’s biggest hidden niche markets’ revealed that the American Muslim consumers represent *“a neglected market with huge potential for brands that are willing to connect with them.”*

Ogilvy and Mather’s 2010 report on **“Brands, Islam and the New Muslim Consumer”** states that the “generation of educated, savvy young Muslims across the world who are quantifiably different in their world views, attitudes and expectations from the generations before them. With Muslim youth now accounting for 11% of the world’s population, they are the voice of the future that global marketers cannot afford to ignore”.

Ogilvy and Mather’s 2010 research **“A little empathy goes a long way: How Brands can engage the American Muslim Consumer”** reveals that 86% of American Muslim Consumers believe that American Companies “need to make more of an effort to understand Muslim values” but at exactly the same time they are feeling largely ignored by American brands and companies with 98% feeling that “American brands don’t actively reach out to Muslim Consumers”.

AMCC reaches 100,000 American Muslim households through its web site and social media presence on Facebook, Twitter and LinkedIn. This will be the third annual conference and feedback from conference attendees has been very positive.

The conference was a huge success, a kind of coming-of-age for the Muslim Community here as an economic force - Premier Sponsor of 2010 AMCC, Miles Young, CEO, Ogilvy and Mather Worldwide.

All the sponsorship slots have been sold out in the last two conferences. We have limited sponsorship and we make every effort to ensure that our sponsors maximize their investments.

SPONSORSHIP SALES: INFO@AMERICANMUSLIMCONSUMER.COM



ABOUT THE AMCC ORGANIZER:

MLink is a Networking platform to connect Muslims and Muslim Communities. Launched in 2007, MLink has approximately 2,000 registered members, majority of the members are professionals and highly educated.



CONFERENCE SPONSORSHIP

PREMIUM SPONSOR (Exclusive)

\$15,000

- ❖ Official recognition as the “Premium” sponsor on all AMCC materials: website, program guide and other in-print conference ads. Website recognition will take immediate effect.
- ❖ In-color program back-cover
- ❖ Company logo with phrase “Premier” sponsor on web site and program guide
- ❖ Company representative speaking opportunity during sessions
- ❖ Logo recognition in AMCC video
- ❖ Banner ad on monthly emailed AMCC Newsletter
- ❖ Booth space (10x10) to promote product or services in exhibit area
- ❖ 5 Complimentary passes

SUPPORTING SPONSOR

\$5,000

- ❖ Official recognition as the “Supporting” sponsor on all AMCC materials: website, program guide and other in-print conference ads. Website recognition will take immediate effect.
- ❖ Company logo with phrase “Supporting” sponsor on web site and program guide
- ❖ Company representative speaking opportunity during sessions
- ❖ Banner ad on monthly emailed AMCC Newsletter
- ❖ Booth space (6x6) to promote product or services in exhibit area
- ❖ 2 Complimentary passes

NETWORKING SPONSORSHIP

As a networking sponsor, your support will bring together industry executives and attendees. Take advantage of these opportunities to promote your company and brand.

REFRESHMENT SPONSOR

\$2,000

- ❖ Opportunity to host a refreshment break for all conference attendees
- ❖ Official recognition as the “Refreshment” sponsor on all AMCC materials: website, program guide and other in print conference ads
- ❖ Right to place signage and promotional materials in and around refreshment area
- ❖ Food & beverage supplied by conference organizers
- ❖ 2 Complimentary passes

LUNCH SPONSOR

\$2,000

- ❖ Opportunity to host a lunch for all conference attendees
- ❖ Official recognition as the “Lunch” sponsor on all AMCC materials: website, program guide and other in print conference ads
- ❖ Right to place signage and promotional materials in and around lunch area
- ❖ Food & beverage supplied by Conference organizers
- ❖ 2 Complimentary passes



BREAKFAST SPONSOR **\$2,000**

- ❖ Opportunity to host a breakfast for all conference attendees
- ❖ Official recognition as the "Breakfast" sponsor on all AMCC materials: website, program guide and other in print conference ads
- ❖ Right to place signage and promotional materials in and around breakfast area
- ❖ Food & beverage supplied by Conference organizers
- ❖ 2 Complimentary passes

PRODUCT SPONSORSHIP

ATTENDEE WELCOME BAG SPONSOR (Exclusive) **\$3,000**

- ❖ Attendees will receive a conference bag (made of environment friendly bamboo material) with the sponsor logo when they register
- ❖ Official recognition as "Welcome Gift" sponsor on Conference website and in print
- ❖ 2 Complimentary passes

ATTENDEE BADGE SPONSOR (Exclusive) **\$2,500**

- ❖ Official recognition as "Badge" sponsor on Conference website and in print
- ❖ Booth table in exhibit area
- ❖ Opportunity to include a promotional item or product sample in attendee registration bag
- ❖ 2 Complimentary passes
- ❖ Badges produced by AMCC

BOOTH SPONSOR **\$ 800**

- ❖ Booth space (6 x6) to promote product or services in exhibit area
- ❖ 1 Complimentary pass

