



2012 Airport Business
Diversity Conference

ST. LOUIS, MISSOURI
JUNE 9TH - JUNE 12TH

GATEWAY

To Business Opportunities



LAMBERT-ST. LOUIS
INTERNATIONAL AIRPORT®

**America's Center Convention Complex
Renaissance Grand Hotel**

Join Us In St. Louis For A “Gateway To Business Opportunities”



Lambert-St. Louis International Airport is proud to host the **28th Annual Airport Business Diversity Conference** in 2012, co-presented by the Airport Minority Advisory Council (AMAC) and the Federal Aviation Administration (FAA).



AMAC is the only national non-profit trade association dedicated to promoting the full participation of minority and women-owned businesses in airport contracting and employment. This annual event is considered the paramount business networking forum for minority and women-owned businesses seeking all levels of participation as airport vendors, professional services providers, construction contractors and concessionaires.



You will have the opportunity to communicate directly with airport decision makers, federal aviation administrators, corporate executives, and entrepreneurs. Business networking opportunities range from how to do business at airports, to public policy issues impacting the entire aviation industry - providing immeasurable benefits to all conference participants.

1984 Miami, Florida
1985 Kansas City, Missouri
1987 Orlando, Florida
1988 Los Angeles, California
1989 Dallas/Fort Worth, Texas
1990 San Francisco, California
1991 Denver, Colorado
1992 Atlanta, Georgia
1993 Seattle, Washington
1994 Cleveland, Ohio
1995 San Diego, California
1996 New Orleans, Louisiana
1997 Las Vegas, Nevada
1998 Washington, District of Columbia
1999 Houston, Texas
2000 Orlando, Florida
2001 Detroit, Michigan
2002 Atlanta, Georgia
2003 Memphis, Tennessee
2004 Philadelphia, Pennsylvania
2005 Los Angeles, California
2006 Jacksonville, Florida
2007 Las Vegas, Nevada
2008 Indianapolis, Indiana
2009 Baltimore, Maryland
2010 New Orleans, Louisiana
2011 Fort Worth, Texas
2012 St. Louis, Missouri
2013 San Diego, California
2014 Denver, Colorado
2015 Fort Lauderdale, Florida

Since its inception nearly 30 years ago, AMAC has been at the forefront of nearly every national policy initiative impacting the participation of disadvantaged businesses in airport contracting. AMAC also works consistently with Congress, the Federal Government, aviation trade associations and others as a resource for information, education and guidance on business and employment matters.

AMAC's membership is made up of more than 500 corporations, small business owners, airport personnel, and government officials that represent thousands of decision makers in airport concessions, architectural, engineering, construction, consulting and related businesses. Nearly 32,000 people receive AMAC's e-mail newsletters, contracting and employment opportunities, company profile stories and meeting invitations. Membership offers access to a wealth of resources and experience, plus exposure to a wide array of networking opportunities with your peers, clients, industry decision makers, and potential business associates and employees.

Conference Planning Committee Insights



The St. Louis Planning Committee is hard at work to make the 2012 conference one of the best on record! If you are not already an AMAC member, we invite you to join today – and be part of the energy and impact of AMAC on the airports industry. Attend the following proposed conference workshops to learn about the “policy updates” for minority and women-owned businesses relative to compliance with federal and state certification requirements. For example, February 28, 2011, the United States Department of Transportation (USDOT) issued an amendment to 49 CFR Part 26, that includes but is not limited to, “a firm shall remain certified until and unless it has withdrawn from the Disadvantaged Business Enterprise (DBE) Program or is decertified” by the certifying Unified Certification Program (UCP) agency. We anticipate more changes as the 2012 conference nears. The information coming directly from the program’s architects and administrators will be invaluable to you and your business.



DBE Certification Workshop

A certification through the Disadvantaged Business Enterprise (DBE) and Airport Concessions Disadvantaged Business Program (ACDBE) can position a firm for new business opportunities otherwise untapped by many eligible airport business operators. Though sometimes lengthy, the certification process need not be overwhelming. This session will introduce you to the basics in ‘bite size morsels’ – terminology, business size standards, eligibility by social and economic disadvantage - then gradually through the ‘full course meal’ of documentation required to confirm company ownership, control, financial and tax position including comprehensive personal net worth statement. This and much more instruction is presented by experts actually involved in the evaluation process. Looking to increase revenue? Attend this session!



FAA DBE and ACDBE Update

Is your DBE program challenging and do you have questions about 49 CFR Part 23 and DOT guidance? This is your opportunity to hear federal DOT officials discuss the latest updates on 49 CFR Part 23 and Part 26, including joint ventures.

Marketing Strategies - Doing Business With the USDOT

As a program administrator for your airport, is your DBE/ACDBE program challenging and difficult to navigate? Do you need specific information or have questions about 49 CFR Part 23 and DOT guidance? Take advantage of this opportunity to enhance your knowledge of the program – directly from the USDOT officials as they present and discuss the latest updates on 49 CFR Part 23 and Part 26. They will discuss business models typical of operators on airports, including joint ventures. With more in-depth understanding of such operations, the opportunity to expand your pool of program participants can be expanded.



Concessions Rule Interpretation/Implementation

Want to discuss more detailed issues concerning the Part 23 concessions rule? Want to know the meaning behind the rule and how you can effectively work through the system as an ACDBE, an ACDBELO or other interested party? We will go through the rule in depth, explore the continuing challenges and risks associated with Part 23, and answer your questions. Enhance your understanding and effectively implement this rule for maximum success.



Successfully Administering Your DBE Program: Avoiding DBE Pitfalls

A proper, well-documented process helps to avoid the potholes that are out there in the DBE certification process. Come find out what some of the most common misunderstandings are surrounding the effective implementation and administration of your DBE program.

Sponsorship Opportunities

Host and Presenting Sponsor \$100,000+

- Conference Co-branding Opportunity
- Twenty (20) complimentary registrations
- One complimentary junior suite at host hotel for key executive
- Sponsorship can be applied to an evening reception (Sunday or Tuesday) and includes signage if confirmed by 4/30/12 (based on availability)
- Head table seating for one key executive at luncheons
- Speaking opportunity for one key executive at a luncheon
- Full page Welcome Letter from CEO in Conference Journal
- Corporate literature or brochure included in registration package (if received by 4/30/12)
- Complimentary full-page color ad (inside back cover) in Conference Journal (if received by 4/30/12)
- Right to request a reserved table for ten (10) at luncheons
- Sponsor logo on video screen at given meal function
- Participation of one key executive on the 2011 Conference Planning Committee
- Invitation to the Saturday "VIP" Sponsors Reception
- Complimentary booth in Exhibit Hall (Preferred Placement)
- Logo and Web Link on AMAC Conference Web Site
- Eight (8) player participants in golf outing
- Special reception for guests of your choice (limited availability)
- Pre and Final Conference Rosters

AMAC Partner \$50,000

- Fifteen (15) complimentary registrations
- One junior suite at host hotel at AMAC conference rate
- Sponsorship can be applied to an evening reception (Sunday or Tuesday) and includes signage if confirmed by 4/30/12 (based on availability)
- Head table seating for one key executive at luncheons
- Speaking opportunity for one key executive at a luncheon
- Corporate literature or brochure included in registration package (if received by 4/30/12)
- Complimentary full-page color ad in Conference Journal (if received by 4/30/12)
- Right to request a reserved table for ten (10) at luncheons
- Sponsor logo on video screen at given meal function
- Invitation to the Saturday "VIP" Sponsors Reception for registrants
- Complimentary booth in Exhibit Hall (Preferred Placement)
- Logo and Web Link on AMAC Conference Web Site
- Four (4) player participants in golf outing
- Pre and Final Conference Rosters

Diamond \$25,000

- Twelve (12) complimentary registrations
- Corporate logo on conference advertising materials (if received by 4/30/12)
- Full-page color ad in Conference Journal (if received by 4/30/12)
- Right to request a reserved table for ten (10) at luncheons
- Sponsor logo on video screen at given meal function
- Invitation to the Saturday "VIP" Sponsors Reception for registrants

- Complimentary booth in Exhibit Hall (Preferred Placement)
- Logo and Web Link on AMAC Conference Web Site
- Four (4) player participants in golf
- Pre and Final Conference

Platinum \$20,000

- Ten (10) complimentary registrations
- Corporate literature or brochure included in registration package (if received by 4/30/12)
- Sponsor logo on video screen at given meal function
- Full-page color ad in Conference Journal (if received by 4/30/12)
- Reserved seating for luncheons
- Invitation to the Saturday "VIP" Sponsors Reception for registrants
- Complimentary booth in Exhibit Hall (Preferred Placement)
- Logo and Web Link on AMAC Conference Web Site
- Four (4) player participants in golf outing
- Pre and Final Conference Rosters

Gold \$15,000

- Eight (8) complimentary registrations
- Half page color ad in Conference Journal (if received by 4/30/12)
- Sponsor logo on video screen at given meal function
- Invitation to the Saturday "VIP" Sponsors Reception for registrants
- Complimentary booth in exhibit hall (Preferred Placement)
- Pre and Final Conference Rosters

Silver \$10,000

- Six (6) complimentary registrations
- Quarter-page color ad in Conference Journal (if received by 4/30/12)
- Sponsor logo on video screen at given meal function
- Invitation to the Saturday "VIP" Sponsors Reception for registrants
- Complimentary booth in exhibit hall (Preferred Placement)
- Pre and Final Conference Rosters

Bronze \$5,000

- Three (3) complimentary registrations
- Sponsor logo on video screen at given meal function
- Invitation to the Saturday "VIP" Sponsors Reception for registrants
- DBE firms receive quarter-page color ad in Conference Journal (if received by 4/30/12)
- DBE firms receive Complimentary booth in exhibit hall (Preferred Placement)

Jewel DBE \$3,000

- Two (2) complimentary registrations
- Sponsor logo on video screen at given meal function
- Invitation to the Saturday "VIP" Sponsors Reception for registrants
- DBE firms receive Logo in Conference Journal

AMAC DBE Star \$2,000

- One (1) complimentary registration
- Invitation to the Saturday "VIP" Sponsors Reception for registrants
- Sponsor logo on video screen at given meal function



GATEWAY

To Business Opportunities



Sponsorship Pledge Form

Company Name: _____

Contact Person REGARDING THIS PLEDGE: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: (Required) _____

Please note: Additional Registration information is *required*. Please call **Elite Global Events**.
 Contact: Yesmin Asmar: 202-276-8636 (or)
 Jaya Prasad: 850-264-9071

Sponsorship Levels

HOST AND PRESENTING SPONSOR	\$ 100,000+	<input type="checkbox"/>		
AMAC PARTNER	\$ 50,000	<input type="checkbox"/>	SILVER	\$10,000 <input type="checkbox"/>
DIAMOND	\$ 25,000	<input type="checkbox"/>	BRONZE	\$ 5,000 <input type="checkbox"/>
PLATINUM	\$ 20,000	<input type="checkbox"/>	JEWEL	\$ 3,000 <input type="checkbox"/>
GOLD	\$ 15,000	<input type="checkbox"/>	AMAC Star	\$ 2,000 <input type="checkbox"/>

For additional sponsorship opportunities, please contact the AMAC office at 703-414-2622

Please select the following events you have interest in attending:

- Golf \$135** **Women In Transportation Luncheon \$75**
- AMAC After Dark Fundraising Event \$50** **AMAC PAC Breakfast \$50**

Full payment is due to AMAC on or before Tuesday, May 15, 2012

Refund Policy: All sales are final

Please complete and return to the AMAC Office via fax at 703-414-2686 or via mail to:
 Airport Minority Advisory Council
 2345 Crystal Drive, Suite 902
 Arlington, VA 22202
 AMAC 501 (C) (6) Federal ID # 62-1398266



Exhibitor Registration Form

To register online go to: <http://www.cvent.com/d/1cqmsx>

Exhibitor Information

Company Name: _____

Last Name: _____ First Name: _____ Middle Initial: _____

Title: _____

Address: _____

City: _____ State: _____ Zip/Postal Code: _____

E-mail: _____ Telephone: _____ Fax: _____

Exhibitor Day Pass

Last Name: _____ First Name: _____ Company Name: _____

Last Name: _____ First Name: _____ Company Name: _____

Exhibition Fees

<input type="checkbox"/> CORPORATION	\$ 1,500
Booth and Two Exhibitor Day Passes	
<input type="checkbox"/> AIRPORT	\$ 1,000
Booth and Two Exhibitor Day Passes	
<input type="checkbox"/> M/W/DBE BUSINESS	\$ 750
Booth and Two Exhibitor Day Passes	
<input type="checkbox"/> ADDITIONAL EXHIBITOR PASS	\$ 175

Payment

Payments must be received by: **MAY 15, 2012**

- Check payable to: **AMAC**
- American Express
- MasterCard
- VISA

Payment Amount:

Card Number:

Expiration Date:

Cardholder Name:

Print and Sign:

Please select the following events you have interest in attending:

- Golf \$135 Women In Transportation Luncheon \$75
- AMAC PAC Breakfast \$50 AMAC After Dark Fundraising Event \$50

Booth Package Includes:

- One (1) Full Conference Admission (excludes all add-on and By Invitation Only events)
- Two (2) Exhibitor Day Passes for Tuesday ONLY (does not include Awards Dinner) *Additional Exhibitor Day Passes are \$175 each*
- 10' x 10' booth, with 6' draped table and two chairs, 7" x 44" company identification sign (black and white)
- Listing in Exhibitor Directory.
- Additional company personnel who wish to attend the conference will be charged the full conference registration fee.

Refund Policy: All Sales are Final

Questions: Call **Elite Global Events**, Yesmin Asmar: 202-276-8636 or Jaya Prasad: 850-264-9071

Fax completed form to: 703-414-2686

Mail to: AMAC Airport Minority Advisory Council
2345 Crystal Drive, Suite 902, Arlington, VA 22202

AMAC 501 (c) (6) Federal ID #62-1398266

Become an AMAC Member “FLIGHT PLAN FOR SUCCESS”

The Airport Minority Advisory Council (AMAC) is the only national, non-profit, trade association dedicated to promoting the full participation of minority-owned, women-owned and disadvantaged business enterprises (M/W/DBEs) in airport contracting and the inclusion of minorities and women in employment. We have two primary goals: to eliminate the barriers to minority and women participation in the airport industry and to capitalize on the opportunities available in this multi-billion dollar industry.

Since its inception, AMAC has been at the forefront of nearly every national policy initiative impacting the participation of disadvantaged businesses in airport contracting. AMAC also works consistently with Congress, the Federal Government, aviation trade associations and others as a resource for information, education and guidance on business and employment matters.

AMAC and its affiliates represents thousands of members that include airport operators, government officials, corporations, and M/W/DBE entrepreneurs. No organization practices what it preaches better than AMAC, bringing a diverse multi-dimensional group together for their mutual success. Our twenty-year legacy includes high-level, aviation community experience from dedicated professionals in the industry, who volunteer their time to serve as Board and committee members.

We are proud of our success in eliminating barriers to M/W/DBE participation, and in supporting the efforts of airports in administering their M/W/DBE programs. But there is still work to be done. AMAC is the sole organization dedicated to advocating equal opportunity for minorities and women in airport contracting and employment, and we need your support to build on our success.

The benefits of being a member of AMAC extend beyond the airport contract dollars. Membership in AMAC offers access to a wealth of resources and experience, plus exposure to a wide array of networking opportunities with your peers, clients, industry decision makers, and potential business associates and employees.

If you are in airport management, if you represent a business or corporation, or if you are an individual or an organization that shares our interest and vision then AMAC needs you!



AMAC believes strongly that the inclusion of more minority-owned and women-owned businesses in airports makes good business sense and reflects the communities and markets these airports serve. As the industry grows, airports continue to increase and expand, furthering the economic growth of communities. With this growth comes enormous opportunity - amounting to billions of dollars annually in construction, procurement, professional services and concession contracts at our nation's airports. AMAC is filing a “Flight Plan For Success” and you can, too!





Membership Application

Please complete, print and fax to AMAC @ 703-414-2686

Member Information

Last Name: _____ First Name: _____ Middle Initial: _____

Title: _____

Company/Affiliation: _____

No. of Employees: _____ \$\$ Revenue/Year: _____ NAICS Codes: _____

Address: _____ City: _____

State: _____ Zip Code: _____ Phone: _____ Fax: _____

E-mail: _____ Web Site: _____

Are you a DBE Certified Member and where? _____

How did you hear about AMAC? _____

Membership Fees and Membership Categories

Membership	Vote	Fee
CORPORATE	TWO VOTES	\$2,000
AIRPORT	TWO VOTES	\$1500
M/W/DBE BUSINESS	ONE VOTE	\$500
GOVERNMENT	ONE VOTE	\$225
STUDENT	NON VOTING	\$25

Payment

Check payable to: AMAC

American Express

MasterCard

VISA

Card Number:

Expiration Date:

Cardholder Name:

Print / Sign:

Questions: e-mail: membership@amac-org.com or call 703-414-2622 AMAC Main

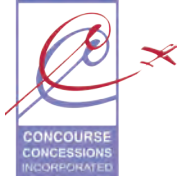
Fax to: 703-414-2686

Mail to: AMAC Airport Minority Advisory council

2345 Crystal Drive, Suite 902

Arlington, VA 22202

2011 Conference Sponsors



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JACOBS



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WOMAN'S



Indianapolis Airport Authority



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APM

MBE



Qdoba MEXICAN GRILL



TIM PERSON & ASSOCIATES, LLC



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THE PORT AUTHORITY OF NY & NJ



NavOBA

OTG





2013
SAN DIEGO, CALIFORNIA

2013 AIRPORT BUSINESS DIVERSITY CONFERENCE

JUNE 8 THROUGH JUNE 11, 2013

For more information visit: www.amac-org.com

Airport Minority Advisory Council (AMAC)

2345 Crystal Drive, Suite 902

Arlington, VA 22202

Phone: 703-414-2622

Fax: 703-414-2686