



**Association of the Nepalese in the Americas**

**28<sup>th</sup> Annual Convention**

**Boston**

**July 2<sup>nd</sup> – 4<sup>th</sup>, 2010**

- Global participation and reach
- Experts, enthusiasts, leaders and innovators
- Networking events
- Business forums
- Trade Fair and Nepal Mart
- Downtown convention venue
- Booth rentals
- Targeted messaging

## **The Convention**

The ANA Convention is the largest and most important conference for the Nepalese community and friends of Nepal in the Americas. This annual gathering is the best place to meet with experts, enthusiasts and leaders in various fields from around the globe to network, learn and promote your business.

The three-day convention expects to attract several thousand participants this year. Meet with the Nepalese community and friends of Nepal in the Americas and find a platform to target your messages, products and services to a rapidly expanding demographic segment of the American market.

Businesses based in Nepal can expand their relationships with Non-Resident Nepalese and other businesses and organizations from the Americas.

Booths for promoting merchandise and services are available at the ANA Trade Fair and Nepal Mart. Companies can also target messages through audio, video and still advertisements during any of the numerous events at the convention or on our website at <http://www.ana-convention.org/2010/>

## **The ANA**

The convention is organized by the Association of the Nepalese in the Americas (ANA), which is an organization of the people of Nepali origin in the Americas and international friends of Nepal. ANA was founded on July 1983 in New York and incorporated in Washington DC in 1983 as a non-profit tax exempt organization under IRS code 501(c)(3).

Since its inception ANA has grown steadily as an international organization attracting a diverse membership that includes resident Nepalis in the Americas and many other international scholars, scientists, entrepreneurs, outdoor enthusiasts and philanthropists who share an interest in Nepali culture.

For more information about the convention and ways to support and participate, please check out our website at <http://www.ana-convention.org/2010> and click on sponsorship.

ANA 2010 Boston - Sponsorship Programs		
Sponsorship Level	Features	Price (USD)
<b>Lhotse</b>	<ul style="list-style-type: none"> <li>* Receive acknowledgement as a proud sponsor in our advertising and program materials for 28th ANA Convention</li> <li>* Choice of back cover inside, back cover outside, front cover inside page advertisement in 28TH ANA Convention Booklet .</li> <li>* Promotional literature included in the convention registration package.</li> <li>* Free display booth for duration of the convention.</li> <li>* Commercials will be shown during the Culture programs and break. (10 times)</li> <li>* Banner will be displayed in the main lobby, sports arena and cultural events venues.</li> <li>* Dedicated banner ad in the top section of the home page of our convention website.</li> <li>* Have one individual from your organization invited as guest to the event</li> <li>* Free registration for two individual from your Organization</li> <li>* Receive recognition from culture show host prior to the program</li> <li>* Choice of 10-free tickets for any program</li> </ul>	\$10,000
<b>Makalu</b>	<ul style="list-style-type: none"> <li>* Be the proud sponsor of 28th ANA Convention</li> <li>* Choice of front page inside or back page inside cover advertisement in ANA Convention Booklet</li> <li>* Promotional literature included in the convention registration package</li> <li>* Dedicated banner ad on the website home page</li> <li>* Free display booth during the convention</li> <li>* Commercial will be shown during the ANA cultural program/s during the break (5 times)</li> <li>* Banner will be displayed in the lobby</li> <li>* Choice of 5-free tickets for any program</li> </ul>	\$5,000
<b>Annapurna</b>	<ul style="list-style-type: none"> <li>* Full page advertisement in ANA Convention Booklet</li> <li>* Dedicated banner ad and web-link on our convention web site</li> <li>* Promotional literature included in the registration packages</li> <li>* Free display booth for duration of the convention</li> <li>* Commercials will be shown during ANA cultural program and breaks (2 times)</li> <li>* Choice of 4-free tickets for any program</li> </ul>	\$2,000
<b>Dhaulagiri</b>	<ul style="list-style-type: none"> <li>* ½ Page advertisement in the 28th ANA Convention Booklet</li> <li>* Dedicated banner ad and web-link on our convention web site</li> <li>* Promotional literature included in the registration package</li> <li>* \$ 100.00 Off on booth rental</li> <li>* * Choice of 4-free tickets for any program</li> </ul>	\$750
<b>Nuptse</b>	<ul style="list-style-type: none"> <li>* ¼ page advertisement in 28th ANA Convention Booklet</li> <li>* Free web link in 28th ANA Convention website</li> <li>* \$ 50.00 Off on Table rentals</li> <li>* Banner ad on website that will rotate on different areas of the site</li> <li>* * Choice of 2-free tickets for any program</li> </ul>	\$500
<b>Langtang</b>	<ul style="list-style-type: none"> <li>* ¼ page advertisement in 28th ANA Convention Booklet</li> <li>* \$ 50.00 Off on Table rentals</li> <li>* Choice of 2-free tickets for any program</li> </ul>	\$200

<b>Api</b>	* Display of their Flyers, Menu, Brochure, Business card etc at one of our literature stand during the convention. * Choice of 2-free tickets for any program	\$100
<b>Phulchowki</b>	Listing in 28th ANA Convention website	\$50

<b>À la carte pricing</b>		
<b>Commercials</b>	* Guaranteed 3-5 renditions of 15-30 second spots during Cultural Program, DJ Night, Dohori Sanjh, Concert * Choice of 2-free tickets for any paid program	\$400
<b>Website Banners</b>	* Banner guaranteed to render on a random spot on home page on any given page load. \$500 for 4 months, pro-rated to \$125 per month * Choice of 1-free ticket for any paid program	\$125

**\*Note:**

- Messages rendered on the Sports and Events pages are \$200 in addition to the base price
- Website ads are based on pricing for four months
- Submission deadline for placing ads in *Smarika*, the convention magazine, is June 14<sup>th</sup> 2010



## ANA Convention Boston 2010 (July 2- 4)

### Sponsorship Pledge

Please complete the form and email to [boston2010convention@gmail.com](mailto:boston2010convention@gmail.com) or fax to 781.998.5352

Organization Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Business Description: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Web-Site: \_\_\_\_\_

Sponsorship Type (check all that apply):

Web Banner       Video       Fabric Banner       Sponsorship package (Level) \_\_\_\_\_

Magazine Ad       Still Ad       Literature stand       Event (specify event) \_\_\_\_\_

Other (please specify) \_\_\_\_\_

TOTAL (refer to pricing sheet) US\$ \_\_\_\_\_

We accept payment through Paypal via our website. If you would like to pay by check or cash, please contact us at [boston2010convention@gmail.com](mailto:boston2010convention@gmail.com) to make arrangements.

#### **Business Relations Team**

1.617.329.9262 p | 1.781.998.5352 f

website: [www.ana-convention.org/2010](http://www.ana-convention.org/2010)

email: [boston2010convention@gmail.com](mailto:boston2010convention@gmail.com)

# ANA Convention Boston 2010 (July 2- 4)

## Vendor Space Application

Please, complete the form below and submit to at the address at the bottom of this form. Since we provide the space on First Come first serve basis, you are requested to apply at your earliest possible.

Exhibitor Name/Company: \_\_\_\_\_

Business Address: \_\_\_\_\_

Business Description: \_\_\_\_\_

(Please try to be specific) \_\_\_\_\_

Business Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Web-Site: \_\_\_\_\_

(All booths are for 3 Days Rental from July 02 – 04, 2010. All prices are in US \$)

Qty.	Size/Type	Rate	Amount (\$)
_____	6' X 8'	\$ 350.00	_____
_____	9' X 16'	\$ 700.00	_____
_____	Banner 3' X 6'	\$ 100.00	_____
	<b>Total \$</b>		_____

Number of People Working at your Booth: \_\_\_\_\_ (Max. 2 person allowed)

(Please provide us name list no later than June 15, 2010)

Do you need Internet? (Add \$ 25.00) YES \_\_\_\_\_ NO \_\_\_\_\_

Payment (Circle one):            Check            Money Order            Credit Card

(Please make check available to: ANA Convention 2010. Returned check Fee \$ 35.00)

By submitting this form, you agree to the terms & conditions set out within the ANA Convention 2010, Boston.

Company Name: \_\_\_\_\_

Authorized by: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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(We will notify once we approve your application and process your payment. If your application is not approved, we will refund your payment in full and notify you accordingly.)

**Terms and Conditions:**

I/We \_\_\_\_\_, hereby contract to lease and occupy the exhibit space described above for the duration of the listed ANA 2010 Convention in Boston. Payment for this space is included with this Vendor Contract. It is agreed that only ONE Vendor can occupy this booth space.

We agree to abide by the following rules and stipulations:

1. Exhibitor agrees to abide by all applicable laws, ordinances and regulations pertaining to health, fire prevention, public safety, business licenses and sales tax permits.
2. The Food Vendor must send ANA Convention Boston 2010 the proof of insurance once your application is approved.
3. ANA Convention will provide two 30"X96" Tables and Two Chairs to food vendors and one 30"X96" table and two chairs to non-food vendors. Any other furniture, banners, displays or equipment will be vendor's responsibility.
4. Use and/or sale of any weapons and alcohol is prohibited in the exhibition hall.
5. The Vendor/Exhibitor assumes all risk and hazard incident to his own exhibit/venue or to the vendor's and representatives, or to other persons in his exhibit/vendor area.
6. It is understood that the exhibitor/vendor assumes no financial liability pertaining to the events success beyond the cost of his exhibit/vendor display area.
7. Exhibitors/Vendor's are responsible for the safety and cleanliness of their contracted spaces.
8. Please notify us immediately of any exhibit personnel changes. Exhibitors must pick registration packets and badges to gain entry to vendor hall.
9. ANA Convention has full authority to terminate your contract at anytime, if ANA Convention Boston 2010 believes you are not abiding the rules of ANA Convention Boston 2010.
10. Once the application is approved, exhibitor understands that this contract is non-transferrable, non-cancellable and cannot sub-let to other party/companies.

Signed and authorized by \_\_\_\_\_ Title: \_\_\_\_\_  
 Date: \_\_\_\_\_

*Mail the Original Signed and Dated application with full payment to:*

**Jangbu Sherpa**  
**253 North Beacon Street # 31**  
**Brighton, MA 02135**

**OR**

**FAX TO: 1-888-389-8018**  
(Only if payment type is Credit Card)

(Please make Check and Money Order Payable to: ANA Convention Boston, 2010)

**For further Questions or Information Contact:**

Jangbu Sherpa	347-613-5886	Dipesh Shrestha	617-833-8536
Padam Gharti	617-319-7373	Hem Pokharel	617-230-6036
Sheshraj Khatiwada	617-953-4556	Yam Sharma	617-223-7551
E-Mail: <a href="mailto:anatrade2010@gmail.com">anatrade2010@gmail.com</a>			

**For office use only**

Date Received: \_\_\_\_\_ Placement: \_\_\_\_\_  
 Entered by: \_\_\_\_\_ Approval Status: \_\_\_\_\_

Amendment and Remarks:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**You may fax this Credit Card Authorization Form along with  
Vendor Space Application form to Fax No: 1-888-389-8018**

**ANA Convention Boston 2010**

**Credit Card Authorization Form**

Date: \_\_\_\_\_

Name on the card: \_\_\_\_\_

Credit Card Billing Address: \_\_\_\_\_  
\_\_\_\_\_

Credit Card Type:    Visa                    Master Card  
(Circle one)

Credit Card Number: \_\_\_\_\_

Expiration (MM/YY): \_\_\_\_\_

Card CVS # (last 3 digits at the back): \_\_\_\_\_

Amount: \$ \_\_\_\_\_

I agree to pay above credit card amount according to Card Issuer Agreement.

\_\_\_\_\_  
Card Holder's Signature