



# #partner

## North American Bengali Conference

## Silicon Valley 2017



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Santa Clara  
Convention  
Center  
July 7th - 9th  
2017

#experience  
#opportunities  
#people  
#connect  
#rejuvenate



# #partner

## North American Bengali Conference Silicon Valley 2017

North American Bengali Conference (NABC) is an annual conference held in North American cities to celebrate the many dimensions of Bengali culture. Since its birth in 1980, NABC has matured and grown along with the immigrant diaspora in North America. In 2017, the NABC will be held at the heart of the Silicon Valley at the Page 1 and 12.pagesSanta Clara Convention Center. The conference returns to Silicon Valley after 1999 and 2009, and is expected to attract about ten thousand attendees. This conference offers a unique opportunity to showcase your business with a vibrant community actively involved in shaping the diverse culture of Silicon Valley.

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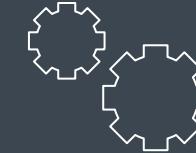
# What to Expect at NABC

## MISSION

- \* The world is already shrinking thanks to many disruptions created right here in the Silicon Valley. We bring to the virtual world of friendships and business ties a concrete platform to shake hands in the real world
- \* The era of communications has ushered in the concept of global village. We hope NABC 2017 will feature the unity in the diversity of these villages that we have called home by the active participants of a global audience
- \* As we provide wings to the next generation to fly remain in touch

with their roots

- \* Beyond all the frolic and friendship we will bring a meaningful helping hand in providing information and hands-on help for the elderly in our community. A value that is as old in the Indian culture as it is timeless



## UNITY IN DIVERSITY

The attendees of NABC 2017 will unite towards a common vision and celebrate cultural diversity.

## VISION

CREATE A FORUM CONNECTING  
PEOPLE FROM THE EAST AND THE  
WEST WHERE IDEAS AND  
EXPERIENCES ARE SHARED AND  
COLLABORATIONS AND  
PARTNERSHIPS FORGED IN SILICON  
VALLEY



# #experience

## NABC 2017 Silicon Valley

## PROGRAM HIGHLIGHTS

- Vocal and Instrumental Music from India and Bangladesh
- Thematic presentations of the evolution of music over the years in the last fifty years
- Drama, music, dances and fusion compositions running in parallel on collocated stages.
- Celebrities from the world of cinema, literature, and drama will present and participate in various forums.
- Competitive Events : NABC idol international finals, one-act plays, and short film making
- Entertainment from mainstream Indian showbiz and Bollywood.
- Hackathons and photography competitions for the young and the geeky.
- Various socials bringing similar-minded folks to discuss their ideas.



## BAY AREA PRABASI

Bay Area Prabasi, as a registered non-profit organization, has been serving the Bengali community in the San Francisco Bay Area for over 40 years, and is uniquely

positioned to host NABC 2017. The organization is a well recognized entity whose mission had been to provide awareness of Bengali ethnic identity, organize cultural events, plan and host periodic conferences to network, learn, and share experiences. Bay Area Prabasi has continued to

involve the young generation of immigrants and second generation Bengalis to become involved and interested in their heritage. The organization has also stayed true to the Californian culture of inclusiveness and has welcomed the participation of Indians from all cultural backgrounds.



## HOME CROWD

Since Silicon Valley is the host for this event, you will also be able to reach a large audience who are based out of the bay area itself.



## POPULAR SHOWS

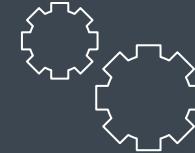
The event will culminate in a cultural program where a celebrated musician from India will perform to a sold-out crowd. Your business can reach a lot of people by advertising at the event.



# Business Opportunities

## NABC 2017 - UNIQUE OPPORTUNITIES

NABC 2017 Silicon Valley offers a unique opportunity to showcase your product, technology and services to the people attending the conference. Sponsorship also provides the opportunity for charitable giving along with increased recognition and involvement with the conference and the community it serves. Whether the goal is to distinguish a product, launch a new idea or just donate for the NABC cause, NABC 2017 Silicon Valley has unique sponsorship opportunities designed to meet your needs.



## OPPORTUNITIES

You have a unique opportunity to connect with a large and vibrant audience. The attendees themselves will be motivated to forge new relationships and connect.

# #opportunities

## NABC 2017 Silicon Valley

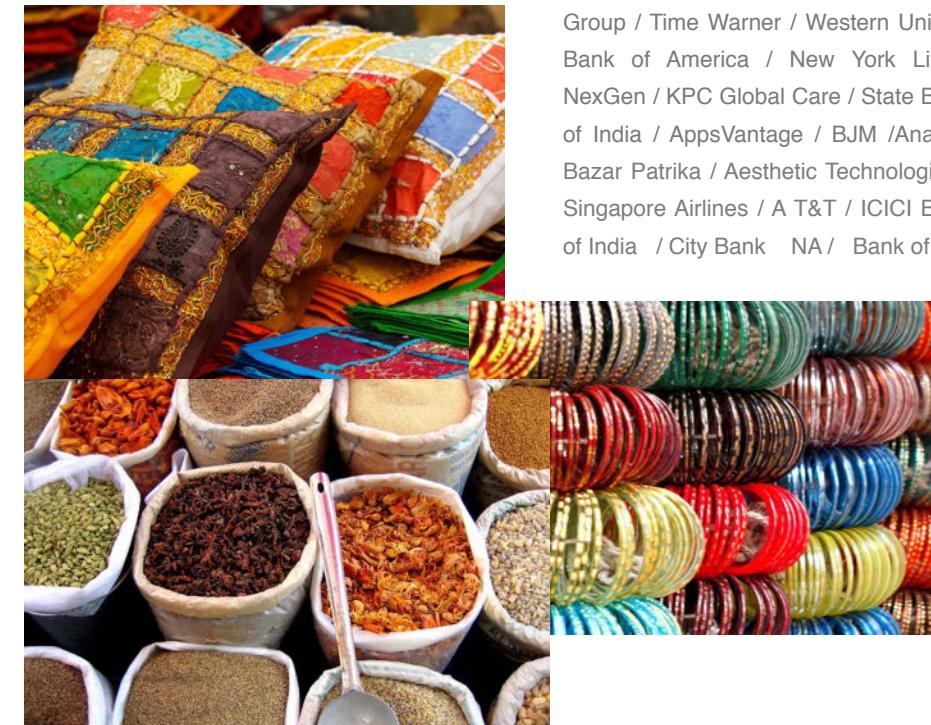
### SPONSORSHIP OPPORTUNITIES IN NABC 2017 SILICON VALLEY

- CORPORATE SPONSORSHIP
- EVENT SPONSORSHIP
- INDIVIDUAL SPONSORSHIP
- BUSINESS FORUM SPONSORSHIP
- COMMERCIAL BOOTH AND BANNERS
- ADVERTISEMENT IN PUBLICATIONS
- MULTIMEDIA PRESENTATIONS
- WEB PAGE BANNERS AND LINKS
- OTHER EXCLUSIVE PARTNERSHIPS

Please contact us for customized sponsorship packages to meet your strategic marketing needs at  
**+1 (855) NET-NABC /  
+1 (855) 638-6222**

### WHY INVEST

- Demonstrate your support to the social cause
- Raise brand awareness
- Enhance the profile of your products and services
- Network with partners from a fast emerging economic powerhouse
- Grow your business from the direct selling opportunities
- Forge new relationships with prospects and peers
- Develop partnerships and strategic alliances
- Expand your market reach and presence
- Many baby boomers planning to retire in their birth place and looking for homes and flats
- Dual income family starter looking for investment in real estate in India
- Conference attendees have strong purchasing power – broad spectrum of professionals including: medical, corporate executive, engineers, Silicon Valley IT professionals and business owners



### PREVIOUS SPONSORS

British Airways / CIBC Ray & Ray Group / MetLife / PNC Bank / Tara TV / United Airlines / American Express / ASFTCooper & Lybrand / Equitable Life / Insurance / Techno India Group / Molson Canadian

Schering-Plough / ASI / Consulting Group / Time Warner / Western Union / Bank of America / New York Life / NexGen / KPC Global Care / State Bank of India / AppsVantage / BJM / Ananda Bazar Patrika / Aesthetic Technologies / Singapore Airlines / AT&T / ICICI Bank of India / City Bank NA / Bank of NY



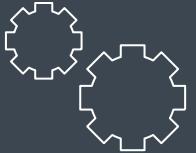
### JOIN IN

The long list of sponsors of our previous years is a testament to the effectiveness of partnering with us. Think beyond the web banner - can you host a booth? Would you be able to engage with your audience by placing an ad in our publications?



### ENGAGEMENT

The collaboration between NABC and you does not need to end with the event. You can consider sponsoring over multiple years to better establish your brand, or simply open up a careers booth to hire the best and brightest from around North America.



# Silicon Valley

## NOT JUST THE TECHNOLOGY CAPITAL OF U.S.A.



Silicon Valley, the venue of NABC 2017 is well known all over the world for its technology. It has however quickly become the cradle of disruptive innovation beyond it too. The Valley personifies the essence of entrepreneurship, creativity, diversity and economic boom. The Indian population has not only become a force to reckon with in the Valley but re-created the face of tech and leadership. The number of Indians in the Santa Clara County, which remains one of the nation's Indian hubs, jumped from about 67,000 to nearly 118,000 in the last decade. In California, the number of

Indian-Americans grew by 68 percent to 528,176 over the decade, and in the nine-county Bay Area the number grew by 53 percent to 244,493, which is 3.4 percent of the region's total population. A vast majority of the Indian population is highly educated, and form the most upwardly mobile minority in the Valley. They are motivated in investing to create growth in the United States, and at the same time invest in India for both financial and emotional reasons. The NABC 2017 hence becomes a great venue for you to showcase your product to this active and engaging audience.

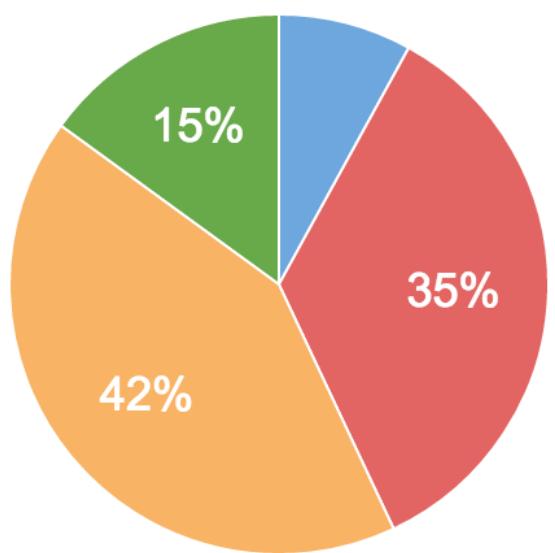


## GLOBAL CONNECTIONS

A vast majority of the Indian population is highly educated, and they form the most upwardly mobile minority in the Valley. They are willing to invest both in the US and overseas: so you can showcase your product to this audience.

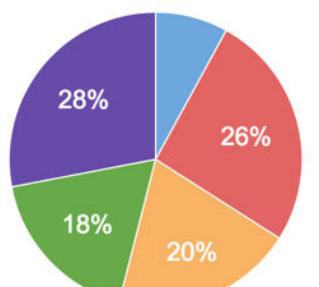


## Attendees by Income Level



- Under \$50k
- \$50k - \$100k
- \$100K - \$200K
- Over \$200K

## Attendees by Age Group



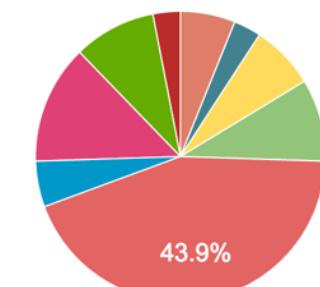
- Under 21
- 21 - 35
- 36 - 45
- 46 - 55
- Over 55

## #people

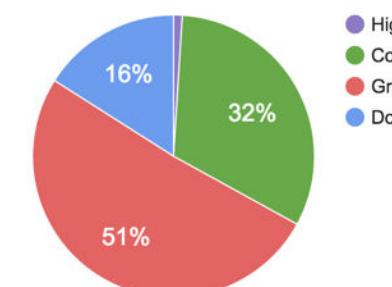
### NABC 2017 Silicon Valley

#INDIANAMERICANS  
#YOUNGINDIA #EDUCATION

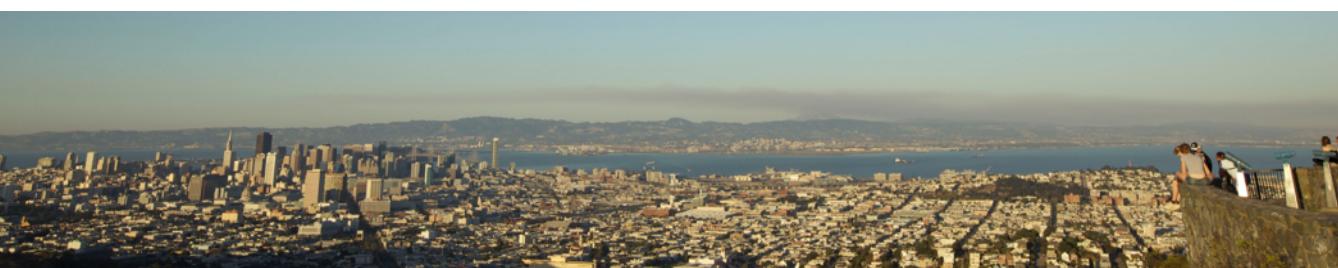
## Attendees by Profession



## Attendees by Education Level



- High School
- College
- Graduate
- Doctorate



## VIBRANT SEGMENTS

The distribution of the age groups within the audience requires a special mention. While diverse, most of the attendees come with enough discretionary income and experience that the right pitch could see your business or brand catapulted to the center stage in the attendees minds.

Images were gathered from the following sources: Emerald Bay by Pauk (Wikimedia Commons), MoMA by Sailko (Wikimedia Commons), Colorful Cushions by Vera Kratochvil (Public Domain Pictures), Colorful Bangles by Supratim Ghosh (Flickr), Spices by Judith (Flickr), Painted Ladies by King of Hearts (Wikimedia Commons), Redwood Forest by Angela (Flickr), Sunset at Half Dome by Ak9 (Wikimedia Commons), Photoshoot by Magical Moments Photography. The statistics in this page were gathered from a Pew Research Center Study.



# Bengal and Silicon Valley

## CONNECTING MINDS BUILDING RELATIONSHIPS

Bengal, and its capital Kolkata (formerly Calcutta and once the capital of British India), have always been noted for its political consciousness, global attitude and intelligentsia. It is also the home of Nobel Laureates such as Rabindranath Tagore and Amartya Sen, as well the famous humanitarian Mother Teresa. Bengal and Silicon Valley share a common story. Bengal houses some of the best known colleges of liberal arts, medicine and engineering and it is easy to see the parallel with cities such as Palo Alto, San Francisco and Berkeley. NABC 2017 celebrates the fusion of these two cultures where the curious mind can be

challenged and the thirst for literature, music, food and cinema can be quenched. We celebrate this dream and passion in California. Thus, "What Bengal thinks today India thinks tomorrow" is a saying as true for Bengal as it is for California!



# #connect

## NABC 2017 Silicon Valley

### BUSINESS FORUM

The Forum will consist of a plenary session on "Women and Diversity in Business Leadership" and a Closing Plenary Session on "Entrepreneurship and Business Plan competition for Startup Companies". In addition, we will have six distinct tracks to bring together experts, consumers, academics and business leaders to engage through panels, workshops and several keynote speakers. With an attendee list expected to run into thousands, this also presents a perfect opportunity for direct selling, relationship building and networking opportunities for prospects, peers and partners.

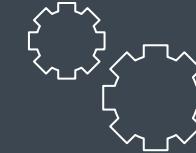
### BUSINESS FORUM TRACKS

- Information Technology and Internet of Things
- Healthcare and Biotechnology
- Renewable Energy
- Financial Planning
- Careers and Education Planning
- Entrepreneurship and Business



### WHAT BENGAL THINKS TODAY INDIA THINKS TOMORROW

In both Bengal and the Silicon Valley, people celebrate life with a passion and strike a wonderful balance between cultural assimilation and uniqueness. This shared principle of life creates the thought leaders and thinkers who define the new norm of technology, entrepreneurship, business and innovation. The NABC 2017 offers you a one-of-its-kind opportunity to connect with this generation who have experienced both Bengal and Silicon Valley.



### AWARD WINNING VENUE

The Santa Clara Convention Center was recognized as one of the top 14 convention centers in the U.S. by the readers of Association Meetings magazine.



### PARKING

The convention center has 1,500 on-site parking spaces in a 3-story parking garage, with additional overflow lots available.



### GREEN AND CLEAN

The convention center buys green and clean energy and actively reduces its carbon footprint. It has reduced waste by over 100 tons annually.



## #indulge While You Are Here

### #OUTDOOR-ADVENTURES

If you love the outdoors and love breaking out in a sweat there is never a bad time to be in California! Choose from hiking, biking, surfing, or golfing. The options are endless!



### PINOT WITH PATURE

A day tour of Sonoma wineries, where local wines will be paired with authentic Bengali delicacies

# #rejuvenate

## NABC 2017 Silicon Valley

### SILICON VALLEY MUSTS

- WINE @ NAPA VALLEY
- DINE @ PALO ALTO DOWNTOWN
- JET SKI @ LAKE TAHOE
- SUNSET @ HALF MOON BAY
- HOT AIR BALLOON RIDE @ SONOMA
- AQUARIUM @ MONTEREY
- \* REDWOOD FORESTS @ MUIR WOODS
- ART MUSEUMS @ THE CITY

### #FOOD

**Napa Valley:** When you think of wine, think of the Napa Valley and indulge in a feast of the senses, from the award winning vineyard tours to the mud baths!

**Desi Restaurants:** There are 450 Indian restaurants to choose from within a 20 mile radius of the venue! But don't worry, there are equally exciting ways to burn off the calories!

### #ART

**MoMA:** Newly renovated museum and a must see!

**Carmel:** The art galleries in this quaint town is story book perfect.

**Mission Graffiti:** Art with an edge!

**The de Young Museum:** A part of history and tradition

**Downtown Galleries:** A mix of contemporary and experimental



### #TOURS

**San Francisco:** An hour ride from the venue and you are in the heart of the San Francisco. Be warned that leaving this city behind may be hard!

**Half Moon Bay:** Enjoy the magical sunsets and the stunning views of the Pacific Ocean. Nature beckons!



**Yosemite:** For all the doers, the hikers, and the campers, do not miss the Best National Park of the country. Book early to spend a night or take a breathtaking day tour.

**Lake Tahoe:** The serenity and the beauty will give you a much needed break.

**Monterey and Carmel Valley:** No trip of Northern

California is complete without taking the 17-mile drive or playing a round of golf at the spectacular Pebble Beach golf course.

**Alcatraz:** The prison on the rock! A fantastic day trip by the ferry. The feeble hearted may please step aside.



### HIKE AND HIGH TEA

Hike along a spectacular redwood trail and finish with some light and authentic Bengali snacks

### INDULGING IN LIGHT

A photo tour of some of the most iconic and unique spots in the bay area

### SWING AND SCOTCH

Play a round of golf at a top rated course - finish off with a tasting of fine single malts



## CONFERENCE FOR A CAUSE

While we work on making NABC 2017 Silicon Valley a memorable occasion, we take a moment to remember the ones who have lost exactly that, their memories. Our promise this year is to lend our hands to those who have lost the ability to bridge the gap between the memories of the past and the promises of the future. As medical science prolongs life expectancy, we also look at the enormous emotional and financial burden of Dementia as a worldwide epidemic.

We will focus this year in both educating and helping our participants to understand this epidemic, learn useful preventative measures, get practical tools in taking care of our loved ones and paying back to the community that strives to help the elderly, by partnering with The Alzheimers Association and various solution providers in this space. As part of our thousand years of culture and heritage we have learnt and taught our children to respect the elderly. This year we pledge to do so to the elderly in our community here who we call our neighbors and who have welcomed our community with open arms!



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# #partner North American Bengali Conference Silicon Valley 2017

## DIAMOND

### CORPORATE SPONSOR

#### Sponsorship Features

- Two (2) complimentary hotel rooms for 3 nights (July 7 - July 9)
- Complimentary meals
- One (1) 20x10 booth
- Conference registration for six (6)
- VIP seating in key events
- 100 word corporate profile on the website
- Complimentary full page ad or profile in brochure
- Limo service from airport to hotel and back
- 5 minute recognition during the event
- 90 second visuals to be displayed at the beginning and end of the event (10 times)
- Recognition on the website (banner)

**\$25,000**

Sponsorship contributions should be payable to NABC 2017 and mailed to:  
NABC 2017, P.O. Box 3493, Fremont, CA 94539

Benefits are non-transferable, have no equivalent cash or replacement value and subject to availability.

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## GOLD

### CORPORATE SPONSOR

#### Sponsorship Features

- Two (2) complimentary hotel rooms for 3 nights (July 7 - July 9)
- Complimentary meals
- One (1) 20x10 booth
- Conference registration for four (4)
- VIP seating in key events
- 75 word corporate profile on the website
- Complimentary full page ad or profile in brochure
- Limo service from airport to hotel and back
- 3 minute recognition during the event
- 60 second visuals to be displayed at the beginning and end of the event (7 times)
- Recognition on the website banner

**\$15,000**

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## SILVER

### CORPORATE SPONSOR

#### Sponsorship Features

- One (1) complimentary hotel room for 3 nights (July 7 - July 9)
- Complimentary meals
- One (1) 10x10 booth
- Conference registration for four (4)
- VIP seating in key events
- 25 word corporate profile on the website
- Complimentary full page ad or profile in brochure
- Recognition on the website

**\$10,000**

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## BRONZE

### CORPORATE SPONSOR

#### Sponsorship Features

- One (1) complimentary hotel room for 3 nights (July 7 - July 9)
- Complimentary meals
- Conference registration for two (2)
- VIP seating in key events
- Recognition on website (name only)
- Half page ad in the brochure
- One (1) 10x10 booth

# \$5,000

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