



KACCOC
KOREAN AMERICAN CHAMBER OF COMMERCE OF ORANGE COUNTY
오렌지카운티 한인상공회의소



IABC
Indonesian American Business Council



ASIAN-AMERICAN BUSINESS & CULTURAL

EXP



#SHARE THE VIBE
#CELEBRATE THE TRIBE

FREE ADMISSION

THURSDAY | AUGUST 08 | 01:00 PM - 05:00 PM

CERRITOS CENTER FOR PERFORMING ARTS

18000 PARK PLAZA DRIVE, CERRITOS, CA 90703



REGISTER NOW

<https://bit.ly/AABCE-08082024>



ASIAN – AMERICAN BUSINESS AND CULTURAL EXPO

Hosting Organizations



KACCOC
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Collaborating Partner Organizations



MPBA
MALAYSIAN PROFESSIONAL & BUSINESS ASSOCIATION



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SCAN ME

ASIAN – AMERICAN BUSINESS AND CULTURAL EXPO



Vision

To orchestrate a landmark event that not only celebrates the cultural diversity of Asian communities in California but also underscores the vibrant business landscapes they contribute to. This event aims to bridge cultural expressions with business innovations, fostering a holistic representation of each community's identity, economic vitality and fostering collective voice among Asian-Americans in the United States.

Goal

To provide a comprehensive platform where Asian American Chambers of Commerce and Cultural Organizations can simultaneously showcase their rich cultural heritage and dynamic business ecosystems, promoting cross-cultural and economic collaboration.

Target Audience

- Asian American business owners and entrepreneurs
- Investors interested in Asian American markets
- Professionals seeking networking opportunities
- General public with an interest in Asian American culture and business
- Target # of audience - 1,000+

Event Highlights



Cultural & Business Exhibits

Business Networking Zone

Cultural Performances

Innovation Talks

Food Pavilion

Closing Spectacle



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PROGRAM AGENDA

12:00 PM

Ingress of Exhibitors / Digital Viewing on Screen of Sponsors & Table Exhibitors

- *Location: Sierra Ballroom (Ground Floor)*

01:00 PM

Opening Ceremony & Keynote Speech · Welcome address by the Expo Host Reps (5) · Guest speech by Cerritos Mayor or Govt Reps · Photo Ops

01:45 PM

Cultural Performance, or Sponsor Spot, or Promo

02:00 PM

Panel Discussion: CDFI for Asian Americans

02:45PM

Cultural Performance, or Sponsor Spot, or Promo (Vietnamese)

03:00 PM

Cultural Performance, or Sponsor Spot, or Promo (Indonesian)

03:30 PM

Cultural Performance, or Sponsor Spot, or Promo (Korean)

04:00 PM

Raffles and Contests

04:30 PM

Chinese Performing Group

05:00 PM

Egress of Exhibitors and Clean Up



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OBJECTIVES



Dual Showcase

Equally highlight the cultural and business aspects of each Asian community, illustrating the symbiosis between cultural heritage and economic contributions.



Business Collaboration

Create a conducive environment for businesses to network, share insights, and explore collaborative ventures, emphasizing the economic prowess within and across the Asian communities.



Cultural Appreciation

Celebrate the diverse traditions, arts, and stories of Asian communities, fostering a deeper appreciation and understanding among attendees.



Innovation and Growth

Spotlight innovative business practices and success stories within the Asian communities, inspiring growth and adaptation.



Community Cohesion

Strengthen the bonds between different Asian American communities, highlighting the collective impact of their cultural and economic contributions to the broader society.



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SPONSORSHIP TIERS & BENEFITS

**GOLD
PACKAGE
\$10,000**

1. **Premium Booth Allocation:** Automatic inclusion of a premium booth location with all the enhanced features previously outlined (enhanced location, larger space, additional furniture, enhanced listing, and priority setup).
2. **Logo placement** on all event materials, website homepage, & event entrance.
3. **Mention as a Gold Sponsor** in all press releases and interviews.
4. Opportunity to give a **short welcome speech** at the opening ceremony.
5. **10 VIP passes** for the event.
6. Option to **customize the booth design** to align with brand image.

**SILVER
PACKAGE
\$5,000**

1. **Premium Booth Option:** Offers a choice between a standard booth or upgrading to a premium booth for a nominal additional fee (+\$250), recognizing their significant contribution but at a less inclusive rate than Gold sponsors.
2. **Logo placement** on the event website and select event materials.
3. **Mention as a Silver Sponsor** in select press releases.
4. **5 VIP passes** for the event.

**BRONZE PACKAGE
\$2,500**

1. **Standard booth location.**
2. **Opportunity to upgrade to a premium booth at a discounted rate**, higher than the Silver tier's upgrade cost but still below the standard premium booth fee for non-sponsors.
3. **Logo placement** on the event website.
4. **2 VIP passes** for the event.

**PREMIUM TABLE
EXHIBITOR FEE
\$750**

1. **Enhanced Location:** Situated in high-traffic areas for maximum visibility.
2. **Larger Space:** More square footage than standard booths, accommodating larger displays or more staff.
3. **Additional Furniture:** Besides the basic table and chairs, include options like a small couch, additional chairs, or a coffee table, enhancing the comfort and appearance of the booth.
4. **Enhanced Listing:** In addition to being listed on the event website or app, premium exhibitors could be highlighted in pre-event marketing materials, such as emails or social media posts.
5. **Priority Setup and Breakdown:** Offer expedited setup and breakdown services, allowing for a smoother, more convenient experience.
6. **Electricity & Wi-Fi:** Ensure dedicated electrical outlets & enhanced Wi-Fi service, catering to more technologically advanced display/demos.

**STANDARD TABLE
EXHIBITOR FEE
\$250**

1. **A table and two chairs.**
2. **Basic Wi-Fi.** Offering shared Wi-Fi access
3. **Event listing.** Digital ads on event website; Bridge App inclusion for directories
4. Additional \$50 for those vendors who need to use kitchen

**DIGITAL ADS SPONSOR
\$100**

- Logo ads during the event