



2010 Innovation & Humanity Summit

Propel Positive Social Change through Ethical Innovation



One University Drive ° Orange, CA 92886
January 23, 2010
8am – 7:30pm

Sponsorship / Media Kit



Table of Contents

Welcome Letter from CIH Executive Director, Glenn Llopis.....	3
Welcome Letter from Chapman University Vice Chancellor, PK Shukla.....	4
CIH Mission, Desire, Value Proposition, Summit Committee and Advisors.....	5
2010 Innovation & Humanity Summit Overview.....	6
2010 Innovation & Humanity Summit - Schedule of Activities.....	7
Participating Companies Represented Include.....	8
Confirmed Speakers, Moderators and Panelists (CIH Delegates) to Date.....	9
Call for 2010 Innovation & Humanity Sponsorship Partners.....	10
2010 Innovation & Humanity Summit Sponsor Partner Opportunities.....	11-12
2010 Innovation & Humanity Summit Sponsorship Contract.....	13
2010 Innovation & Humanity Summit Sponsorship Terms & Conditions (attachment).....	14



Welcome Letter from CIH Executive Director, Glenn Llopis:

We have reached a critical time where individuals, corporations, government, academics and leaders alike - must evaluate the way we think, act and innovate. The past represents a history of lessons learned from the knowledge economy where ethics was a mere choice. The present defines the beginnings of the wisdom economy where we must give birth to a new form of ethical innovation that propels positive social change to breed global prosperity.

Today's global economic crisis has affected business and society; and has called for the entrepreneurial spirit from Fortune 500 C-level executives, small business owners and citizens alike as we seek to create new industries and redefine old ones.

Entrepreneurship is no longer just a business term any more, it now must represent a symbol for global prosperity, peace and social responsibility. Innovation and Humanity must serve as one, in our undisputed and collaborative efforts to create new products & services, industries, leaders and opportunities the world-over. We must all be entrepreneurs both in and outside of the workplace. **It is no longer a choice; it's the "new normal."**

While we are not all born entrepreneurs, we all must now learn to embrace its new core principals; not only for the growth of the economy, but for the needs of humanity. These principals include the following:

- °Vision to See
- °Courage to Sow
- °Knowledge to Grow
- °Wisdom to Share, to Make the World a Better Place

The 2010 Summit will represent a collaboration of the brightest / entrepreneurial minds in academia, industry, non-profit and community sectors. The Summit objective is to teach, guide and embrace one another to renew the ways we must think and act to propel positive social change through ethical innovation. Keynote and breakout sessions will be represented by an illustrious group of 35+ speakers, moderators and panelists across (6) continents.

The Summit voices, themes and discussion platforms will be too powerful to be ignored and we certainly hope that your organization can join us as a sponsor partner. This event is certain to influence the landscape of enterprise and help create the roadmap and provide the tools for today's required progressive thinking and enlightened form of leadership.

I look forward to personally meeting you at the event!

Sincerely,



[Glenn Llopis, Executive Director](#)



Welcome Letter from Chapman University Vice Chancellor, PK Shukla:

At Chapman University's top ten nationally ranked* Leatherby Center for Entrepreneurship and Business Ethics, we focus upon the necessity of creativity and innovation for individual and organizational success in dynamic and competitive environments. We are appreciative and enthusiastic about being a co-founder of the 2010 Innovation and Humanity Summit. We look forward to joining the brightest entrepreneurial minds across the globe in examining important topics at the Summit.

Our entrepreneurship program courses review recent advances in theoretical and applied models of creativity and innovation on different levels of analysis: global innovativeness and competitiveness of nations, industry level analysis of creativity and innovation in high technology sectors with consideration of government support of technology development, organizational level analysis of successful and unsuccessful case illustrations, and individual managerial level of analysis of creativity. Students actively engage in our program with required individual research, experiential exercises, reflection assignments, and group/individual presentations.

For students, alumni and Orange County businesses, the Leatherby Center for Entrepreneurship and Business Ethics provides resources for succeeding with both individual and corporate entrepreneurial pursuits. The center provides advice in start-up strategies, business and marketing plans, strategies for growing firms, and guidance in securing angel or venture capital funding. Students are provided opportunities for participation in student organizations, entrepreneurial internships, business plan contests, consulting team projects, and mentorship programs. The Leatherby Center sponsors the Issues in Ethics Forum lectures, in addition to entrepreneurship speakers and SCORE Small Business Administration business start-up/growth workshops held on campus. (*out of 2300 schools surveyed in 2008 by Entrepreneur Magazine and The Princeton Review)

Our mission at the Leatherby Center is to transform the lives of students by preparing them to lead from day one. The Summit will greatly influence innovation and creativity by transcending across the academic, corporate, non-profit, community and personal sectors. Chapman University is thrilled to take part in such a revolutionary event.

Sincerely,



[P.K. Shukla](#)

Vice Chancellor for Entrepreneurship
Director, Leatherby Center for Entrepreneurship
Chapman University



Center for Innovation & Humanity Mission Statement:

Renew the ways we must think and act to propel positive social change through ethical innovation.

Center for Innovation & Humanity Desire:

Share the CIH mission in partnership with Universities throughout the world; to influence thought-leadership and curriculum for entrepreneurship & innovation.

Center for Innovation & Humanity Value Proposition:

Offer the CIH community of delegates a platform that inspires their: 1) Vision to See, 2) Courage to Sow, 3) Knowledge to Grow and 4) Wisdom to Share – in order to make the world a better place.

2010 Innovation & Humanity Summit Committee:

- Glenn Llopis, CIH Executive Director
- PK Shukla, Vice Chancellor, Chapman University
- Erika Mobraaten, Assistant to Vice Chancellor, Chapman University
- Carolyn Stephens, Chair of Department of Business & Management, Vanguard University
- Walter Fawcett, President Fawcett-Tech Advisors
- Roland Schertenleib – President, Focustribe Studios
- Annette Prieto, Executive Director, Center for Hispanic Leadership
- Patrice Rakhshani, Career and Job Search Consulting

2010 Innovation & Humanity Summit Keynote Speakers:

- **Dr. Robert C Wolcott:** Founder – Kellogg Innovation Network and Professor of Corporate Entrepreneurship & Innovation at the Kellogg School of Business at Northwestern University, Managing Partner of Clareo Partners LLC. Author of the book, Grow From Within, Mastering Corporate Entrepreneurship & Innovation
- **Adlai Wertman:** Founder – Society & Business Lab and Professor of Clinical Management and Organization at the Marshall School of Business at the University of Southern California. Leading Thought-Leader on Social Responsibility



2010 Innovation & Humanity Summit Overview

The Innovation and Humanity Summit will explore the anatomy of business and society by examining the changing tides that are influencing both the "inside-out and the outside-in" of today's corporations and emerging new industries.

[Inside the Corporation] Factors that Influence the way we must Innovate to better serve Humanity

[Outside the Corporation] Factors that Influence the way we must serve Humanity through Innovation

Summit keynotes and breakout sessions will address the *multiple paradigm shifts* that are challenging how we should approach innovation and its role in propelling positive social change: *Defining Innovation and Humanity (as one) in the New World*. Breakouts sessions include:

- *The Wisdom Economy: Strategic Thinking and Decision Making - What is the New Normal?*
- *Diversity and the Changing Face of America's Corporations*
- *Global Outsourcing & Transforming Lives: Why Business Process Outsourcing is Propelling Social Change*
- *The Advancement of Women in Business & Society. Why they Define Innovation Differently.*
- *Leaving a Legacy vs. Making a Mark: The Importance of Legacy Building in Defining Leaders*
- *Social Media: It's Global Role in Reinventing Traditional Media & Redefining Brands, Communities and Humanity*
- *What Developing Countries Can Teach Developed Countries*
- *Global Prosperity: Why University Programs Play a Critical Role in Redefining the Roadmap*
- *The Millennials and Why They Are Changing the Ground-rules of Innovation and Humanity*
- *Non-Profits Organizations and Their Role in Serving Humanity through Innovation*



2010 Innovation and Humanity Summit - Schedule of Activities

Registration: 6:30 pm – 8:30 pm, Friday (Jan 22nd) and 7 am, Saturday (Jan 23rd)

8:00 am: Breakfast / Opening Remarks / Keynote Speaker #1

[Inside the Corporation Topics]

9:30 am – 10:30 am: Morning Plenary Session

10:40 am – 11:40 am: Morning Breakout Sessions (4-5 Sessions TBD)

12:00 Noon: Lunch / Remarks / Keynote Speaker #2

[Outside the Corporation Topics]

1:30 pm – 2:30pm: Afternoon Plenary Session

2:40 pm – 3:40 pm: Afternoon Breakout Sessions (4-5 Sessions TBD)

4:00 pm – 5:30 pm: **Networking / Hospitality Event:**
This Networking & Hospitality Event will feature participants (ie. Speakers, Moderators and / or Panelists) that are Authors and desire to promote their most recent book to attendees / delegates.

6:00 pm Dinner / Closing Remarks/ Summit Adjourned



Participating Organizations Represented Include (but are not limited to):





Confirmed Speakers, Moderators and Panelists (CIH Delegates) to Date:

- Simone Ahuja, Founder / Principal of Blood Orange Media
- Abid Ali Z Neemuchwaia, Vice President, Global Head of BPO, Tata Consulting Services
- Armando Azarloza, President, The Axis Agency, Multicultural Agency a unit of CMGPR
- Subroto Bagchi, Vice Chairman of the Board/Gardener, MindTree Ltd; Author, The Professional
- Randy Barth, Founder & CEO, Think Together.org
- Spencer Corwin, Co-Founder Lion's Hearts
- Luis Cuneo, Multicultural & Diversity Marketing, IBM
- Noam Dromi
- Steve Farber, President - Extreme Leadership and Author, Greater than Yourself
- Jody Hall, Director Global Sourcing, H-E-B Grocery Company (www.HEB.com)
- Sam Horn, Consultant and Author, POP! Stand Out in Any Crowd
- Esther Jeles – President, Aylet Inc. and Author, Louder Listening
- Jason Jenkins - CEO, Causeworth Insurance/Co-Founder of Human Factor Leadership Academy
- Erich Kreidler, Global Relationship Manager, UST Global
- Eric Llopis - Senior Vice President & Chief Strategy Officer, Pepsi Bottling Group
- Jesus Mantas, North America General Business Leader, IBM Global Business Services
- William McKeen – Prof/Chair, Dept. of Journalism, Univ..of Florida; Author, Outlaw Journalist
- Rich Melcombe - President, Rich Mel Productions and Founder of www.Melslife.com
- Nick Morgan - President, Public Words/Author, Trust Me: 4 Steps to Authenticity and Charisma
- Debbie Moysychyn - Executive Director, Paul Merage School of Business, UC Irvine
- Dr. Ram Nidumolu, Founder and CEO - InnovaStrat, Inc
- Navi Radjou - Executive Director, Centre for India & Global Business (www.india.jbs.cam.ac.uk)
- Robert Rodriguez –Assistant Dean, Kaplan University; Author, Latino Talent
- Brad Rowe - Host MIPTALK
- Karen Salmansohn – Entrepreneur; Author, Bounce Back; Be Happy Dammit!; 27 other classics
- Roland Schertenleib – President, Focustribe Studios
- Laura Sherbin, Ph.D. - Vice President, Center for Work-Life Policy
- Robert Sherwood - President, SmartText Corporation. Host of WebTalkWithBob.com
- P.K. Shukla – Vice Chancellor, Chapman Univ.; Director, The Leatherby Center for Entrepreneurship
- Carolyn Stephens - Professor and Chair of Marketing, Vanguard University
- Gregg Sulak - Director, Business Planning, Media Products, Yahoo
- Karen Sumberg - Vice President, Center for Work-Life Policy
- Tom Touhy, Founder & President, Dreams for Kids (www.dreamsforkids.org)
- Adlai Wertman - Director of the Society / Business Lab at USC, Marshall School of Business
- Rob Wolcott, Founder & Executive Director - KIN GLOBAL (www.kinglobal.org)



Call for Sponsorship Partners

This 1-day Summit will attract over 250 attendees that will represent International CEOs, CIOs, CSOs, CMOs, Industry Leaders, Social Entrepreneurs, Business Owners, Diversity Leaders, Nonprofit Organizations, Media Executives, University Professors, Authors / Thought-Leaders, Teachers, Government Leaders (Local / National), MBA Students.

Summit Marketing / Promotional activities will include (but will not be limited to): 1) Television, Radio, Print, 2) CIH Website: www.InnovationHumanity.org, 3) CIH Social Media Channels, 4) Chapman University Partners, 5) Center for Innovation & Humanity Partners, 6) Summit Delegate Contacts (not required), 7) Sponsorships Partner PR, 8) Podcast Broadcasting, 9) Online EBlast Marketing

Sponsor Partner Brands will align Innovation & Humanity initiatives through the following core Summit features and benefits:

1. **Purposeful Summit Mission/Cause: Positive Social Change through Ethical Innovation**
We must all redefine our position in the marketplace
2. **Powerful Summit Voices: Delegate Participants**
Over 35+ of the most illustrious voices across 6 continents
3. **Relevant Summit Topics: Required for Today's Changing Global Market**
Breakout sessions will address thought-provoking topics for an enlightened form of leadership
4. **Significant Summit Attendees: The Decision-Makers**
Foster new relationships and propel strategic initiatives with Delegates & Attendees
5. **Fresh Keynote Personalities: Innovative Messages that Represent the New Normal**
Adlai Wertman & Rob C. Wolcott will deliver groundbreaking thought-leadership
6. **Actionable Summit Academic Partner: Student Research Groups will Offer Value-Add Support**
Student research groups to provide insightful perspective on key growth and / or research initiatives
 - *Chapman University, The Leatherby Center for Entrepreneurship and Business Ethics*
 - *#10th Ranked Undergraduate Entrepreneurship Program in the United States*
 - *#9th Ranked Graduate Entrepreneurship Program in the United States*
 - *Top-50 Ranked Undergraduate Business School by BusinessWeek*



2010 Innovation & Humanity Summit Sponsor Partner Packages

Host Sponsor Partner —\$100,000

- **Most Prominent Brand Logo** Placement and Mentions at the Summit Event. **Host Sponsors** can also select from 2 out of the 3 additional premium placements:
 - Featured Networking / Hospitality Sponsor
 - Featured Lunch or Featured Dinner Sponsor
- **VIP Sponsor Branded Table-Top** & Seating During Breakfast, Lunch and Dinner
- (1) Featured Moderator **and** (1) Panelist Participation **(2 sessions)**
- **Most Prominent Brand** placement - with featured company overview and Executive Interview on www.InnovationHumanity.org
- **Most Prominent** Summit Social Media Marketing Coverage
- National/Regional Media/PR coverage **(and during TV appearances)**
- Featured MIPTALK Podcast Interview/Coverage
- **(10)** Complimentary Summit Registrations **(\$5000 value)**
- Chapman University will support a faculty supervised **MBA student consulting team** to **Host Sponsor Partners** for a mutually agreed upon special project. As part of Chapman's *reality-based education* focus, students apply their business knowledge, tools, and skills in assisting client firms on real-world projects.

Innovation Sponsor — \$50,000

- **Prominent Brand Logo** Placement and Mentions at the Summit Event. Innovation Sponsors can also select from 1 out of the 2 additional premium placements:
 - Featured Breakfast or Featured Dinner Sponsor
- (1) Featured Moderator **or** Panelist Participation (2 sessions)
- **Prominent Brand** Placement - with featured company overview on www.InnovationHumanity.org
- **Prominent** Summit Social Media Marketing Coverage
- National/Regional Media/PR coverage
- Featured MIPTALK Interview/Coverage
- **(5)** Complimentary Summit Registrations **(\$2500 value)**
- Chapman University will support a faculty supervised **senior undergraduate student consulting team** to **Innovation Sponsor Partners** for a mutually agreed upon special project. As part of Chapman's *reality-based education* focus, students apply their business knowledge, tools, and skills in assisting client firms on real-world projects.



Thought-Leadership Sponsor — \$25,000

- **Premium Brand Logo** placement of signage and mentions at the Summit **Breakout Sessions Only**
- (1) Featured Moderator **or** Panelist Participation (1 sessions)
- **Premium** Brand placement on www.InnovationHumanity.org
- **Premium** Summit Social Media Marketing Coverage
- **(2)** Complimentary Summit Registrations (\$1000 value)

Other Sponsorship Considerations Include:

A) Networking / Hospitality Sponsor - \$15,000

- **Most Prominent Brand Logo** Placement at the Networking / Hospitality Event
- Includes Brand Logo Mention on www.InnovationHumanity.org

B) Breakfast, Lunch and Dinner Opportunities- \$10,000.00 / each

- **VIP Sponsor Branded Table-Top** & Seating During Breakfast, Lunch and / or Dinner (w/recognition)
- Includes Brand Logo Mention on www.InnovationHumanity.org



2010 Innovation & Humanity Summit Sponsorship Contract

Company Name _____

Street _____

Suite _____

City _____

State _____

Telephone _____

Fax _____

Contact Name _____

Title _____

Email _____

Web Address _____

HOST SPONSOR \$100,000

INNOVATION SPONSOR \$50,000

THOUGHT-LEADERSHIP SPONSOR \$25,000

100% OF TOTAL AMOUNT DUE UPON SIGNING. REFUNDS WILL NOT BE APPLIED.

Acceptance of this application by the Center for Innovation & Humanity constitutes a contract.

Name (Please Print) _____

Title _____

Authorized Signature _____

Date _____

FOR CIH INTERNAL USE

Date Received: _____

Approval Code: _____