



2009 American Muslim Consumer Conference

Saturday, Oct 31, 2009
Busch Campus Centre,
The State University of Rutgers, NJ

Sponsorship Information Package

"Muslims comprise one of the
fastest growing consumer markets
in the world"

- AT Kearney

Organized By:



Conference Overview

USA is the world's largest economy made up of hundreds of healthy and robust sub-markets, as large as some national economies. One of those markets is the American Muslim Consumers. Muslims in America are estimated at 6-8,000,000 with an annual spending of over \$200Bln. The Muslim Market in the USA is both healthy and rapidly growing.

Muslim consumers average a high level of education and income above average, with a strong appreciation for family living. While the American Muslim consumers share many purchasing behaviors as other Americans, there are some distinct advantages of the American Muslim Market. Like other Americans, Muslim consumers are also sophisticated and discriminating with an above average capacity to purchase.

The American Muslim consumer therefore provides a unique opportunity for companies in the USA.

Key Topics:

- American Muslim consumers - understanding who they are, where they are and their spending patterns.
- Where is the market headed, Case Studies of major driving forces in food and finance
- Selling to American Muslim Consumers. What and How?
- Reaching the Muslim Consumers - Accessing the right media
- Challenges and the Road Forward

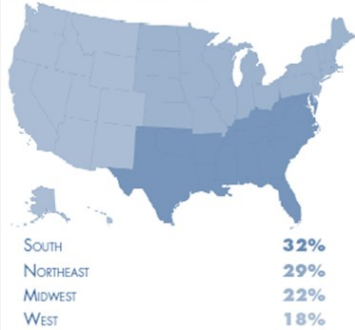
Target Audience:

- Marketing and advertising executives from corporate America
- Companies and executives who would like to access American Muslims
- Companies and executives who would like to learn about the American-Muslim Market
- Marketing and Advertising Executives of Companies that cater to American Muslims
- Entrepreneurs, investors and professionals interested in the American-Muslim Market

Muslims in America:

- The size of the Muslim-American population has proved difficult to measure because the U.S. Census does not track religious affiliation. Estimates vary widely from 2 million to 7 million. What is clear, however, is that the Muslim-American population has been growing rapidly as a result of immigration, a high birth rate, and conversions.¹

IN WHAT REGIONS DO MUSLIMS LIVE IN THE UNITED STATES?



LEVEL OF EDUCATION

	MUSLIMS	GENERAL PUBLIC
GRADUATE STUDY	10%	9%
COLLEGE GRADUATE	14%	16%
SOME COLLEGE	23%	29%
HIGH SCHOOL DIPLOMA	32%	30%
NO HIGH SCHOOL DIPLOMA	21%	16%

ANNUAL HOUSEHOLD INCOME

	MUSLIMS	GENERAL PUBLIC
\$100,000	16%	17%
\$75,000 - \$95,000	10%	11%
\$50,000 - \$74,999	15%	16%
\$30,000 - \$49,999	24%	23%
LESS THAN \$30,000	35%	33%

Source: Muslims in America – A Statistical Portrait, State Department/ Bureau of International Information Programs

- Muslims in America – who are they?²
 - African-American: 30%;
 - South Asian (Pakistan, India, Bangladesh, Afghanistan): 33%
 - Arabs (Middle East and North Africa): 25%
 - Africans (African south of Sahara): 3%, Europeans (Bosnia, Kosovo): 2%
 - White Americans: 1.6%,; Southeast Asians (Malaysia, Indonesia, Philippines): 1.3%; Turks: 1.1%, Iranians: 0.7%
- Estimates of the African-American Muslim population have ranged from approximately one-fifth to one-third of the total for all Muslim Americans. The other major ethnic groups are Arabs and South Asians (Indians, Pakistanis, Bangladeshis, and Afghans).
- 2007 Pew survey found that Muslim Americans generally mirror the U.S. public in education and income levels, with immigrant Muslims slightly more affluent and better educated than native-born Muslims.
- Total of 1,018 number of mosques in the US. Additional 1,200+ Islamic schools, and organizations in the 50 states.³

¹ Muslims in America – A Statistical Portrait: <http://www.america.gov/st/diversity-english/2008/December/20081222090246jmnamdeirf0.4547083.html#ixzz0PkssmTOB>

² Council on American-Islamic Relations 2001. The numbers are based on attendance in mosques.

³ IslamiCity.com database in December 2008.

A Growing Niche Consumer Market:

- “Muslim Americans spend about \$170 billion on consumer products, JWT estimates; this figure is expected to grow rapidly as the population expands and younger Muslims start working. JWT conducted a large study of Muslims in the United States and Britain to determine whether they would be receptive to specialized advertising. The study found that Muslims were buying many standard products but that they felt excluded from mainstream advertising.”⁴

MARKETING FRAMEWORK FOR AMERICAN MUSLIM CONSUMERS



⁴ Marketing to Muslims: U.S. Study, May 2007, JWT

Media Attention

A.T. Kearney (A global management consulting firm)

Addressing the Muslim Market

<http://www.atkearney.com/index.php/Publications/addressing-the-muslim-market.html>

JWT (largest ad agency brand in the country and fourth largest ad agency in the world)

Marketing to Muslims: U.S. Study

<https://016fd0d.netsolstores.com/index.asp?PageAction=VIEWPROD&ProdID=25>

Advertising Age

Marketers Must Engage the Muslim Consumer

By Michael Hastings-Black

http://adage.com/bigtent/post?article_id=132359

TIME Magazine

Halal: Buying Muslim

By Carla Power

<http://www.time.com/time/magazine/article/0,9171,1898247-3,00.html>

New York Times

U.S. Advertisers Reach Out To Muslim Consumer

By Louise Story

<http://www.nytimes.com/2007/04/27/business/worldbusiness/27iht-muslim.4.5478653.html>

ABC News

Muslims Flex Their Market Muscle

By Andrew Chang

<http://abcnews.go.com/International/Story?id=79926&page=1>

DinarStandard.com

Islamic Finance Gaining Traction in the US

http://www.dinarstandard.com/finance/IF_NorthAmerica112107.htm

The Economist

Marketing food and Fashion to Muslims

http://www.economist.com/business/displaystory.cfm?story_id=9587818

Venue/ Speakers

The American Muslim Consumer Conference (AMCC) is being hosted at Rutgers University, Busch Campus Center, on October 31st, 2009. Five interactive sessions followed by a keynote presentation and networking session will be held from 930 am – 530 pm. Specific program timeline and latest updates are available at: <http://www.americanmuslimconsumer.com>

Confirmed speakers include prominent personalities covering this market:

- Carla Power, Reporter, TIME Magazine
- Monem Salam, President and CEO, Saturna Brokerage Services
- Lubna Khalid, Founder and CEO, Real Cosmetics
- Tariq Farid, Founder and CEO, Edible Arrangements
- Adnan Durrani, Chief Halal Officer, American Halal Company
- Bob Burg, WallStreet Journal and BusinessWeek bestseller, The GoGiver
- Michael Hastings-Black, Co-Founder, Desedo (Advertising Agency)
- Paul Barrett, Associate Managing Editor, Business Week
- Midhat Syed, Partner, Murtha Cullina
- Mohammed El-Fatatry, Founder and CEO, Muxlim.com
- Rafi-uddin Shikoh, Founder, Dinarstandard.com
- Tayyibah Taylor, Founder and Publisher, Azizah magazine
- Ponn Sabra, Publisher www.AmericanMuslimMom.com
- Rasheed Ahmad, Founder, MuslimConsumerGroup.com
- Kamran Pasha, ScreenWriter and Director

Sessions

Session I: American Muslim Consumer: Who? What? Where?

Michael Hastings-Black (Co-Founder, Desedo, An Advertising Agency)
Paul Barret (Assistant Managing Editor, BusinessWeek; Author: American Islam)
Carla Power (Journalist, TIME Magazine)
Rasheed Ahmed (President, Muslim Consumer Group)

Session II: Where is the Market headed? Case studies of major driving forces in food and finance

Adnan Durrani (President, Condor Ventures)
Tariq Farid (CEO, Edible Arrangements)
Monem Salam (President and CEO, Saturna Brokerage Services)

Session III: Selling to: What and How?

Ahmad Adam (President, Crescent Foods)
Bob Burg (Co-Author of Wall Street Journal and BusinessWeek Best-Seller: The Go-Giver)

Farrukh Siddiqui (EVP and COO, Zayan Finance)

Session IV: Reaching the Consumers - accessing the right media

Shahed Amanullah (Founder, Halalfire Media)
Tayyibah Taylor- (Founder, Azizah Magazine)
Mohamed El-Fatratry (CEO, Muxlim.com)
Janet Meiners Thaeler (Online PR and Social Media Specialist)

Session V: Challenges and the Road Forward

Midhat Syed (Partner, Murtha Cullina)
Rafi-uddin Shikoh (Founder, Dinar Standard)
Kamal Pasha (Hollywood Screenwriter and Director)

Key Note Speaker: 'Diversity and Multiculturalism for the New Millenium'

Lubna Khalid (CEO, Real Cosmetics)

Sponsorship Opportunities:

This conference is the first of its kind that will explore the scope, trends and opportunities in the American Muslim Market.

We encourage you to join American Muslim Consumer Conference as a sponsor and be part of this robust and rapidly growing market segment. Here are the sponsorship packages and their benefits:

Premium - \$5,000 (Sold Out)

- Logo and Link on all published material website, brochure, folder, program guide, etc
- Speaking opportunity during main lectures
- Logo on stage Backdrop
- Booth space 10x10 space to promote product or services
- 2x use of conference Database
- 5 Complimentary all inclusive passes

Sponsor - \$2,500

- Logo and Link on all published material website, brochure, folder, program guide, etc
- 1x use of conference Database
- 3 Complimentary all inclusive passes

Digital Sponsor - \$800

- Logo and Link on all digital content
- 2 Complimentary all inclusive passes

Contact:

Email: Management@MuslimLink.org

<http://www.AmericanMuslimConsumer.com>

About Organizer



MLink is a social media platform to connect Muslims and Muslim Communities. Launched in 2007, MLink has approximately 2,000 registered members, majority of the members are professionals and highly educated. MLink has organized many professional networking events in the TriState area of NY, NJ and Pennsylvania.

Partner Organizations

Knowledge/ Marketing Partner



Social Media Partner



Online Partner

