ADVOCATE.
CERTIFY.
DEVELOP.
CONNECT.

2022 CONFERENCE OPPORTUNITIES
PURPOSE

For the last 50 years, the National Minority Supplier Development Council (NMSDC) has been connecting and advocating for the inclusion of minority business enterprises (MBEs) and advancing economic equity.

Because we believe every business deserves an unbiased chance.

NMSDC-certified MBEs contribute nearly $400 billion in economic output annual, $130 billion in tax revenue, sustain 1.75 million jobs, and provide $122 billion in wages.

However, we still have a long way to go to close the racial wealth gap. In 2022, as we celebrate our 50th Anniversary, we have set our aspirational goal of achieving $1 trillion in annual revenue for NMSDC certified MBEs.

The fastest path to achieving our $1 trillion plan requires amplification and support of our goal from prominent C-level leaders, policymakers, and the media.
Since hosting the first minority business expo in 1984 NMSDC has brought together top Corporate Executives with minority business owners as they forged relationships to drive economic impact in communities of color.

As we celebrate this significant milestone, we invite you to partner with us as a sponsor of this reimagined historical event that leads us into the next 50 years of advancing economic equity.
• Registrations 20 in-person, 20 virtual
• 20 X 40 Booth
• Mainstage keynote, panelist or executive greetings
• Host Conference Workshop
• VIP Table at all meal functions and Awards Banquet
• Exclusive VIP area at NMSDC Concert
• Commercial (2-3 minutes)
• Video Shout outs (2@30 secs each)
• 2-Full pages color in digital Conference Directory/Journal
• Co-signed Welcome Letter in Conference Directory/Journal
• PR Opportunities: Press Release, interview with NMSDC CEO & President, Podcast
• Prominent branding throughout 2022 Conference Programming
• BOE Ribbon Cutting photo op
• Exclusive naming rights on your activation

Choose 2:
A. 50th Anniversary Keepsake
B. Entertainment/Talent
C. NMSDC Concert
D. Pop-up storefront (confirmed 2 – 3 months prior to conference)
E. NMSDC President's Reception
• Registrations 12 in-person, 15 virtual
• 20 X 30 Booth
• Mainstage panelist or executive greetings
• Virtual workshop
• Company executive to present award at Awards Banquet
• VIP Table at all meal functions and Awards Banquet
• Exclusive VIP area at NMSDC Concert
• Co-signed Welcome Letter in Conference Directory/Journal
• Commercial (2-3 minutes)
• Video Shout outs (1@30 secs each)
• 2-Full pages color in digital Conference Directory/Journal
• BOE Ribbon Cutting photo op
• Podcast with CEO and President
• Prominent branding throughout 2022 Conference Programming
• Exclusive naming rights on your activation

Choose 2:
A. Business Opportunity Exchange (6)
B. Concert Entertainment/Talent (3)
C. Drone Show over Mississippi River
D. NMSDC Concert (6)
E. NMSDC Legacy Showcase (5)
F. Opening Reception (one floor) (4 per fl)
G. Executive and Media Lounge (2)
Choose 2 (1 from each section):

Section 1:
A. BOE Lounge (6)
B. Conference Transportation (3)
C. Corporate Plus® Branded Programming (3)
D. EYE Title Sponsorship (2)
E. Mardi Gras Float (8)

Section 2:
A. Airport Hospitality Desk (2)
B. Digital Conference Directory (4)
C. Global Program (4)
D. Health/Wellness Pop-up (6)
E. Luncheon (4 per day: Mon-Tues)
F. NMSDC Legacy Showcase (6)

- Registrations 10 in-person, 12 virtual
- 20 X 20 Booth
- Panelist at a workshop
- Reserved Table at all meal functions and Awards Banquet
- Exclusive Premier area at NMSDC Concert
- Video Shout outs (1 @15 secs)
- 1-Full page color in digital Conference Directory/Journal
- BOE Ribbon Cutting photo op
- Prominent branding for selected options
- Exclusive naming rights on your activation

LEGACY
Corporate - $75,000
Corp+ - $50,000
MBE - $50,000
Choose 1:

A. Awards Reception (4)  
B. Conference Swag Bag (4)  
C. Conference Transportation (3)  
D. Global Program (4)  
E. Hotel Key Cards (1)  
F. Lanyards (2)  
G. Mobile App (1)  
H. NMSDC Legacy Showcase Café (4)  
I. Power Breakfast (4 per day)  
J. Registration Sponsor (3)
• Registrations 6 in-person, 8 virtual
• 10 X 20 Booth
• Reserved Table for selected option (Reception, Post Awards, Breakfast or Lunch)
• Exclusive Premier area at NMSDC Concert
• ½ page color in digital Conference Directory/Journal
• Exclusive naming rights on your activation

**Choose 1:**

A. Bookstore (2)  
B. Capital Managers Program (4)  
C. Charging Stations *(sold out)*  
D. C-Level Roundtable (3 per roundtable)  
E. Community Service/Vue Orleans Experience (3)  
F. Conference Notebook(1)  
G. EYE Champion Sponsorship (5)  
H. NMSDC Legacy Showcase (6)  
I. Opening Reception (one floor) (4 per fl)  
J. Social Media Wall (1)  
K. Sponsors Lounge (3)  
L. Volunteer Center (4)  
M. Workshop (2)
Choose 1:

A. Business Connection Matchmaker (4)
B. Connect Zone (3)
C. Entertainment Meal Function (5)
D. EYE Champion Sponsorship (5)
E. Hydration Station (2)
F. NMSDC Theatre (2)
G. Printed/Digital Awards

Choose 1:

A. DoorDash Gift Cards (4)
B. Headshot Lounge (2)
C. Information desk (6)
D. Luggage Tags (2)
E. Mini Whiteboard (3)
F. Sanitizer for Mobile Device (1)
G. Travel sized health and safety kit (1)
H. Convention Center Wi-Fi (4)

VANGUARD
Corporate - $30,000
Corp+ - $20,000
MBE - $20,000

- Registrations 5 in-person, 6 virtual
- 10 X 20 Booth
- Exclusive Sponsors Area at NMSDC Concert
- Exclusive naming rights on your activation
- ½ page color in digital Conference Directory/Journal
- Prominent branding for selected option

HERITAGE
Corporate - $20,000
Corp+ - $15,000
MBE - $15,000

- Registrations 4 in-person, 5 virtual
- 10 X 10 Booth
- Exclusive Sponsors Area at NMSDC Concert
- Exclusive naming rights on your activation
- ½ page color in digital Conference Directory/Journal
- Prominent branding for selected option

Program (4)
H. Reusable utensil set (1)
I. Conference Transportation (4)
J. Welcome Lounge: Hilton & Harrah’s Hotels (3)
CONFERENCE DATES & DESTINATION – 4 Year Outlook

2022
New Orleans, Louisiana
October 30 – November 2, 2022

2023
Baltimore, Maryland
October 22 – 25, 2023

2024
Atlanta, Georgia
October 20 – 23, 2024

2025
Miami, Florida
TBD
JOIN ME
$1 TRILLION IN CERTIFIED MBE REVENUE

"I am excited to partner with you to create unmatched opportunities to grow NMSDC certified MBE revenue to $1 Trillion. As the old saying goes, 'If you want to go fast, go alone. If you want to go far, go together.' Please join me on this journey to 1 Trillion!"

-Ying McGuire, CEO & President NMSDC