

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.







# Conference & Exchange

OCT 30 - NOV 2, 2022 NEW ORLEANS

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.

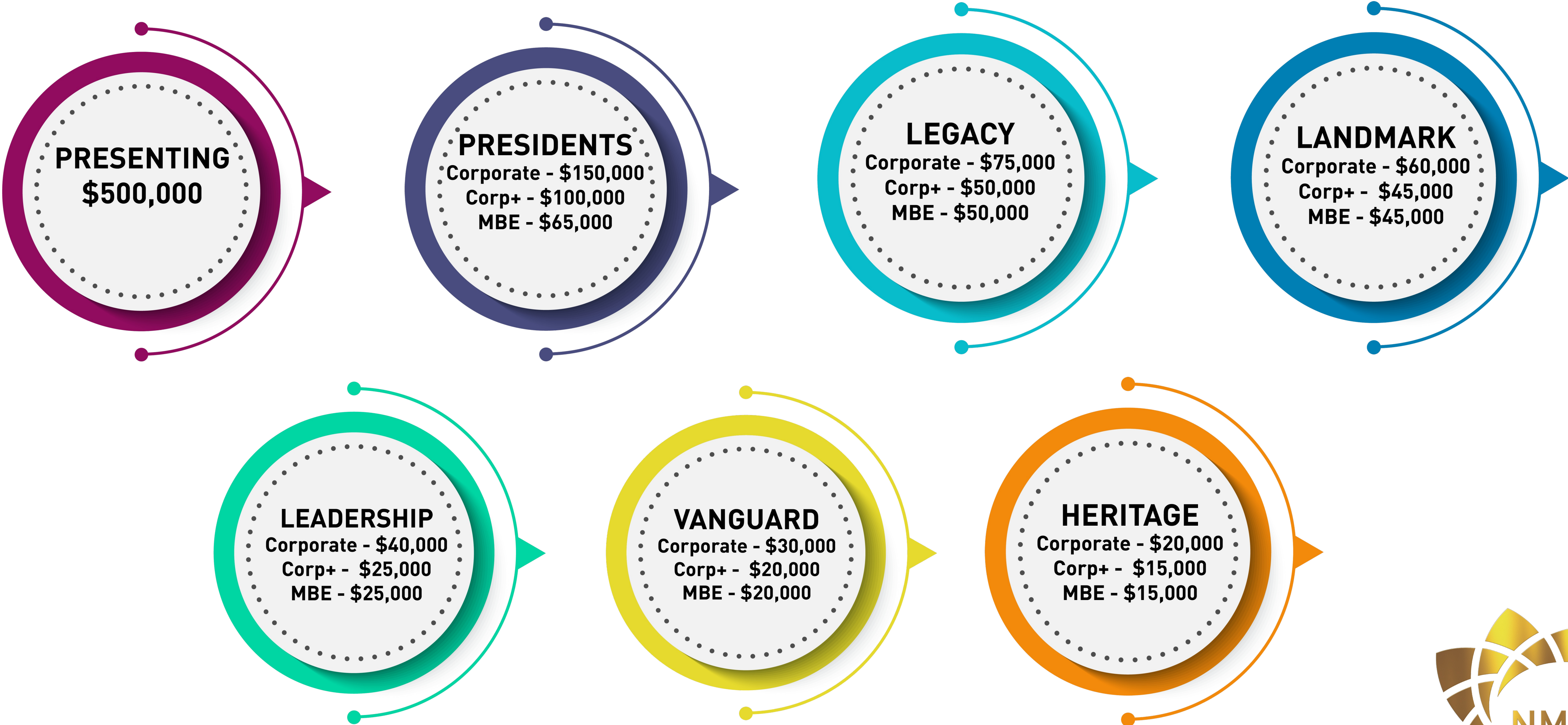
As we celebrate this significant milestone, we invite you to partner with us as a sponsor of this reimagined historical event that leads us into the next 50 years of advancing economic equity.





# Conference & Exchange

OCT 30 - NOV 2, 2022 NEW ORLEANS



# Conference & Exchange

OCT 30 - NOV 2, 2022 NEW ORLEANS



**PRESENTING  
\$500,000**

- 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:**

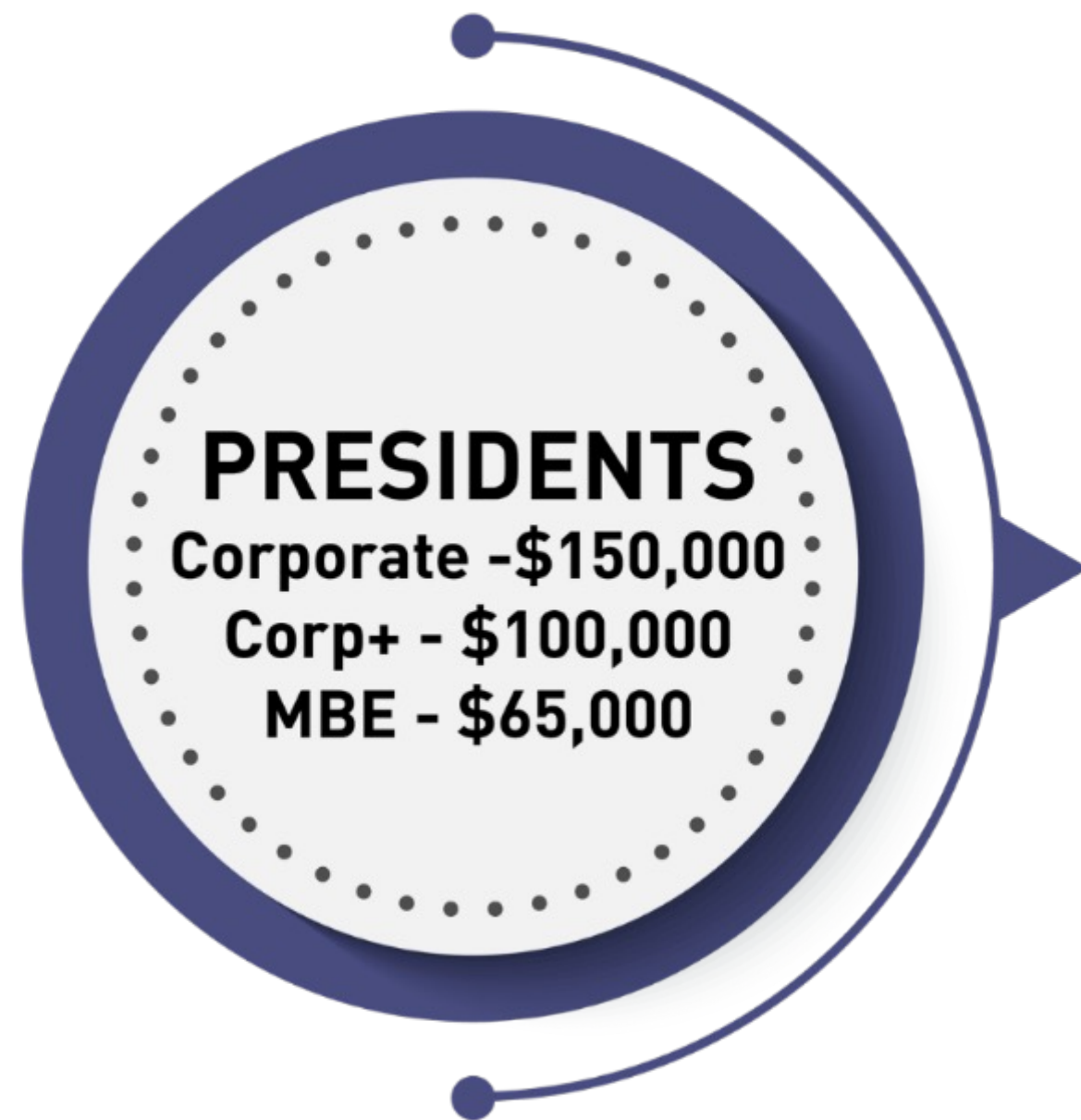
- A. 50th Anniversary Keepsake
- B. Entertainment/Talent
- C. NMSDC Concert
- D. Pop-up storefront (confirmed 2 – 3 months prior to conference)
- E. NMSDC President's Reception





# Conference & Exchange

OCT 30 - NOV 2, 2022 NEW ORLEANS



- 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)*



# Conference & Exchange

OCT 30 - NOV 2, 2022 NEW ORLEANS



- 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

## **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)*



# Conference & Exchange

OCT 30 - NOV 2, 2022 NEW ORLEANS



- Registrations 8 in-person, 10 virtual
- 10 X 30 Booth
- Panelist at a selected workshop
- Reserved Table at all meal functions and Awards Banquet
- Exclusive Premier area at NMSDC Concert
- ½ page color in digital Conference Directory/Journal
- Exclusive naming rights on your activation

## Choose 1:

- |                                  |                                   |
|----------------------------------|-----------------------------------|
| A. Awards Reception (4)          | G. Mobile App (1)                 |
| B. Conference Swag Bag (4)       | H. NMSDC Legacy Showcase Café (4) |
| C. Conference Transportation (3) | I. Power Breakfast (4 per day)    |
| D. Global Program (4)            | J. Registration Sponsor (3)       |
| E. Hotel Key Cards (1)           |                                   |
| F. Lanyards (2)                  |                                   |





# Conference & Exchange

OCT 30 - NOV 2, 2022 NEW ORLEANS



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





# Conference & Exchange

OCT 30 - NOV 2, 2022 NEW ORLEANS



- 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

## Choose 1:

## *Program (4)*

- 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

- H. Reusable utensil set (1)
- I. Conference Transportation (4)
- J. Welcome Lounge: Hilton & Harrah's Hotels (3)



- 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

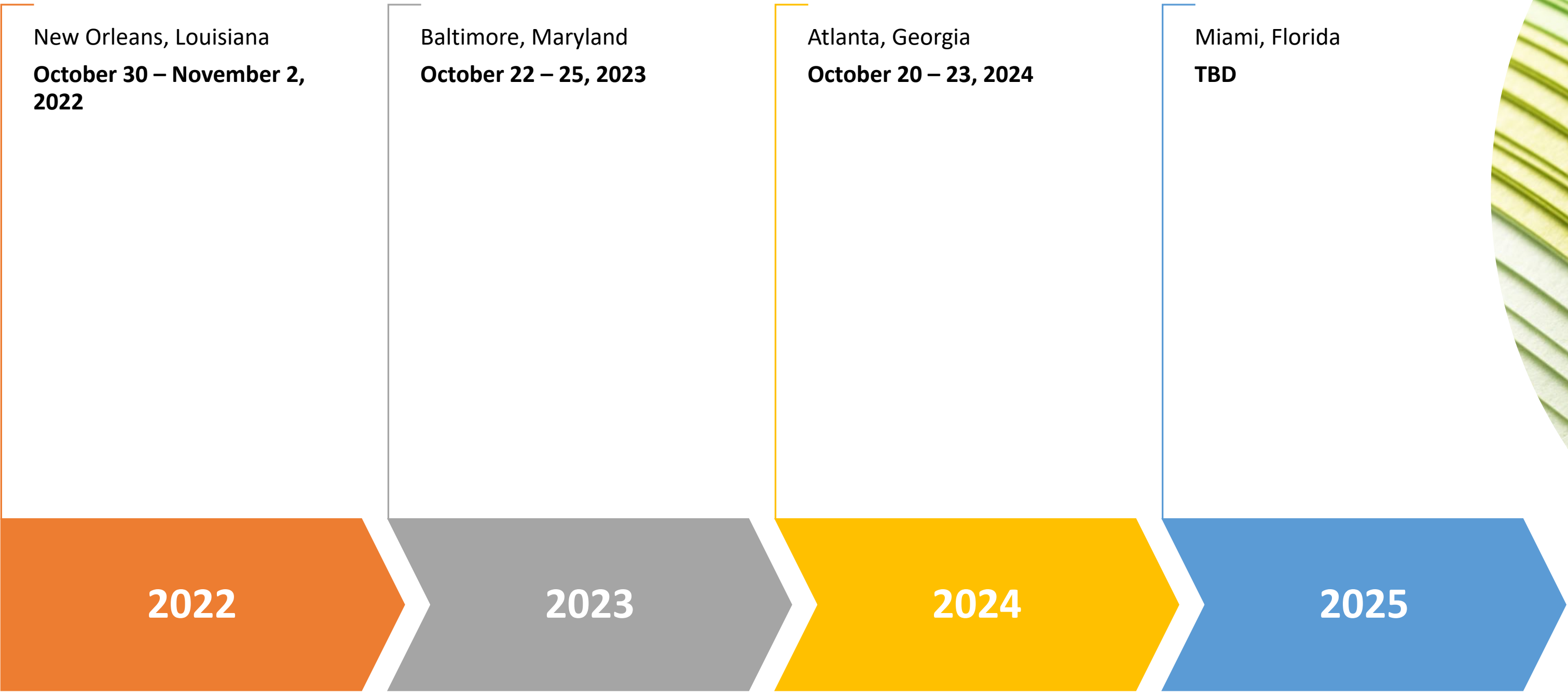
## Choose 1:

- 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)





# CONFERENCE DATES & DESTINATION – 4 Year Outlook







**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**

