

EXHIBITOR PROSPECTUS

2024
September 17-21

Washington, DC



NATIONAL
black
Premier gathering for black business professionals





Welcome to the 46th Annual Conference and Expo!



Dear Partners,

On behalf of the National Black MBA Association (NBMBA[®]), I am pleased to welcome you to this year's Annual Conference and Exposition, themed "Affirm." We are thrilled to host you from September 17 to 21 in Washington, D.C., a city that symbolizes the confluence of history, progress, and advocacy.

Our theme, "Affirm," underscores our commitment to affirming Black professionals' value, potential, and contributions in the corporate world. We recognize these principles' critical role in shaping an equitable and inclusive business landscape.

The theme 'Affirm' is not just a concept, but a powerful call to action. It challenges us to acknowledge and celebrate the strides we have made while recognizing the work that still lies ahead. This lens will guide our exploration of the multifaceted dimensions of opportunity, equity, and inclusion at the conference, inspiring us all to continue our efforts.

In our corporate spaces, inclusivity is not just a metric to be achieved but a mindset to be embraced. We expect to host more than 10,000 attendees from across the country. Our conference has been a top destination for those looking to further professional growth, network with influencers, and land their next big career. We invite you to be a part of the great achievements this organization has firmly established.

This year's conference is designed to provide you, our valued partners, with invaluable opportunities for recruitment and professional development and to showcase your own commitment to our shared values.

Thank you for your continued support and partnership. We are excited to have you on this journey and look forward to seeing you in September.

Best,

Elaine Richardson

Vice President of Conference and Events

National Black MBA Association (NBMBA[®])

Partnering with the NBMBAA®

Discover why partnering with the National Black MBA Association (NBMBAA®) is the right choice. Our exhibitors and sponsors consistently highlight the unparalleled networking opportunities, high-quality engagement with top-tier professionals, and the feel-good, inclusive atmosphere at our events. Here's what a few of our valued partners have to say about their successful collaborations and the tangible benefits they've experienced from participating in NBMBAA events.

S&P Global



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FELIX SHARIFF
Global DEI Recruitment & Partnerships

S&P Global and NBMBAA® have enjoyed a mutually beneficial partnership for several years. We find the annual conference to be an exceptional opportunity to recruit top talent, and those who have joined the company have found opportunities to develop and grow in their chosen careers. We hope to continue to develop our partnership with NBMBAA® in the years to come.

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 **Bristol Myers Squibb**



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LORENA RENDER
Sr. Specialist
GID Sourcing & Engagement

NBMBAA® has consistently demonstrated a strong commitment to their mission. Their team is composed of highly skilled professionals who possess a deep understanding of our company goals.

Throughout my interactions with NBMBAA® I have been impressed by their professionalism, integrity, and innovative approach. Their meticulousness in ensuring our optimal presence at the national conference is highly appreciated and recognized.

NBMBAA® has a proven track record of collaboration and partnership.

I have no doubt that NBMBAA® will continue to excel and make significant contributions. Their dedication, expertise, and passion for their work are truly commendable.

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alight



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CARA ADAMS, SHRM-CP, CDR
Director, Inclusion & Diversity

Alight has worked with the NBMBAA® for 4 years, and our participation in the Conference and Career Expo is an important component of our diversity recruitment and company branding strategy. We have connected with the best and brightest talent during the career expo, interviews, and networking events. Through our career expo participation, we are proud of the top talent we hired who have now become our ambassadors!

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DFA



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ANTOINETTE REDMOND | Program Manager, Diversity, Equity & Inclusion

At Dairy Farmers of America, our participation in the National Black MBA (NBMBAA®) Conference and Career Expo has greatly enhanced our ability to build a diverse pipeline of candidates while significantly driving brand awareness. The NBMBAA® conference and career expo have provided us with an exceptional platform to connect with top-tier talent from diverse backgrounds, aligning perfectly with our commitment to inclusivity and diversity. Additionally, the NBMBAA® staff have been exceptional in ensuring our preparedness for the upcoming conference and identifying additional opportunities for our team to engage with the attendees. Their support and proactive approach have greatly enhanced our experience and effectiveness at the conference.

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What Will Your Potential Candidates Look Like at the 2024 ANNUAL CONFERENCE AND EXPO?



10,000

EXPECTED 2024 ATTENDANCE

8,500

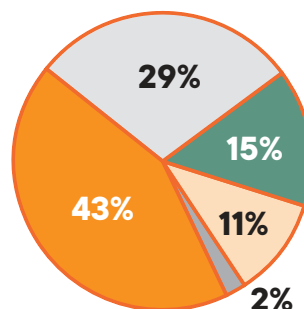
ATTENDEES AT THE 2023 PHILADELPHIA CONFERENCE

Ethnicity



African/African American	69%
Asian American/East Indian	15%
Caucasian/Euro American	11%
Hispanic/Latin American	4%

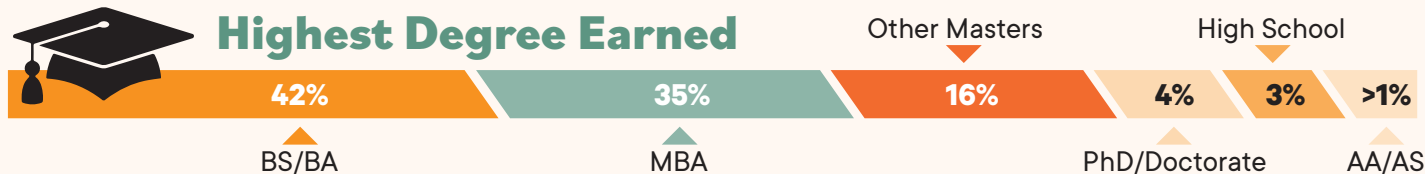
Age



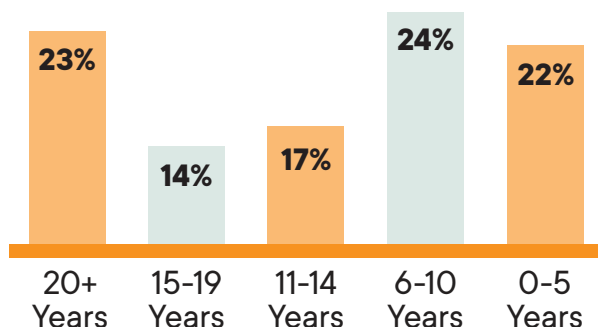
21-30	43%
31-40	29%
41-50	15%
50+	11%
Under 21	2%



Highest Degree Earned



Years of Work Experience



Career Level

Graduate Student	43%
Undergraduate Student	3%
Entry Level	4%
Mid-Career Professional	14%
Mid-Level Management	20%
Senior-Level Management	10%
Executive Level	6%



Secure Your Expo Booth and Recruiting Package



NBMBAA® Career Fair

EXHIBIT SPACE - STANDARD

Size	Price	Exhibitor Passes	Rate per sq. ft.
100 sq ft	\$7600	5	\$76
200 sq ft	\$15,200	10	\$76
400 sq ft	\$29,200	20	\$73
600 sq ft	\$43,200	30	\$72
800 sq ft	\$56,800	40	\$71

EXHIBIT SPACE - NON-STANDARD

Organization Type	Rate per Sq Ft	Passes per 100 Sq Ft
Academic	\$25	2
Small Bus./Non Profit	\$31	2
Government	\$41	2



Employer Activation Packages

Activation Packages give your company the hiring tools you need to achieve the maximum ROI for your booth purchase. ***Employer Activation Packages are optional.***

GREEN - \$9000 (plus cost of exhibit space)

Company logo, booth number, and profile in Annual Conference Guide.

Online floor plan listing upgrade, including the ability to add a video.

(3) Interview spaces in the NBMBAA Employment Network®

(5) Conference Job Match job postings (July 1 - Oct. 31, 2024) with resume database access

(10) Exhibitor Pass Registrations

(5) Full Pass Registrations

(3) Lead Retrieval Licenses **NEW**

BLUE - \$6000 (plus cost of exhibit space)

Company booth number and profile in Conference Materials.

(2) Interview spaces in the NBMBAA Employment Network®

(4) Conference Job Match job postings (July 1 - Oct. 31, 2024) with resume database access

(4) Exhibitor Registrations

(2) Full Conference Registrations

RED - \$3000 (plus cost of exhibit space)

Company booth number and profile in Conference Materials.

(1) Interview space in the NBMBAA Employment Network®

(2) Conference Job Match job postings (Sept. 1 - 30, 2024) with resume database access

(4) Exhibitor Registrations

CHOOSE YOUR SPACE: Exhibitor Floor Plan NBMBAA 46th Annual Conference and Expo

Boost Your Branding and Visibility with Media

Check out the full Media Kit
MediaKit2024

NBMBAA® Media

CONFERENCE GUIDE PRINT & DIGITAL EDITION

Full Page	\$4240 Guarantees / primes +15%
1/2 Page	\$3700
1/3 Page	\$2550
1/4 Page	\$1800

CONFERENCE APP

Splash Screen SOLD	\$7960 First right of refusal
Banner Ad Package	\$3600
Enhanced Exhibitor Listing	\$550
Push Notifications (a la carte)	\$770

CONFERENCE eBLASTS

1 Pre-Conference eBlast	\$4000 Date specific - please inquire
1 Conference Week eBlast	\$5000 Date specific - please inquire

NBMBAA.ORG	12 MONTH	6 MONTH
Leaderboard	\$7710	\$4640
3:1 Rectangle	\$4640	\$3710

JOB BOARD POSTINGS

www.jobs.nbmbaa.org

NBMBAA Career Success Network®

Year Round

1 60-Day posting	\$295
2 60-Day posting	\$550
3 60-Day posting	\$1000
4 60-Day posting	\$1500
Upgrade to featured	\$100 per posting

All postings include resume database access for the duration of the posting.



To sign up for these opportunities,
email: NBMBAA@Eagteam.com

Maximize Your Return on Experience!



Speaking Opportunities: Starting at \$10k

Breakout Sessions
Mentor Conversations
Money Stage Presenters
Meet The Experts
Technology Institute
Sports Summit
Entertainment Summit

Event Experiences: Starting at \$25k.

Welcome Reception
MBA Live (Thursday/Friday)
Town Hall – Howard Theater
Keynote Luncheon/Speaker (1 remaining)

Focused Engagement: Starting at \$15k.

HBCU Sponsorship (HBCU Students) tiered packages)
Business Case Competitions (Academic Students)
Scale-Up Pitch Challenge (Entrepreneurs)
Wellness Pavilion (Health and Wellness)
Executive Experience Program (Executives and Senior Leaders)
Gold Key (Experienced Hires)

Bring Your Own Experience: Starting at \$10k.

Mentor Conversations
Meet the Experts
Hospitality Suite (\$1500- \$2000)
Corporate Networking Lunch

Branding Solutions

Overall Wi-Fi
Custom Signage Package
Lanyards/Badges
Hotel Key Cards
Transportation Sponsorships

For a complete list of sponsorships including year-round opportunities, please email PD@NBMBAA.org or speak with your dedicated representative.

To contact your conference engagement manager, please reach out to NBMBAA@eagteam.com

CHOOSE YOUR SPACE: Exhibitor Floor Plan NBMBAA



NBMBAA.ORG/CONFERENCE

NEW

What's New for Partners

We're constantly evolving our conference to ensure we're meeting your needs. This is not just a conference; it's a collaborative partnership, and we deeply value your role in our success.

Here are a few new items we want you to know about!

EXPERIENCES:

The Campus—This brand-new concept will undoubtedly extend the boundaries of the career expo! Located in the adjoining hall, attendees will have a space to engage in additional activities while staying close to your booth.



The Government Pavilion—Our new dedicated space at the expo offers a unique exhibit approach, which will surely get you noticed. As D.C.'s signature essence, highlighting your participation is our honor and our duty!

ERG Roundtable—This complimentary program is designed to provide our partners with fundamental development in their daily lives. We value your input and want you to take back hires and solutions. This event is on Tuesday, September 17th. You must RSVP to attend.

The Executive Experience—Over the years, you've brought your senior leaders and executives to our conference often to showcase the amazing work of your company's staff. We're taking that a step further and offering your executives the chance to experience the conference in a whole new way. If you have executives who require VIP accommodation, we have the perfect opportunity!



SERVICES:

Partner Concierge Service—Your job is more than planning and coordinating events. We understand that you're busier than ever. To help you save time, stay organized, and pull off a fantastic event, you can enroll in an exhibitor concierge program to assist with your pre-show planning. Let us handle your registrations, hotel bookings, job postings, post-show reporting, or being the liaison for your design house team. You have people to hire. Leave the event planning to us!



New Exhibitor Dashboard—We've streamlined your access with an all-new dashboard that houses more information at your fingertips. From checklists to portals, the reimagined dashboard is your one-stop conference command center.

EXHIBITOR PROSPECTUS

EXHIBIT SPACE & SPONSORSHIPS | NMBAA@eagteam.com

CONTACT INFORMATION

Partner and Sales Support
NMBAA@eagteam.com

Housing

www.mcievents.com/nmbaa2024/exhibitors/

Official Website
NMBAA.ORG

 **in f** #AFFIRM2024

Follow @theblackmba on your
favorite social media platform!

RESERVE YOUR EXHIBIT SPACE TODAY!

Map Your Show



2024

September 17-21

Washington, DC

CRITICAL DATES

JUNE 28, 2024

- Early Registration Discount Ends
- Corporate Materials Due

JULY 1, 2024

- Conference Job Match Opens

JULY 12, 2024

- Corporate Housing Names Due

JULY 25, 2024

- Deadline for Hospitality Space

AUGUST 1, 2024

- Media Deadline

AUGUST 20, 2024

- Housing Close

VIEW EXHIBIT SPACE:

Exhibitor Floor Plan
NMBAA 46th Annual
Conference and Expo



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black**
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