

2023 PROSPECTUS

FORWARD
NBMBAA®
CONFERENCE **2023**
SEPT 12-16 | PHILADELPHIA, PA

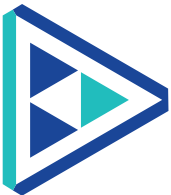


EXHIBIT SPACE & SPONSORSHIPS:
NBMBAA® Show Management | NBMBAA@eagteam.com

NATIONAL
BLACK
mba®
ASSOCIATION, INC.



A MESSAGE FROM OUR INTERIM CEO



Dear Esteemed Partners,

I am delighted to extend my warmest welcome to you as we prepare the way FORWARD with the 45th Annual Conference and Career Expo hosted by the National Black MBA Association® (NBMBAA) in Philadelphia, PA, September 12th – 16th, 2023.

As a leading organization championing diversity, equity, and inclusion for over five decades, NBMBAA® remains committed to advancing our mission of creating educational, wealth-building, career, and growth opportunities for Black professionals at every level.

Our much-anticipated 2023 conference and career expo will bring together a diverse community of business leaders, entrepreneurs, and talented job candidates. This year, we expect over 10,000 attendees nationwide, making this an exceptional opportunity to network, learn, and grow.

I invite your organization to participate in this extraordinary event through our career expo and sponsorship offerings. This is your chance to take part in our captivated audience, interact with industry thought leaders, and recruit top-tier applicants from our membership of Black professional career-seekers.

As a partner, you will have access to a broad range of benefits, including conference passes, expanded conference content for your DE&I professionals, networking events, HBCU-focused engagement, and other customized solutions.

Thank you for considering moving our vision FORWARD and being a proactive member of this community. Your support uplifts us all. It is in the spirit of solidarity that we stand, march, and empower people. The impacts of your partnership are the steps we take to keep pushing ahead – always in the same direction – always FORWARD.

I hope to connect with you in Philly and forge lasting partnerships that drive success for our members and your organization.

Best regards,

Shawn M. Graham, CPA
Interim CEO, National Black MBA Association

THE NATION'S PREMIER DIVERSITY CONFERENCE AND CAREER EXPO IS COMING TO PHILADELPHIA!

WHY WE'RE EXCITED ABOUT PHILLY!



Philadelphia is an ideal location for the NBMBA[®] to hold its 45th Annual Conference and Career Expo. Not only is it home to one of the most vibrant and engaging chapters within the Association, but the city is also renowned for its rich history, cultural diversity, and thriving business landscape, making it an attractive destination for professional and personal growth.

Philly's accessible transportation network makes it convenient for many attendees to travel affordably to the conference. Moreover, Philadelphia is near several HBCUs (Historically Black Colleges and Universities). Notably, Cheyney University of Pennsylvania, the oldest HBCU in the country, along with Lincoln University and Delaware State University, are all within driving distance.

In addition to its cultural and historical attractions, Philadelphia is a booming business hub with a diverse range of industries, including healthcare, education, and technology. Not to mention the flourishing startup ecosystem making the city a launching pad for tech professionals and entrepreneurs. The city's business sector, including several Fortune 500 companies, is a strong supporter of NBMBA[®] and DE&I initiatives transforming the local community.

You don't have to look very hard to see why the unique combination of professional and personal development offered in Philadelphia is a significant draw to our members and conference audiences. There are many reasons why Philly is one of our favorite places to host the annual conference. Do take our word for it and come see how fantastic Philly can be.



For more information, please contact NBMBA@eagteam.com



WHAT WILL YOUR POTENTIAL CANDIDATES LOOK LIKE AT THE 2023 ANNUAL CONFERENCE AND EXPOSITION?

EXPECTED 2023 ATTENDANCE

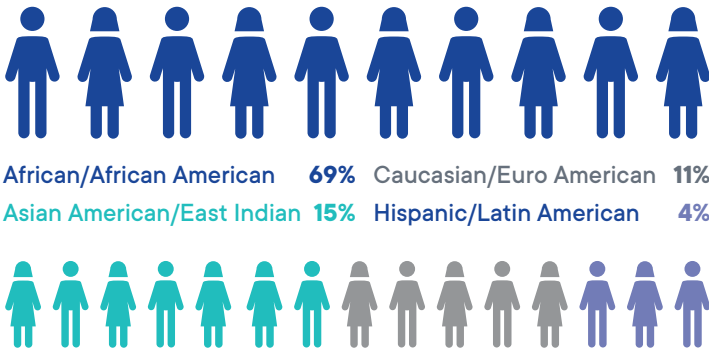
10,000

8,000

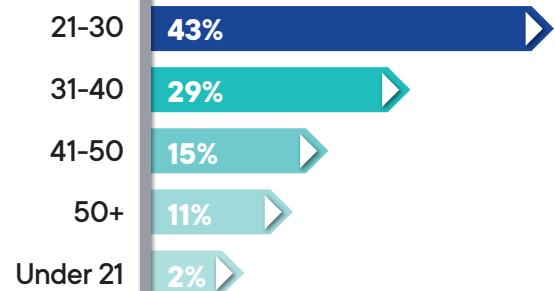
ATTENDEES AT THE 2022 ATLANTA CONFERENCE



ETHNICITY



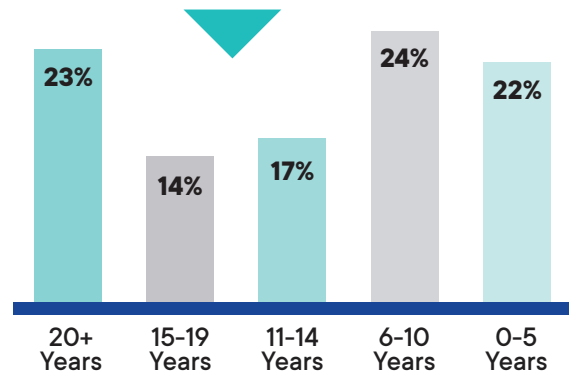
AGE



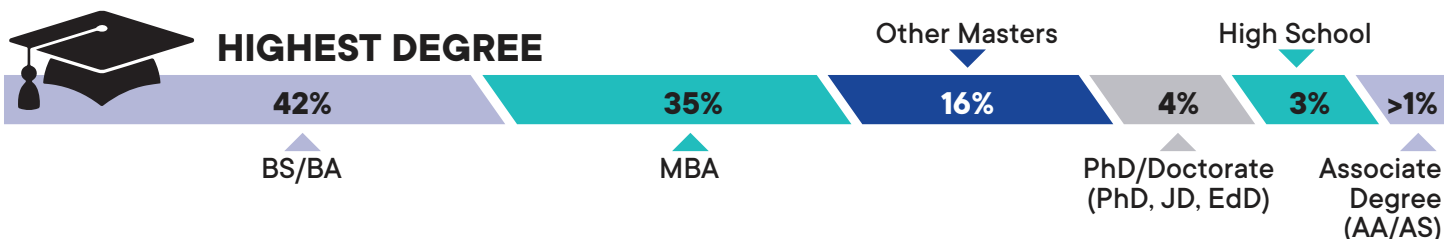
CAREER LEVEL



YEARS OF WORK EXPERIENCE



HIGHEST DEGREE



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-October 2023) with resume database access

(10) Exhibitor Pass registrations

(5) Premium Pass registrations

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-October 2023) with resume database access

(4) Exhibitor Pass registrations

(2) Premium Pass registrations

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

Company booth number and profile in Conference Materials.

(1) Interview spaces in the NBMBAA Employment Network®

(2) Conference Job Match job postings (September 2023) with resume database access

(4) Exhibitor Pass registrations

CHOOSE YOUR SPACE: Exhibitor Floor Plan NBMBAA 45th Annual Conference and Expo



BOOST YOUR BRANDING AND VISIBILITY WITH MEDIA

JOB BOARD POSTINGS

NBMBAA Career Success Network®	Conference & 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.	

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



SOCIAL MEDIA POSTS

\$1000 per day	\$1500 with professional design
\$1500 per day July - October	\$2000 with professional design

* includes all NBMBAA social media platforms

TO SIGN UP FOR THESE OPPORTUNITIES, PLEASE EMAIL: NBMBAA@eagteam.com

MAXIMIZE YOUR RETURN ON EXPERIENCE!

Speaking Opportunities:

- Breakout Sessions > > > > > > \$25,000
- Career Panel Seat > > > > > > \$25,000 | Per seat
- Workshop Sessions > > > > > > \$20,000
- Meet The Experts > > > > > > \$45,000 (*Selling Fast!*)

Experience Sponsorships

- NBMBAA Leadership Institute® > \$15,000 | Co-Sponsorship
- Scale-Up Pitch Challenge > > > > \$75,000 - \$125,000 | Primary Sponsor
- Hospitality Suites > > > > > > \$850 - \$2,500 Prices increase after July 20th
- Networking Lunch Suite > > > > \$2,500 (*Selling Fast!*)

MBA Focused Sponsorships

- HBCU Champion Sponsorships > > \$25,000 - \$100,000
- Career Success Network > > > > \$30,000
- Business Case Competitions > > \$20,000 - \$100,000

Branding and Visibility

- Overall Wi-Fi > > > > > > > > \$50,000
- Custom Signage Packages > > > > \$15,000 - 50,000
- Lanyards > > > > > > > > > \$20,000
- Key Cards > > > > > > > > > \$9,000 for Marriot
- > > > > > > > > > > > > > > > > \$8,000 for Loews & Notary
(Does not include fulfillment)

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

CHOOSE YOUR SPACE: Exhibitor Floor Plan NBMBAA



NBMBAA.ORG/CONFERENCE

▶ 2023 PROSPECTUS

EXHIBIT SPACE & SPONSORSHIPS | NMBAA@eagteam.com

CONTACT INFORMATION

Partner and Sales Support
NMBAA@eagteam.com

Housing
www.mcisemi.com/nmbaa2023/exhibitors/

Official Website
NMBAA.ORG

FORWARD 
NMBAA® CONFERENCE **2023**
SEPT 12-16 | PHILADELPHIA, PA

CRITICAL DATES

▲ APRIL 2023

General Conference Registration Opens

▲ JUNE 30, 2023

Individual Names for Corporate
Housing Blocks Due

Deadline for Securing Interview Space
Blocks

▲ JULY 1, 2023

Conference Job Match Opens

▲ JULY 20, 2023

Early Bird Rate Ends on Hospitality and
Meeting Room Space

Career Expo Profile Listings Deadline

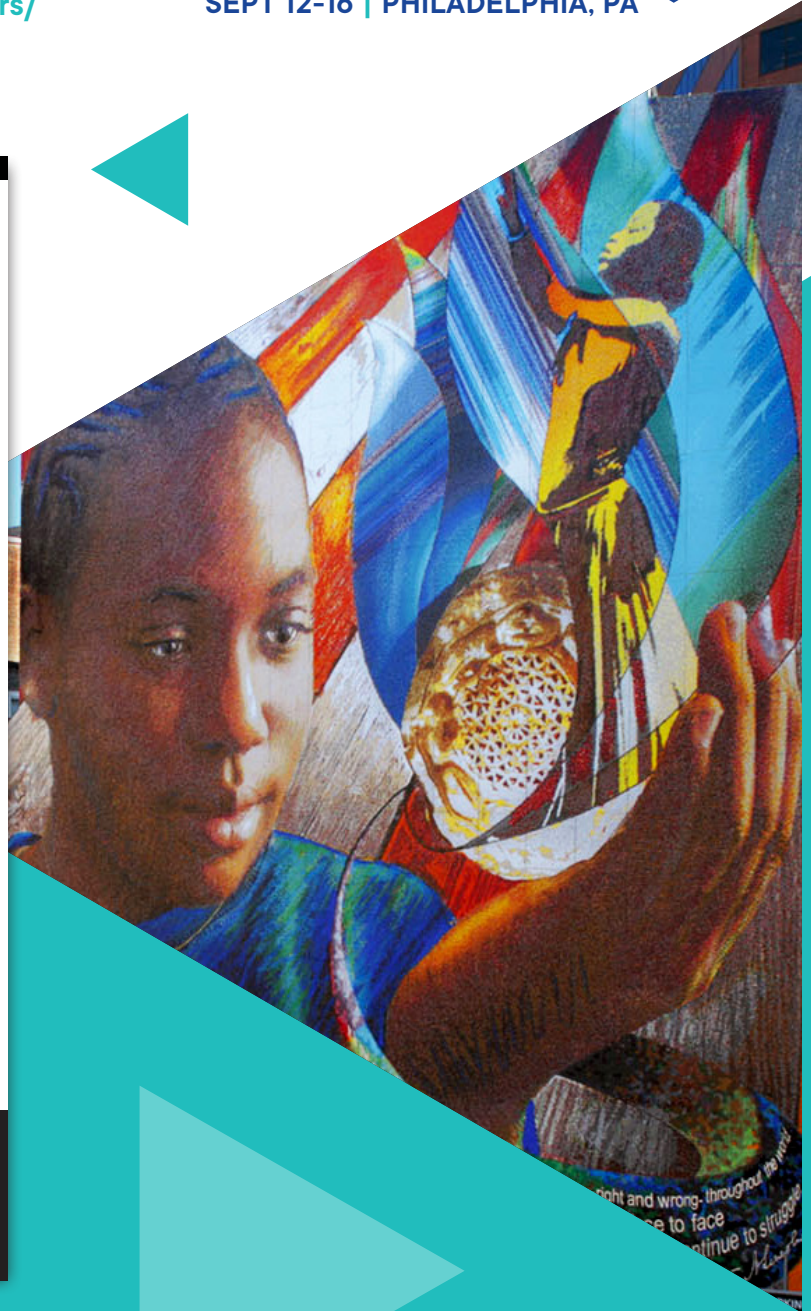
All Conference Guide/Magazine
Print Ads Due

▲ AUGUST 1, 2023

Conference App Assets Due

Early Bird Rate Ends on General Service
Kit Orders

VIEW EXHIBIT SPACE:
**Exhibitor Floor Plan NMBAA
45th Annual Conference and Expo**



 **in f** #FORWARD2023

Follow @theblackmba on your favorite
social media platform!

RESERVE YOUR EXHIBIT SPACE TODAY! nmbaa.org/conference

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