ATTRACTION AND BUILD LEADERS THAT MAKE A DIFFERENCE

The National Black MBA Association® (NBMBAA®) Annual Conference and Exposition is the nation’s premier event for black business professionals to gather for employment, professional & leadership development and peer-to-peer networking.

CAREER:
NBMBAA® host more than 10,000 corporate executives, business professionals, entrepreneurs, students, 300 corporations, and universities annually in a three-day Career Exposition.
- NBMBAA Career Exposition®
- NBMBAA Employment Network® (Interview Space & Conference Job Match)
- Career Success Network® (Job Board)
- Hospitality Receptions

LEADERSHIP:
NBMBAA® provides innovative programs for professional & leadership development to stimulate intellectual and economic growth for today’s MBA.
- Plenaries
- Breakout Sessions
- Meet the Experts
- Luncheons
- Professional Chapter Engagement (Year-Round Activation)

EDUCATION:
NBMBAA® is committed to unleashing the power of success through academic support and development of our pipeline; high school, undergraduate, graduate, and PhD students.
- Scholarship Program
- Collegiate Partnerships
- Case Competitions®
- Leaders of Tomorrow® Summit (Year-Round Activation)

ENTREPRENEURSHIP:
NBMBAA® provides informational programs and an ideation competition for aspiring entrepreneurs.
- Scale Up Pitch Competition
- Franchising Opportunities

LIFESTYLE:
NBMBAA® advances its partners’ B2C initiatives by expanding their engagement with highly motivated consumers and influencers.
- MBA Live
- Chapter Leadership Retreat

BRANDING & MEDIA:
NBMBAA® provides access to new markets and the opportunity to turn ideas into action. NBMBAA® Branding and Media Assets collectively delivered more than 300 million impressions at last year’s conference.
- Print & Digital Media
  - Black MBA Magazine
  - Digital Platform: Website and Webinars
  - E-Newsletters
  - E-Blast
  - Social Media Activation

82% of NBMBAA® members hold an MBA or other advanced degree.

50% of Conference attendees have more than 6 years of professional experience.
Dear Prospective Partner,

The National Black MBA Association® (NBMBAA®) is an organization that represents opportunities of education, diversity, and change in professional business environments for diverse employees. There are few associations that can boast the staying power and influence that we have maintained since inception. One of the most crucial facets of our success are the mutually beneficial relationships that have been strategically cultivated year after year.

It pleases us to embark on another year filled with great potential. As we enter our 40th year, we will continue to increase our footprint through community outreach and empowering leadership training aligned with programs to enhance business and intellectual wealth. Keeping up with the fluidity of the business landscape, NBMBAA® has increased its use of technology to be more cohesive and wide-reaching than before. Not only will there be more opportunities for person-to-person engagement, but cyber interaction as well.

We have always impressed our Corporate Partners with exclusive access to our network of top-notch talent, including innovative thinkers and leaders to diversify their teams. Additionally, a partnership of this magnitude is bursting with increased brand visibility and fulfilling experiences that seek to spread your company’s mission. What better way to generate a more sustainable imprint on your industry, potential clients/consumers, and other partners than by forming a meaningful relationship with an established organization that is already making strides in a similar mission? Over the past year, our extensive programs have been enhanced with new features such as Black Think Tank and the Scale Up Pitch Competition.

Last year, the “City of Brotherly and Sisterly Affection” welcomed NBMBAA® in a joint effort with Prospanica breathing life into the theme, “Power of Performance: Leadership at the Next Level.” The collaboration made one of the most sought-after Career Expositions in the country even stronger and more impactful than ever before. The shared mission and vision of both organizations opened the door for a well-received, unique value proposition for existing Corporate Partners.

We need you to assist in fueling the possibilities for giving back to our youth through collegiate partnerships, offering scholarships, and strengthening of our existing platforms. Your partnership with NBMBAA® would keep the lines of creating educational opportunities and economic growth for African-Americans and diverse business professionals more prevalent. Your belief in supporting an organization such as this would afford you access to premier brand placement and a growing international network. We look forward to an intentional, collective relationship with you; one that offers quantifiable results through holistic promotion and shared goal successes.

To our existing partners, we are pleased to preserve an alliance with you. To potential partners, welcome to our efforts to cultivate a more educated, multi-cultural front in Corporate America. For more detailed information, please review the enclosed exhibit and sponsorship opportunities. A member from the Partner Development team will be pleased to answer any questions. We look forward to partnering with you in 2018 and beyond.

Sincerely,

Jesse Tyson
President & CEO
NBMBAA® MISSION
CREATE AN EVERGREEN PIPELINE OF BLACK PROFESSIONAL TALENT

High School
- Leaders of Tomorrow®
- Case Competition
- Scholarships
- Leadership Development

Undergraduate
- Case Competition
- Collegiate Partnerships
- Scholarships
- Leadership Development

Professional
- Career Success Network®
- Gold Key Access®
- Leadership Development

Graduate
- Case Competition
- Career Success Network®
- Scholarships
- Leadership Development
NBMBAA® 5-PILLAR ENGAGEMENT
INTEGRATE WITH THE NBMBAA® FOR MAXIMUM BRAND EXPOSURE

Diversity: Annualized engagement across all NBMBAA® products and services, in support of partner’s diversity strategy.

Recruitment: Career Exposition, Career Success Network® (Job Board), Virtual Career Fair, Undergraduate & Graduate Case Competition, Collegiate Partnerships, Gold Key Access®

Talent Development: Meet the Experts, Plenary, Gold Key Access

Luncheons: 100K Mentoring Program

Professional Chapter Engagement

Corporate Social Responsibility: Leaders of Tomorrow®, LOT® Endowment, Scholarships

Professional Chapter Engagement

Supplier Diversity: Scale-Up Pitch Competition, Franchising Opportunities

Marketing: Digital/Print Campaigns and Advertorials, Social Media Activation, Mobile App, WiFi, Impact Awards, Hospitality Receptions, Product Displays, MBA Live

Professional Chapter Engagement
**2020 Vision**

**Bold & Value-Driven**

To move NBMBAA® forward in service of its mission and members, we have set the following *2020 Vision goals*:

<table>
<thead>
<tr>
<th>Goal</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Members from 12,600 current</td>
<td>50,000</td>
</tr>
<tr>
<td>Scholarships Awarded</td>
<td>$20M</td>
</tr>
<tr>
<td>Business Grants Awarded</td>
<td>$2M</td>
</tr>
<tr>
<td>Internship Placements</td>
<td>1,000</td>
</tr>
<tr>
<td>Job Placements</td>
<td>10,000</td>
</tr>
<tr>
<td>Hours of Mentoring</td>
<td>100,000</td>
</tr>
<tr>
<td>Conference Attendees</td>
<td>50,000</td>
</tr>
<tr>
<td>Sponsorship Dollars Raised</td>
<td>$20M</td>
</tr>
</tbody>
</table>
Beginning in 2017, NBMBAA® has organized its programs into three pillars to meet the needs of our new member profiles.

### NBMBAA® PROGRAMMING PILLARS

<table>
<thead>
<tr>
<th>Future Professionals</th>
<th>Young Professionals</th>
<th>Professionals</th>
<th>Experienced Professionals</th>
</tr>
</thead>
<tbody>
<tr>
<td>High Schoolers</td>
<td>College Students &amp; Undergrad Degree Holders</td>
<td>MBA Students &amp; MBA Degree Holders</td>
<td>20+ years of business experience</td>
</tr>
</tbody>
</table>

### EDUCATION & CAREER EXPLORATION

Programs that increase the acceptance rates of our members in undergraduate and graduate programs; and provide career opportunities/placements.

**Leaders of Tomorrow®**
- Case Competition
- Leadership Summit
- Leader Tech Tour
- Social Engagement & Policy Weekend

**Collegiate Partnerships**
- Higher Ed Expo
- Career Expo

### LEADERSHIP & PROFESSIONAL DEVELOPMENT

Programs that help members acquire the necessary skills and opportunities for career advancement.

**Thought Leadership**
- Black Think
- Speaker Series

**100k Mentoring Challenge**

**Undergrad/Grad Case Competitions**

**At Conference**
- Breakout Sessions
- Plenary
- Meet the Experts

### ECONOMIC PROSPERITY

Programs that help our members gain financial knowledge, independence, improved credit and capital opportunities.

**Thought Leadership**
- Podcast
- Black Professionals Annual Report

**Scale Up Pitch Competition**
Event Location
Cobo Center
1 Washington Blvd., Detroit, MI

Career Expo – Exhibit Halls C & D
Thursday, September 27, 2018 9:00 am – 5:00 pm
Friday, September 28, 2018 9:00 am – 3:00 pm

Employment Network – Exhibit Hall B
Thursday, September 27, 2018 8:00 am – 6:00 pm
Friday, September 28, 2018 8:00 am – 5:00 pm

Conference Attire
Daytime
Business
Wed-Thurs Evenings
Business Casual

Official Housing and Registration Vendor - MCI | USA (Formerly Wyndham Jade)
Contact:
CORPORATE: 1-866-546-4304 or 1-972-349-5416 Intl.
FAX: 972-349-7715
EMAIL: nbmbaa@wyndhamjade.com
Book Housing Now:
https://www.wynjade.com/nbmbaa18/

Official Conference Hotels
HOST HOTEL
Detroit Marriott at Renaissance Center
400 Renaissance Dr.
Distance to Conv. Center: 0.5 Mile
Daytime

Crowne Plaza Detroit Riverfront
2 Washington Blvd.
Distance to Conv. Center: 0.1 Miles
Daytime

Doubletree Suites Downtown-Ft. Shelby
525 W. Lafayette Blvd
Distance to Conv. Center: 0.2 Miles
Daytime

Holiday Inn Express & Suites Dtown
1026 Washington Blvd
Distance to Conv. Center: 0.3 Mile
Daytime

Westin Book Cadillac Detroit
1114 Washington Blvd.
Distance to Conv. Center: 0.4 Mile
Daytime

Courtyard Detroit Downtown
335 E. Jefferson St.
Distance to Conv. Center: 0.5 Mile
Daytime

Aloft Detroit at The David Whitney
1 Park Ave.
Distance to Conv. Center: 0.6 Mile
Daytime

Athenaeum Suite Hotel
1000 Brush St.
Distance to Conv. Center: 0.6 Mile
Daytime

Hilton Garden Inn Downtown
351 Gratiot Ave.
Distance to Conv. Center: 0.7 Mile
Daytime

MGM Grand Detroit
1777 Third St.
Distance to Conv. Center: 0.7 Mile
Daytime
Single: $204 / Double: $204 / Triple: $204 / Quad: $204

Trumbull & Porter
1421 Arch St.
Distance to Conv. Center: 0.8 Mile
Daytime

Greektown Casino Hotel
1200 St. Antoine
Distance to Conv. Center: 0.8 Mile
Daytime

MotorCity Casino Hotel
2901 Grand River Ave.
Distance to Conv. Center: 1.2 Mile
Daytime

Hotel St. Regis
3071 W. Grand Blvd.
Distance to Conv. Center: 3.3 Mile
Daytime

Critical Dates/Deadlines
March 30 - Cancellations or Reduction of Booth Space
March 30 - Exhibit Booth Payments Due
April 17 - Registration Opens
June 30 - Conference Guide Exhibitor Profiles Due
August 1 - Deadline for Hospitality Space

For more information, visit our sites at
www.nbmbaa.org and www.nbmbaaconference.org
2017 NBMBAA® NATIONAL CONFERENCE MARKETING HIGHLIGHTS

TOTAL PR IMPRESSIONS ACROSS PLATFORMS LISTED BELOW:

711.3 MILLION

MEDIA CLIPPINGS 30
CREATIVE PIECES 189
WEBSITE USERS FROM AUG. - SEPT.

RECOGNIZABLE OUTLETS

TOTAL NUMBER OF TWITTER LIKES 1,163
TOTAL NUMBER OF LIKES 2,047
#NBMBAA® 829,628 Total Uses: 379

TOTAL NUMBER OF LIKES 461
TOTAL NUMBER OF ENGAGED USERS 5,002

#POWERPERFORMANCE17 2,681,613 Total Uses: 932
#NBMBAA17 1,520,875 Total Uses: 247

TOTAL SOCIAL IMPRESSIONS ACROSS PLATFORMS ACROSS ALL HASHTAGS: 5,032,116
2017 MEMBERSHIP DEMOGRAPHICS

Highest Degree:
- Bachelor's: 44%
- MBA: 36%
- Master's: 12%
- PhD/JD: 1%
- Other: 7%

Ethnicity:
- Black: 58%
- Caucasian: 15%
- Asian: 15%
- Hispanic: 4%
- Other: 8%

Gender:
- 50% Male
- 50% Female

Age:
- Under 25: 17%
- 26-35: 54%
- 36-45: 17%
- 46-55: 12%

Members by Region:
- East: 21%
- Mideast: 16%
- Southeast: 27%
- Midwest: 9%
- South: 16%
- West: 10%
- International: 1%

Career Level:
- Executive Level: 3%
- Senior Level: 6%
- Mid Level: 23%
- Technical Professional: 11%
- Entry Level: 7%
- Post-Grad: 3%
- Graduate: 41%
- Undergraduate: 2%
- Entrepreneur: 3%
- Other: 1%

Years of Work Experience:
- Under 2: 19%
- 3-5: 10%
- 6-10: 14%
- 11-14: 7%
- 15+: 18%
- N/A: 32%
### 2017 Annual Conference and Exposition Statistics

#### Total Attendees:

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>10,066</td>
</tr>
<tr>
<td>2016</td>
<td>7,800</td>
</tr>
<tr>
<td>2015</td>
<td>7,800</td>
</tr>
<tr>
<td>2014</td>
<td>9,621</td>
</tr>
</tbody>
</table>

#### Ethnicity:

- Black: 45%
- Asian: 21%
- Caucasian: 17%
- Hispanic or Latino: 9%
- Other: 8%

#### Age:

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 25</td>
<td>23%</td>
</tr>
<tr>
<td>26-35</td>
<td>39%</td>
</tr>
<tr>
<td>35-45</td>
<td>26%</td>
</tr>
<tr>
<td>46-50+</td>
<td>12%</td>
</tr>
</tbody>
</table>

#### Gender:

- Male: 57%
- Female: 43%

#### Digital Reach:

- Overall reach: 711M
- Impressions: 16.8M

#### Highest Degree:

- PhD: 2%
- MBA: 34%
- Master’s: 13%
- Bachelor’s: 51%
- Other: 1%

#### Career Level:

- Executive Level (C-Suite): 9%
- Senior Level (VP, SVP): 7%
- Mid-Level Professional (5+ Years/non-Manager): 27%
- Mid-Level (Manager or Director): 33%
- Entry Level (1-4 years/Intern): 20%

#### Years of Work Experience:

- 15+ years: 13%
- 11-14 years: 7%
- 6-10 years: 30%
- 3-5 years: 40%
- 0-2 years: 10%
**EXHIBIT OPPORTUNITIES**

**Recruit Top Talent**

In these changing economic times, the quest for exceptional candidates becomes even more critical. Each year, nearly 300 corporations and government entities choose to seek top talent and interview candidates for open positions at our Annual Conference and Career Expo.

As an exhibitor in the Career Expo, your company will be center-stage, sourcing qualified candidates while building brand recognition for your business. Adding an *Employer Activation Package* allows you to post your positions and pre-screen candidates for meetings at conference. Interview spaces in the NBMBAA® Employment Network allow your company to interview on-site and leave with candidates ready to hire.

**NBMBAA® Exhibit Space**

<table>
<thead>
<tr>
<th>Booth Package</th>
<th>Booth Size</th>
<th>Rate/Sq. Ft.*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard</td>
<td>100-200 sq. ft.</td>
<td>$76</td>
</tr>
<tr>
<td></td>
<td>201-400 sq. ft.</td>
<td>$73</td>
</tr>
<tr>
<td></td>
<td>401-600 sq. ft.</td>
<td>$72</td>
</tr>
<tr>
<td></td>
<td>601+ sq. ft.</td>
<td>$71</td>
</tr>
</tbody>
</table>

*Standard Exhibitors will be granted an allotment of five (5) badges per 10’ x 10’ exhibit.*

| Academic             | 100+ sq. ft.     | $25           |

*Academic Exhibitors will be granted an allotment of two (2) badges per 10’ x 10’ exhibit.*

| Small Business/Non Profit | 100+ sq. ft. | $31         |

*Small Business/Non-Profit Exhibitors will be granted an allotment of two (2) badges per 10’ x 10’ exhibit.*

| Government            | 100+ sq. ft.     | $41           |

*Government Exhibitors will be granted an allotment of two (2) badges per 10’ x 10’ exhibit.*

**Booth package includes:** 8’ high background drapery; 36” high drapery dividers to define the boundaries of booth space; 7” x 44” booth identification sign with company name and booth number; one 6’ table and two chairs per 10’ x 10’ booth. Carpet is required, but not included with your booth, and must be purchased separately. Refer to the Exhibitor Service Kit, for purchase information, once available (June 2018).

**NBMBAA® Employment Network**

Interview space purchased in addition to Career Expo booth. Interview spaces are limited, so secure your space early.

$1,500 each*

*includes one 10x10 interview space on Thursday and Friday*
EMPLOYER ACTIVATION PACKAGES

All plans are in addition to the cost of any booth package. A la carte interview space, job postings and other items are available. Contact Naylor Association Solutions, blackmba@naylor.com, for more information.

Green – $9,000*

- Company logo, booth number and profile in Annual Conference Guide
- Online floor plan listing upgrade, including ability to add a video
- (3) Interview spaces in the NBMBAA® Employment Network
- (5) Conference Job Match job postings (July-October 2018 with resume database access)
- (10) Exhibitor registrations
- (5) Premium Pass Registrations

Blue – $6,000*

- Company booth number and profile in Annual Conference Guide
- (2) Interview spaces in the NBMBAA® Employment Network
- (4) Conference Job Match job postings (July-October 2018 with resume database access)
- (4) Exhibitor registrations

Red – $3,000*

- Company booth number and profile in Annual Conference Guide
- (1) Interview space NBMBAA® Employment Network
- (2) Conference Job Match job postings (September only) with resume database access
- (4) Exhibitor registrations

*Cost is in addition to the booth
## Annual Sponsorship Opportunities

### Leaders of Tomorrow®
Since 1991, the National Black MBA Association® (NBMBAA®) has been delivering a youth development program to assist young people pursuing their careers as entrepreneurs, business professionals, and beyond. Through the new four pillars of programming, the NBMBAA LOT® program will provide resources to local advisors to help coach students in leadership, career preparation, college preparation, financial literacy and more.

**Program Execution:**
- Digital Platform (Monthly)
- Leaders of Tomorrow Summit (June)

**Program Impact:**
- 1,000 students

**Sponsorship Investment:**
- $50k - $750k

### Collegiate Partnership and HBCU Tour
NBMBAA® is positioned to help the Black community overcome the education gap to reach the highest levels of academia, increase lifetime median income potential and reduce unemployment rates among the Black community. We strive to increase awareness and facilitate access to graduate and business education programs in professional fields. Our Collegiate Partnership Program is designed to help us in this mission by establishing holistic partnerships with institutions of higher education to increase placement rates of black students. Programmatic elements include scholarships, near-peer mentoring, campus experiences, research collaboration, and more.

**Program Execution:**
- In-Market, ongoing

**Program Impact:**
- 200 students per school

**Sponsorship Investment:**
- $10k - $250k

### Member Webinars
Training resource for members of the National Black MBA Association®. Various workforce and educational topics will be covered, incorporating high profile guest speakers and best practice highlights from the chapters.

**Program Execution:**
- Digital Platform (Monthly)

**Program Impact:**
- 1,000 per webinar

**Sponsorship Investment:**
- $5k-$60k

### Scale-Up Pitch Competition
A national pitch competition with entrepreneurs pitching business ideas to judges for cash prizes. Regional competitions will ladder up into a national competition, to be hosted at the Annual Conference & Exposition. Total prize pool of $250K.

**Program Execution:**
- In-Market
- (April – August), across 3 regions

**Program Impact:**
- 500 entrepreneurs, with anticipated 2,000 live audience members

**Sponsorship Investment:**
- $50k - $500k

### $100K Mentoring Challenge
NBMBAA® is devoted to helping our members reach the next levels of their professional careers by connecting them with our experienced professionals, corporate volunteers and academic partners. Our goal of 100,000 mentor hours will be reached through a combination of mentoring approaches: one-on-one, small group, workshops, online and “speed” mentoring. Hours will be calculated using a standardized formula and reporting system that will entail weekly updates and a goal barometer. Qualifying mentoring might include: Mock Interviews, Business School Application Review, Small Business Mentoring Sessions, Career Advisement & Exploration, Career Fair and Conference Prep.

**Program Execution:**
- In-Market scheduled to launch May 2017

**Program Impact:**
- 10,000+ members, estimated 3,000 participants in the first year

**Sponsorship Investment:**
- $100k - $500k
**Conference Sponsorship Opportunities**

**Breakout Session**
NBMBAA® strives to increase the representation of blacks in the highest levels of business leadership. Our leadership tracks are aimed at increasing exposure to leadership skills, technology, financial literacy, educational sustenance, entrepreneurship, and globalization.

**Program Topics:**
- Dynamic Leaders
- Technology & Digital Innovation
- Marketing
- Education & Workforce Policy
- Entrepreneurship
- Professional Development

**Program Impact:**
250 attendees per session
**Sponsorship Investment:** $10k

**National Business Case Competition®**
(Undergraduate & Graduate)
NBMBAA® hosts business students from the nation's leading schools to compete for top ranking, scholarship dollars and employment opportunities while participating in the NBMBAA Case Competition®.

**Program Impact:**
250 attendees
**Sponsorship Investment:** $5k - $200k

**Plenary**
The Annual Conference & Exhibition brings together the brightest and most experienced business professionals, academic partners, and students from around the globe. NBMBAA® plenaries assemble all of that brainpower, and puts it to use in an interactive format which examines a current challenge or industry.

**Program Topics and Impact:**
- Opening Session (Wednesday, 750 attendees)
- CEO Panel (Friday, 500 attendees)

**Sponsorship Investment:**
$50k

**Impact Awards**
NBMBAA® Impact Awards is the organization's culminating formal event. This fundraiser allows the Association to recognize and honor, those outstanding students, corporate partners, and individuals in the business and education community who best reflect the mission of NBMBAA®.

**Program Impact:**
1,000 attendees
**Sponsorship Investment:** $5k - $250k

**Black Think Tank**
An invitation only think tank convening leaders from non-profits, academia, government agencies, and the public sector to address problems facing Black Professionals in Corporate America.

**Program Execution:** In-market (April 2017) & Conference
**Program Impact:**
100 invited attendees
**Sponsorship Investment:** $10k - $200k
### Meet the Experts
Meet the Experts (MTE) is an intense and interactive session, which encourages mentoring and near peer-to-peer mentoring relationships to help individuals identify opportunities, interest, education and career paths. MTE highlights subject matter experts from various fields.

**Program Topics and Impact:**
Sponsor driven, 500 attendees per session  
**Sponsorship Investment:** $25k

### Chapter Leadership Bootcamp
This intensive workshop focuses on strategy and tactics for Chapter leaders to run their local organizations as successful, productive non-profits. We will focus on non-profit development, governance, structure, programming implementation, marketing, membership growth and meeting the 2020 Vision Goals.

**Program Impact:** 125 attendees  
**Sponsorship Investment:** $10k - 35k

### Welcome Reception
The NBMBAA® Welcome Reception is the kick-off for the Annual Conference & Exposition. We encourage our Corporate Partners to bring the world of opportunity to showcase their unique brand and product offerings to our attendees. This event sets the stage for our attendees to get focused and aligned for a well-rounded week of exploration and innovation.

**Program Impact:** 1,500 attendees  
**Sponsorship Investment:** $50k - $150k

### Higher Ed Expo
The Higher Ed Expo allows younger NBMBAA® members to explore higher education paths. Top universities and colleges will send representatives to engage our young members, excite them about pursing higher education and explain scholarship and financial aid opportunities. Universities will increase their exposure to motivated, high-quality diverse applicants.

**Program Impact:** 500 attendees  
**Sponsorship Investment:** $50k - $100k

### MBA Live
The NBMBAA® brand “MBA Live” encompasses a Friday Night Concert and Saturday Day Party. We encourage our Corporate Partners to bring the world of opportunity to showcase their unique brand and product offerings to our attendees. This lifestyle event allows our attendees to unwind and balance their focused and aligned week of exploration and innovation with fun and excitement.

**Program Impact:** 3,000 attendees  
**Sponsorship Investment:** $100k – 250k

### Gold Key Access®
National Black MBA Association® introduces the Gold Key Access® Program, a unique opportunity for its corporate partners to match open Director-level and above positions with NBMBAA® members.

This year round program offers a Talent Development strategy which includes assessment tools, leadership training, and executive coaching. Gold Key Access® is your resources for highly skilled diverse executive-level talent.

**Program Impact:** 500 attendees  
**Sponsorship Investment:** $50k
# INCREASE EXHIBITOR ROI WITH BRANDING & MEDIA OPPORTUNITIES

**Conference Events**

<table>
<thead>
<tr>
<th>Event</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospitality Suites</td>
<td>up to $1,500, plus F&amp;B</td>
</tr>
<tr>
<td>Community Projects</td>
<td>In-Kind Valuation</td>
</tr>
<tr>
<td>Chapter Leadership Retreat</td>
<td>$25,000</td>
</tr>
<tr>
<td>MBA Live</td>
<td>$200,000 or 50k, plus talent and F&amp;B</td>
</tr>
</tbody>
</table>

**Black MBA Media**

<table>
<thead>
<tr>
<th>Product</th>
<th>Type</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>NBMBAA.org</td>
<td>Digital</td>
<td>$1,800</td>
</tr>
<tr>
<td></td>
<td>Leaderboard (12 mos)</td>
<td>$7,500</td>
</tr>
<tr>
<td></td>
<td>Leaderboard (6 mos)</td>
<td>$4,500</td>
</tr>
<tr>
<td></td>
<td>Rectangle (12 mos)</td>
<td>$6,000</td>
</tr>
<tr>
<td></td>
<td>Rectangle (6 mos)</td>
<td>$1,500</td>
</tr>
<tr>
<td>Netwire eNewsletter</td>
<td>12 mos</td>
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</tr>
<tr>
<td></td>
<td>6 mos</td>
<td>$5,100</td>
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</table>

**Conference Media**

<table>
<thead>
<tr>
<th>Product</th>
<th>Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Guide</td>
<td>Full Page</td>
<td>$3,999</td>
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<tr>
<td></td>
<td>Half Page</td>
<td>$2,899</td>
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<tr>
<td>NBMBAA® App</td>
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<td></td>
<td>Menu sponsorship</td>
<td>$1,250</td>
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<tr>
<td></td>
<td>Push notification</td>
<td>$750</td>
</tr>
<tr>
<td>Conference E-Blasts</td>
<td>1 per day</td>
<td>$4,000</td>
</tr>
<tr>
<td></td>
<td>Based on Execution Type</td>
<td>$2,500 - $10,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lanyards</td>
<td>$20,000</td>
</tr>
<tr>
<td>Registration Badges</td>
<td>$25,000</td>
</tr>
<tr>
<td>USB Keys</td>
<td>$50,000</td>
</tr>
<tr>
<td>Computer Equipment</td>
<td>In-Kind Valuation</td>
</tr>
<tr>
<td>Volunteer T-Shirts</td>
<td>$20,000</td>
</tr>
<tr>
<td>Bags</td>
<td>$60,000</td>
</tr>
<tr>
<td>Hotel Key Cards</td>
<td>$5,000 per hotel</td>
</tr>
<tr>
<td>NBMBAA® Lounge</td>
<td>$20,000</td>
</tr>
</tbody>
</table>

**Conference Essentials**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Press Room</td>
<td>$15,000</td>
</tr>
<tr>
<td>Digital Signage</td>
<td>Up to $15,000</td>
</tr>
<tr>
<td>Product Placement</td>
<td>$5,000 per location</td>
</tr>
<tr>
<td>Transportation Signage</td>
<td>$15,000</td>
</tr>
<tr>
<td>Seated Charging Stations</td>
<td>$5,000 per location</td>
</tr>
<tr>
<td>WiFi</td>
<td>$30,000 - $50,000 based on location</td>
</tr>
<tr>
<td>Airport Signage</td>
<td>$10,000 - $55,000 based on location</td>
</tr>
</tbody>
</table>

Please check with your Partner Development representative for specialized opportunities and pricing, prime positioning and other opportunities.

**NBMBAA® provides exhibitors access to new markets and the opportunity to turn ideas into action. NBMBAA® Branding and Media Assets collectively delivered more than 300 million impressions to exhibitors at last year’s conference. To enhance your exhibit presence, promotional items are great ways to distribute information about your company’s product or service, and provide great ancillary branding opportunities.**

**Sponsorship Investment:** $3,500 - $200,000
LEADERS OF TOMORROW® SOCIETY

Just as the Leaders of Tomorrow® (LOT) Endowment is critical to the success of the National Black MBA Association® (NBMBAA®), its most loyal donors are the key to a healthy and robust endowment. To honor the many devoted donors who support the LOT® program year in and year out, NBMBAA® created the Leaders of Tomorrow® Society. The Leaders of Tomorrow® Society supports the ongoing academic success of the LOT® students in their pursuit of educational excellence. Donors who support the Society will be recognized as members, and will be acknowledged in appropriate donor circles with supporting benefits.

Membership in the Leaders of Tomorrow® Society is renewable annually through the life of the gift, and is based on gifts made or facilitated by an individual and his/her spouse. Corporate gifts or corporate matching gifts count toward membership if received, in full, and is verified within the fiscal year.

**BENEFITS:**

- Recognition in the annual report, on the NBMBAA® website and in newsletters
- Recognition in appropriate honor rolls
- Invitation to exclusive events
- Inclusion in event programs
- Society members who are Benefactors or above will receive a Legacy Book
- Society members who are Benefactors or above will receive a 10% discount on NBMBAA® membership

To make a donation visit: https://www.nbmbaa.org/lot society
OWN YOUR PIECE OF HISTORY TODAY!

Support the NBMBAA® Capital Campaign with your donation, and be connected to the legacy of the Association's last impact on business and industry!

Donations of $1,000 or more will receive placement on the NBMBAA® Donor Wall, which includes:

- 1.5” x 6” plaque "with your preferred donation designation"
- A copy of the NBMBAA® Legacy Book, which highlights the Association’s 45-year history
- Digital and print marketing recognition
- NBMBAA® pin

NAMING RIGHTS

The naming rights options, in perpetuity, for the facility are:

$100,000 per
- Lobby
- Conference Room

$50,000 per
- Employee Lounge
- Employee Breakroom
- Meeting Rooms (2 available)

To make a donation visit: www.nbmbaa.org/donorwall