



April 28, 2021

Dear NBMBAA® Members and Partners,

In recent months, we have been diligently assessing the continuing uncertainties of 2021 and we have been reaching out to you for your feedback on execution of our 43rd Annual Conference and Career Exposition this September in Chicago. I wanted to thank you for taking the time to share your thoughts and provide some details on what we have decided about the execution of our upcoming 2021 Conference event.

After discussion with our partners in Chicago, Chapter Presidents and Corporate Partners, and given the overwhelming support among Members for a live event with appropriate safety protocols, **excitedly, we plan to move ahead with our live Conference.**

It will look and feel a little different. We will still have masks, health screenings, social distancing, and will leverage technologies to help us manage new procedures, but it will also feature all the things you come to Conference to do – learn and advance your career and find new and creative opportunities to interact.

Here's what you need to know:

- The Live Conference & Career Expo will be September 14-18, 2021 at McCormick Place in Chicago, IL and this year's theme is: **Renew, Refresh & Reset.**
 - On-Site Registration opens on September 14;
 - Programming will occur on September 15, 16 and 17 and include Live and Digital components;
 - The Live Career Expo will take place September 16 and 17;
 - We will have a comprehensive health and safety plan, that at a minimum includes:
 - Health checks and screening
 - Masks required on-site
 - Social distancing as required by current CDC and/or Illinois state guidelines at the time of the event.
- The Virtual Career Fair will take place September 21-22 on our digital platform
 - The event will run each day from 1PM - 5PM EDT.

These events will accommodate individuals and companies who want to attend in person and those who cannot or do not want to participate, while offering everyone the opportunity to experience digital events – either in real-time or on their own schedules.

More information will be available in the coming weeks as we intend to share updates on our Conference website as we receive them. We anticipate Housing to open early May and registration by June 2.

And if you have not yet finalized your sponsorship for this year's event, now is a great time to engage with our development team by email at: pd@nbmbaa.org.

As we continue to Aspire to Inspire, we are eager for this year's event and look forward to seeing you all again in Chicago this September - Learn More, <https://nbmbaa.org/2021-conference-health-and-safety-guidelines/>.

Excitedly,

A handwritten signature in blue ink, appearing to read "Joe Handy".

Joe Handy
President & CEO