THANK YOU FROM OUR LEADERSHIP TEAM

“With great pride, I welcome you to our 44th Annual Conference and Career Expo! Atlanta is where we call home, and it’s my honor to have you as our guests. We have so much to celebrate this year. From our enduring legacy to emerging horizons, NBMBAA is possible because of empowering partners that stand beside us! I appreciate your support!”

Joe Handy
President and CEO

“Coming into this organization, I’m humbled to see the legacy of leadership which built a solid foundation for us to thrive in times of change. In addition, our partners who have supported our goals and upheld our missions throughout the many years are deeply rooted in NBMBAA’s continued success. I sincerely thank you for that.”

Roderick Douthit
VP Corporate Partner Development

“For over 50 years, NBMBAA has been there supporting each new generation with opportunities that meet the current time. Because of you, we’ve kept our promise to create equity and opportunity in education, wealth-building, and entrepreneurship for Black professionals. Your support has made all the difference!”

Shawn Graham
CFO

“Our desire and intentions are to provide a variety of ways to best engage your diversity goals, talent objectives, leadership development, and brand promotion. Our prominent networking events, educational sessions, and leadership enrichment have been expanded this year. We’re very grateful for all that you enable NBMBAA to accomplish. Sending you a warm welcome to Atlanta!”

Paula Fontana
VP Programing
WHAT WILL YOUR POTENTIAL CANDIDATES LOOK LIKE AT THE 2022 ANNUAL CONFERENCE AND EXPOSITION?

Total Average Attendees: 10,000

Ethnicity:
- Black: 57%
- Asian: 20%
- Caucasian: 17%
- Hispanic: 6%
- Native American: >1%

Gender:
- Male: 50%
- Female: 50%
- Non-Binary: >1%

Age:
- 21-30: 52%
- 31-40: 29%
- 41-50: 10%
- 50+: 7%
- Under 21: 2%

Highest Degree:
- High School: 2%
- BS/BA: 27%
- MBA: 60%
- Other Masters: 9%
- Doctorate: 2%

Career Level:
- Graduate Student: 41%
- Mid-Career (non-manager): 20%
- Mid-Level Management: 20%
- Entry Level: 8%
- Entrepreneur: 4%
- Senior Level Management: 3%
- Executive Level: 2%
- Undergraduate Student: 2%

Expected 2022 Attendance: 11,000 - 12,000

Years of Work Experience:
- 0-5 years: 39%
- 6-10 years: 33%
- 11-15 years: 9%
- 15-19 years: 7%
- 20+ years: 12%

Attendees at the last Atlanta conference: 14,000
2022 ANNUAL CONFERENCE AND EXPOSITION — THE NATION’S PREMIER DIVERSITY CAREER EXPO!

EXHIBIT AND ACCESS THE NATION’S TOP DIVERSE CANDIDATES — ALL IN ONE LOCATION

The National Black MBA Association® (NBMBAA®), founded over 52 years ago, is THE premier organization serving today’s Black professionals. The legacy leaders had the vision and foresight to come together to lead in the creation of empowering visionaries of Black excellence for students, entrepreneurs, and business professionals.

This year’s theme of A Promise Kept does just that by keeping...

• “A” Promise to job creation and advancement
• “A” Promise to relevant programming and resources
• “A” Promise to engage with NBMBAA members and Corporate Partners

Join us as we were drawn back to Atlanta, GA, where the NBMBAA is headquartered for the 44th Annual Conference & Exposition from September 27-October 1, 2022.

The NBMBAA® Career Expo is a major draw for the thousands of people who attend the event each year. Hundreds of America’s leading corporations who value diversity and inclusion partner with NBMBAA® during this week-long conference which includes a two-day expo to network, interview, and explore qualified candidates.

The Career Expo provides access to graduate students and new graduates, as well as experienced professionals. This remarkable and bustling platform is a great opportunity for corporate partners to raise awareness of their corporate cultures, career opportunities, and commitment to diversity, inclusion, and belonging.

For more information, please contact NBMBAA@eagteam.com
### NBMBAA® Media

#### CONFERENCE GUIDE PRINT & DIGITAL EDITION

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<tr>
<th>Page Type</th>
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<td>Banner Ad Package</td>
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<td>Enhanced Exhibitor Listing</td>
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#### CONFERENCE EBLASTS

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<tr>
<td>1 Conference Week eBlast</td>
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#### NMMAA.ORG

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<td>Leaderboard</td>
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<td>$4,640</td>
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<tr>
<td>3:1 Rectangle</td>
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INCREASE ROI WITH BRANDING AND MEDIA

LEARN MORE ABOUT EXHIBIT SPACE: bit.ly/nbm2022floorplan
SECURE YOUR EXPO BOOTH AND RECRUITING PACKAGE

NBMBAA® Career Fair

EXHIBIT SPACE - STANDARD

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
<th>Exhibitor Passes</th>
<th>Rate per sq. ft.</th>
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<tbody>
<tr>
<td>100 sq. ft.</td>
<td>$7,600</td>
<td>5</td>
<td>$76</td>
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<tr>
<td>200 sq. ft.</td>
<td>$15,200</td>
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<tr>
<td>400 sq. ft.</td>
<td>$29,200</td>
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<tr>
<td>600 sq. ft.</td>
<td>$43,200</td>
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<td>800 sq. ft.</td>
<td>$56,800</td>
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<td>$71</td>
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EXHIBIT SPACE - NON-STANDARD

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<th>Organization Type</th>
<th>Rate per Sq. Ft.</th>
<th>Passes per 100 Sq. Ft.</th>
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<tr>
<td>Academic</td>
<td>$25</td>
<td>2</td>
</tr>
<tr>
<td>Small Business / Non-Profit</td>
<td>$31</td>
<td>2</td>
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Employer Activation Packages

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

**Instructions:** Select you exhibit spaces, then select an Employer Activation Package (below) that best suits your level of participation. You must have a booth package to secure an Employer Package.

*Employer Activation Packages are optional.*

**GREEN - $9,000** (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 2022) with resume database access
- (10) Exhibitor Pass registrations
- (5) Premium Pass registrations

**BLUE - $6,000** (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 2022) with resume database access
- (4) Exhibitor Pass registrations
- (2) Premium Pass registrations

**RED - $3,000** (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 2022) with resume database access
- (4) Exhibitor Pass registrations

CHOOSE YOUR SPACE [bit.ly/nbm2022floorplan]
INCREASE EXHIBITOR ROI WITH SPONSORSHIP OPPORTUNITIES

**NBMBAA® CONFERENCE SPONSORSHIPS**

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<tr>
<th>Event</th>
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<td>Breakout Sessions (Panel)</td>
<td>$19,000</td>
<td>Per seat</td>
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<tr>
<td>Breakout Session Primary Sponsor</td>
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<tr>
<td>NBMBAA Leadership Institute®</td>
<td>$15,000</td>
<td>Co-Sponsorship</td>
</tr>
<tr>
<td>Scale-Up Pitch Challenge</td>
<td>$125,000</td>
<td>Primary Sponsor</td>
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<tr>
<td>Scale-Up Pitch Challenge</td>
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<td>Co-Sponsor</td>
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<tr>
<td>Hospitality Suites</td>
<td>$850-$2,500</td>
<td>Prices go up after July 1st</td>
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<tr>
<td>Meeting Rooms</td>
<td>$770/Day</td>
<td>Prices go up after July 1st</td>
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<tr>
<td>Career Success Network</td>
<td>$25,000</td>
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<tr>
<td>Impact Awards</td>
<td>$45,000 - $65,000</td>
<td></td>
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<tr>
<td>Health Village</td>
<td>$25,000 - $50,000</td>
<td></td>
</tr>
<tr>
<td>Overall Wi-Fi</td>
<td>$50,000</td>
<td></td>
</tr>
<tr>
<td>Undergraduate Case Competition</td>
<td>$25,000 - $100,000</td>
<td></td>
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<tr>
<td>Transportation Sponsorship</td>
<td>$50,000</td>
<td></td>
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<tr>
<td>HBCU Pavilion</td>
<td>$50,000</td>
<td></td>
</tr>
<tr>
<td>Custom Signage Packages</td>
<td>$15,000 - 25,000</td>
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<tr>
<td>Lanyards</td>
<td>$20,000</td>
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For a complete list of sponsorships including year-round opportunities, please email PD@NBMBAA.org or speak with your dedicated representative.

"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."

Felix Shariff, DEI & People Movement, S&P Global
CRITICAL DATES

MAY 2022
• Registration opens

JUNE 30, 2022
• Housing names due
• Conference Guide final deadline
• Deadline for securing interview space blocks
• Individual names due for Corporate Housing block
• Career Expo Profile Listings deadline

JULY 1, 2022
• Conference Job match opens

JULY 29, 2022
• Early Bird Rate ends on Hospitality and Meeting Room space
• Conference Guide print ads due

AUGUST 15, 2022
• App ads and logos due
• Early bird rate ends on Expo and General Service Kit orders
• Conference Guide Digital Edition-Only ads due

CONTACT INFORMATION

Housing
mcisemi.com/nbmbaa2022/exhibitors

Client Support
NBMBAA@eagteam.com

Official Website
NBMBAA.ORG

Follow @theblackmba on your favorite social media platform!

#APROMISEKEPT

VIEW EXHIBIT SPACE: bit.ly/nbm2022floorplan

RESERVE YOUR EXHIBIT SPACE TODAY AND CHOOSE FROM THE TOP TALENT IN THE COUNTRY!
nbmbaa.org/conference