



BUSINESS OPPORTUNITY  
**EXCHANGE**

**Igniting Business Relationships &  
Elevating Supplier Development**

**April 17, 2024 | Prudential Tower, 655 Broad St, Newark, NJ**

**2024 SPONSOR OPPORTUNITIES**

The Business Opportunity Exchange brings together hundreds of certified MBEs, member corporations, and government entities to discuss the advancement of supplier diversity in the New York and New Jersey area.

This year’s exchange will be held on April 17, 2024 at the Prudential offices in Newark, New Jersey.

**All event sponsorship packages include the following:**

- ✓ Recognition in all event marketing materials (including digital assets and signage)
- ✓ Promotion on The Council’s social media platforms
- ✓ Link to your business provided on The Council’s event website

	Corporate Members	NMSDC Certified-MBEs
<p><b>PLATINUM EXCHANGE SPONSOR</b></p> <ul style="list-style-type: none"> <li>• Ten (10) full registrations</li> <li>• Welcome address at the event (5-minutes)</li> <li>• Exhibitor Table</li> <li>• Full Page Advertisement</li> </ul>	<b>\$12,000</b>	<b>\$10,000</b>
<p><b>GOLD EXCHANGE SPONSOR</b></p> <ul style="list-style-type: none"> <li>• Eight (8) full registrations</li> <li>• Welcome address at the event (2-minutes)</li> <li>• Exhibitor Table</li> <li>• Full Page Advertisement</li> </ul>	<b>\$10,000</b>	<b>\$8,000</b>
<p><b>SILVER EXCHANGE SPONSOR</b></p> <ul style="list-style-type: none"> <li>• Six (6) full registrations</li> <li>• Exhibitor Table</li> <li>• Half Page Advertisement</li> </ul>	<b>\$8,000</b>	<b>\$6,000</b>
<p><b>BRONZE EXCHANGE SPONSOR</b></p> <ul style="list-style-type: none"> <li>• Four (4) full registrations</li> <li>• Exhibitor Table</li> <li>• Quarter Page Advertisement</li> </ul>	<b>\$6,000</b>	<b>\$4,000</b>

## NEW IN 2024!

### PURCHASE AN EXHIBITOR TABLE

Secure an exhibitor table and display information about your company’s product or services. Member Corporations & Suppliers can showcase small promotional materials, brochures, business cards and other small relevant items. Exhibiting at the Business Opportunity Exchange provides an opportunity for members to reinforce their brand identity and make their firms and organizations more memorable to attendees.

To purchase an exhibitor table, you must purchase **at least 1 full registration**. Your exhibitor table allows 1 additional exhibitor pass for access starting at 2:00 pm, and includes the reception.

NMSDC Network Corporate Table	<b>\$300</b>
NMSDC Network Supplier Table	<b>\$200</b>
Government or Non-Profit Table	<b>\$200</b>
Non-Network Table	<b>\$400</b>

### PURCHASE AD SPACE

Place your advertisement in our digital BOE program booklet that will be shared with all NY & NJ MSDC Constituents through our BOE attendees and social media platforms. Advertisements can be placed in the following sizes.

Quarter Page Ad	<b>\$175</b>
Half Page Ad	<b>\$300</b>
Full Page Ad	<b>\$550</b>

**Registration Required to  
 Purchase a Table or Ad Space**

*\*Inclusion in The Council's social media channels has the potential to reach over 6,000 followers with an average number of 2,000 impressions per week and an average engagement rate of 12%.*

*\*\*Inclusion in The Council's e-Newsletters has the potential to reach up to 4,280 recipients Each e-Newsletter has an average open rate over 40%.*

**Questions?** If you have any questions about sponsorship opportunities with The Council, please contact Maria V. Rosa, Director, Finance and Operations at [finance@nynjmsdc.org](mailto:finance@nynjmsdc.org) or by calling 212-502-5663 (ext 1012).

[Certified-MBEs click here for Sponsorship Packages](#)

[Corporate Members click here for Sponsorship Packages](#)

**New York & New Jersey Minority Supplier Development Council, Inc.**

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