

# BIZCON

by **PROCUREMENT CON**

**Connecting and Creating  
Pathways for Small Business**

**SUPPORTING THE BACKBONE OF AMERICAN INDUSTRY**



EXPLANATION

— Proposed Canals

— Proposed Lines



BizCon® by ProcurementCon® is a sub brand for the turnkey event of the same name which focuses on small business growth & government contracting at Federal, State and Municipal levels as well as small business development and growth.

Small business is defined based on the various SBA standards and definitions. Government contracting encompasses all levels of government which include but are not limited to: Federal offices and agencies, military, public/private partnerships, prime contractors, state agencies and offices which include all tiers and partnerships of state government, and all county operations through local municipalities.

BizCon® brings together a combination of conference and exposition.

The BizCon® brand provides an interested agency or organization the opportunity to utilize a version of the brand & production model (customized to their agency or event) for the express purpose of supporting local and regional small businesses. We do this by developing programming for entrepreneurs who are at various levels in their business building journey. We also offer an introduction to the hundred billion dollar a year industry of government contracting. The event production and management is a turnkey event that can be customized to fit within any brand.

This turnkey event includes:

- Project Management across both your team and ours
- Email marketing strategies that can be customized for deployments of as little as five months and as far in advance as one year
- Social Media Marketing across the Master Brand platforms as well as the customized event platform (and your internal platforms)
- Content development which includes:
  - content writing for all media types
  - visual elements (design) for all platforms and media deployments
  - video production for social and digital media deployments
- Sponsorship development and management
- Advertising and Marketing
- Financial oversight
- Vendor solicitations and bookings (management)
- Speaker/Presenter solicitations and bookings (management)
- Public Relations
- Ally/Partner strategies
- Landing page design
- Ticket Sales management (via Eventbrite)
- Contractor and subcontractor management
- AP/AR
- Client and customer relations
- Brand development
- Collateral and asset development
- Co-staffing
- Attendee liaisons
- Registration attendants
- Speaker liaisons
- A/V and IT operations
- Internships
- Photography
- Videography
- Pre-production analytics through post event metrics
- Media kits and tool kits

Where the master brand, ProcurementCon® is a larger, multi city and state event, BizCon® is focused to a regional market space, ie: Counties. The BizCon® events are marketed under the ProcurementCon® brand umbrella through its social media channels, digital & email marketing, and website. Like ProcurementCon®, this smaller event is the host, production company, project manager and organizer for your organizations BizCon® event.

The event is marketed as BizCon® with your name attached to the specific event as noted in the examples below.



## Benefits of BizCon® by ProcurementCon®

The ProcurementCon® brand offers a complete marketing campaign:

Social media campaign that includes both your brand voice and the PC Master Brand voice deployed between three and five times per week at peak hours, based on platform statistics:

- Pre-production; Event awareness
- Ramp-up; Save-the-Date
- Date Announcements
- Tickets Announcements
- Informative: Did You Know? Why Attend?
- Industry/Guest Promos
- Countdowns: Tickets and Times
- FOMO and CTA posts
- Engagements with commenters
- Sponsor outreach
- Guest announcements

Email marketing campaign that includes:

- Save-the-date emails
- Did-you-know series
- Tickets Available series
- Re-engagement campaign for your inactive subscribers
- Countdown series
- Sponsor outreach
- Discount series
- Guest announcements



### Sponsor and Guest outreach:

- Personalized email
- Follow-up calls
- Coordination calls

### Video series:

- Guest promos
- Did you know
- FOMO

### Digital media marketing:

- Includes ads made for digital publishers such as Huffington Post, Yahoo!, FoxNews App, CNNApp, Verizon and hundreds of other mobile apps and digital publishers
- Optional streaming package available through streaming services such as Hulu, Spotify, YouTube and more
- Demographic marketing to narrow down the specific audience targets
- Geotargeting to narrow down to specific locales, including competitor or peer events

### Public relations campaign:

- Press release series for pick-up via our newswire deployment platform
- Supporter and sponsor tool kits for use across their newsletters and blogs

## The Team

The team behind ProcurementCon® is made up of highly accomplished and successful entrepreneurs with extensive experience in marketing, creative strategies, government contracting, business development and consumer behavior.



**Eric Vincent**

Founder/Partner  
Black Ink<sup>SM</sup> Creative Partners

Partner  
Art Lords Productions

Producer/PM  
ProcurementCon®

Eric has spent more than 30 years in marketing, advertising, branding, design and creative strategies starting as a graphic designer. He has developed his skills and expertise across various industries including but not limited to: Capital Markets, Commercial Real Estate, Entertainment, Event Production, Retail, Travel/Tourism and Government Contracting (federal, state and municipal).

Eric founded Black Ink<sup>SM</sup> Creative Partners (his second venture) in 2014 and entered government contracting in 2016. He and his team have seen success across the country as government contractors and are consistently looking for new opportunities. In 2020 he launched another company, Art Lords Productions, a film and entertainment production house.

Eric led Black Ink<sup>SM</sup> from 2017 through 2022 as co-producers of government contracting event, ContractReady™ before working with the team to develop and launch the ProcurementCon® brand.

He holds several degrees and has sat on several not-for-profit boards. In addition Eric held a position as a Part Time Lecturer (faculty) at his local community college, teaching art, design, branding, and visual communication.



**Mark S. Slotnick**

Partner  
Black Ink<sup>SM</sup> Creative Partners

Event Sponsorship and  
Budget Manager

Mark's extensive background in finance, economics, and marketing provides a strong foundation and horizontal support service to ProcurementCon®. He joined Black Ink<sup>SM</sup> in 2016 and brings years of financial and marketing analytics and experience to Black Ink<sup>SM</sup>, having previously worked in commercial real estate finance as the CEO and partner at Precision Finance and Realty Partners. In addition to heading up his own firm, Mark also acted as a financial advisor for Old Colony Capital a private equities firm, and prior to that position, served as a Vice President of Bear Stearns & Company's Financial Analytics Structured Transactions group from 1987 through 1994.

Mark has applied his analytical expertise and financial background to all client transactions and is committed to transparency and financial security.

From 1994 through 2005 Mark worked at Purdue Pharma as Senior Director of Acquisitions and Licensing, he found and analyzed technologies, products and companies for potential purchase/license by the firm. In addition, he had served as a senior product manager for one of Purdue's over-the-counter product lines. His responsibilities included the strategic planning of the marketing approaches, budgets, marketing collateral, and sales materials to both the Rx and OTC sales teams.



**Kanani Voegeli**

Digital Marketing Director  
Black Ink<sup>SM</sup> Creative Part-  
ners

Partner  
Outcome Engine

Digital Marketing Director

Kanani built four SaaS companies, serving as Marketing Director for a successful EdTech startup, and formed several website development firms, including Fruitstand Tech, a website design, implementation, and management company.

Kanani joined Black Ink<sup>SM</sup> at the beginning of 2021 to help improve and develop their digital support vertical by building out our web infrastructure beyond UX/UI and helping the firm and their clients take their business to the next level.

Her commitment to small business and entrepreneurial growth has led her and her clients to grow beyond expectations, which is evident having spent more than 11 years in the non-profit sector (NGO) focused on education and policy reform.

Kanani is a founding partner and digital marketing director for a new tech start-up, Outcome Engine. Outcome Engine's goal is to bring help businesses learn how to genuinely make new technologies work for them, whether customizable application development or upgrading existing infrastructure.

Expanding on her Bachelor of Science degree in Technology and Entrepreneurial Management, she spent the last decade helping small businesses and start-ups grow into successful operations.



**Jen Perkel**

Social Media Manager  
Black Ink<sup>SM</sup> Creative Part-  
ners

Founder  
HearHere LLC

Social Media Manager

Jenn is a highly skilled organizer and educator, having spent more than 20 years as a public school teacher before retiring to pursue a career as a self employed market producer and organizer.

Jenn's experience working in the educational field provides her with the keen insights on how to manage a multitude of projects and people simultaneously in a fast paced environment. This gives her an advantage over many event managers. This skill and experience is what has led Jenn to launch a successful company, HearHereLLC.

Launching her company in 2020, through her creative strategies, exceptional people skills, project management experience, and ability to learn and adapt, Jenn took the company from two markets to over 50 markets in 24 months.

Jenn also runs a food and restaurant review blog which she launched during her educational career, as a hobby, which has now become a resource for local eateries and consumers to find valuable information on the regional food scene.

Jenn handles the social media scheduling, analytics and management of ProcurementCon® events. As a committed entrepreneur she understands the importance of supporting others in the small business community.



## Why us?

The Black Ink brand is not about status quo results. We are a creative strategies and marketing company. In addition, we are visual communicators and entrepreneurs, meaning we understand both sides of the process; your side as an organization and the audience side as a small business.

We don't ask permission if we are absolutely certain our efforts will get the reactions we're seeking. We understand which current trends have staying power and which are fleeting. Black Ink's methods are to work within your brand and deliver your message to your target audience. We are behaviorists, culturalists and communicators who understand the latest trends. We are experts in knowing where boundaries can be pushed, and how to get the attention of your audience by giving them what they need to succeed.

The easiest audience target is always those already interested. While we want to bring this audience to the event, the most successful companies are the ones who seek to attract those who may be: unsure, unaware, and/or uninformed. New clients are essential for and the life blood of business growth. While you can usually rely on your loyal customers and clients, there is a limit to how often you can access them as a resource to fill seats.

Our experience as event producers comes from several years co-producing government contracting events in Alabama, Virginia, Georgia, Maryland, & South Carolina... all focused on government contracting and working with both federal and state agencies. From 2017 to the present, we have been successfully co-producing these procurement events. In 2019, Black Ink began the process of developing our own gov contracting event brand. Due to environmental circumstances, we had to postpone the launch. As of 2023, the event is now live and we co-branded ProcurementCon® for New Jersey Small Business Development Centers (NJSBDC) as NJSBDC ProcurementCon® 23.

## Why BizCon® by ProcurementCon®?

As previously noted, the benefits of a complete turnkey event centered on small business development and government contracting. The objective is to provide you and your team the ability to spend more time focusing on your primary mission and goals.

You don't have the experience in marketing, creative strategies, creative development and event production (like we do) needed to put together an event that brings your loyal audience, your inactive clients, and a new audience to the table. You may put on successful events, but as government contractors ourselves, we see many of these events are drawn off the same database of registered vendors year over year. We know you're not reaching the widest available range of non-registered vendors. We know that many agencies do not tap into the SBA, the GSA or extend reach to non-government small businesses. As we noted earlier, it is easy to access those already interested (in other words, the lowest fruit on the tree).

We also know that many procurement events put on by local and state agencies do not bring in large agencies outside their immediate sphere. It takes a lot of work and time reaching out to the multitude of GSA schedule primes. We understand there isn't always time to reach out to local support agencies such as MBDA, USACE, and other federal acronyms.

We maintain these relationships and continue to build new ones at all levels of government: Federal, State, County/Province/Parish and local municipalities.

Another important factor is the opportunity to provide more resources to your vendors. Through sponsorships, we can: a) bring in additional funding to invite speakers who normally couldn't travel due to financial restrictions; b) provide F&B to attendees; c) increase awareness through more aggressive paid media; and d) raise funds for your agencies to provide programming, pay for additional events, or offset labor costs.

## **The ProcurementCon® Brand**

ProcurementCon®'s voice, look, and feel increases excitement, engagement, and participation. The brand is attention grabbing to radiate a high level of vibrant energy, and is geared to achieve the greatest success.

The development of the ProcurementCon® brand was based on 30 years of marketing and branding experience. Consumer behaviors guide the brand's approach, especially in an ever changing landscape of advertising and marketing. It is an adaptable brand that keys in on various factors of how targeted audiences respond to visual, auditory and textual stimuli.

We saw, with our goals and mission for ProcurementCon®, an opportunity to focus on the local and regional small business communities and offer the same production value and support as with the larger scale event.

All the same actions, observations and experience is put behind the BizCon® event, such as understanding who the general audience is in a large market. This gives us considerable cultures, ethnicities, identities, and behavioral patterns which all create different responses to content. By using proven principles of design, behavior, cultural reference, and metrics, we develop the marketing needed to communicate more effectively with this larger audience. As an example, we can take a recognizable and familiar cultural reference, which can be as simple as a color combination or as more complex as personal situations. By using positive messaging along with calls-to-action such as Fear Of Missing Out (FOMO) strategies, we create exciting, fresh, new but not run of the mill tropes.

The result is something that stands apart and out from the standardized approach to a brand's marketing. Our biggest concern when working with a brand is making sure that the ProcurementCon® brand is not just more word salad and standardized color pallets. ProcurementCon® is not an event that should be blended into an organization's regular event schedule. It is a celebration of small businesses, entrepreneurs and growth opportunities.

When your client & the target audience sees the event, they should be excited. Whether the client is new or returning, with just a simple glance, their experience prior to the event should feel like it's something worth attending.

The goal is not to just show success, but to be real and relatable, thereby projecting them into the domain of their own success.

Wrapping your organizations' brand into the BizCon® event should be viewed as framing a picture. Your brand is the frame that wraps around the event. You are highlighting this exciting opportunity within your brand framework .

The goal is ultimately to create a positive master brand that becomes highly recognizable (in the national arena) and evokes positive responses across multicultural lines. The design of this brand is intended to take an individual organization's ProcurementCon® in another state, and invoke positive recognition three states away.



ProcurementCon® can stand alone as its own event and brand as well, further reinforcing the BizCon® and BizCon® brands we produce, therefore, continuing to support your brand and mission.

The colors we use are lively, exciting and bright. The BizCon® logo is always the same, but the color pallet we create along with any additional brand elements become your BizCon® event logo going forward.

The voice is an amalgamation of excitement and professionalism that is based on ProcurementCon® and your organization. It is a voice of realism. Our interviews and spokespeople should be local to the event, so we sound like those people to whom we are speaking.

The appearance should also identify the multicultural melting pot that makes up the small business community. Ages, genders, ethnicity, business types, stages of growth, partnerships, family-owned all are represented.

## The Partnership

### Why partner with us?

Event production is a time consuming process that requires extensive manpower. It requires teams to tackle specific tasks such as organizing, sponsorships, ticket sales, marketing, social media, ad placement, email marketing and many more responsibilities.

While your brand may be well known and give confidence to your constituency, it may not be as widely known, visible or influential as you think. Often, because of the amount of work required to develop a conference and expo on a larger scale, we take the path of least resistance and target an audience that is already well aware of us. There is nothing wrong with this approach if it is producing the status quo results you desire or require.

However, if your mission is to expand awareness of your brand and services, then it makes sense to partner with a brand that is building an audience across multiple organizations and regions. Our mission is to have the ProcurementCon® brand be recognizable and credible across state borders, industries, and organizations. Our objective is to empower those entrepreneurs who don't know the various resources available to them to grow their business.

By partnering with us, it gives you the management and production of the PC team, relieves a good portion of the burden in community outreach, expands your organization's awareness, as well as brings both yours and our resources together to achieve the goal. In addition, we are not just offering advertising opportunities to sponsors, but engaging them in outreach to their audience, which, like it or not, further extends your reach.

Partnering with us places your organization as the host partner of the event. It names the event after you and embeds your brand within our trademarked master brand. How does this help you? We maintain a database of all ProcurementCon® attendees and ProcurementCon® relationships which we include in the marketing efforts alongside your current clients/followers. We also market the event, now with your organization's brand, on ProcurementCon® social platforms to reach new audiences. This all subsequently exposes you and the event to a new audience.

With us as your partner you receive proven social media, digital ad, and email marketing strategies tailored to you and the event. Strategies such as re-engagement email campaigns

will help activate inactive clients. Relatable social media content makes small business owners feel that you are accessible. Digital media campaigns are geotargeted to specific regions that include narrowing ads around competitor or peer events. This pushes ads into mobile devices as soon as an audience target crosses the threshold.

Event assets are developed, which include: a) press releases; b) visual and written content for all marketing efforts; c) print media, digital ads, workshop and panel topics; d) scheduling and booking, and many other event specific items such as sponsor assets, event maps, and collateral.

We are planning commercial facing annual ProcurementCon® events, which will not be partnered with any specific agency. The purpose of these planned events are to further support the named/partnered events. These prime events are meant to increase awareness and bring other organizations forward for potential partners, sponsoring and participation in our partnered events.

We begin planning 12 months in advance of the event date. This planning includes all marketing strategies, event branding, sponsor packages, proposed workshops, and venue donations (we always try to find a venue partner). We soft launch loose marketing on social (organically), leading up to the official launch of the marketing strategy (even through the development stages of the event, we will pivot upon official launch).

## **Our Role**

Our job is both lead and support. Our expertise is in the communication to both your audience and potential audiences. We understand how to influence behaviors, create interest, and drive the audience to action. This is not 'If you build it, they will come'. We cannot rely solely on loyal audience members, clients and customers, and those who either have or have no interest. We must create interest for you to be successful.

We have proven methodologies and strategies in marketing and visual communication that are based on data, behaviors, and trends. The job of the marketing team is to not deploy status quo tropes for those that might be interested, but to create new interests, modify existing behaviors, and generate new customers. Our role is to do what we expertly do.

We organize and manage the event, from the creation of sponsor programming to pay for the event to ticket sales. We define the event agenda and develop key, high interest programming, in addition to developing the floor plan and designing wayfinding. With more than a decade of government contracting experience alongside our more than 30 years as communication specialists, we understand hot topics, topics of interests, concerns, difficulties and resources. Our relationships on both sides of the small business community gives us a macro view to develop programming that hits the beats of our audience.

Additional tasks we undertake:

- Develop the strategies to bring the audience - those in the know and those wanting to know
- Create programming that is interesting, thought provoking and informative
- Create marketing that engages, excites, and drives people to push the big red button
- Manage the details of the event: The Who, What, When, Where, How and Why
- Engage partners, sponsors and allies to help fund, support and deliver messaging for the event
- Manage the budget and assure that we are meeting financial goals
- Lead both our team and your team through the process
- Manage the event the day of, including overseeing staffing, customer movement, site set up and relationships



## Your Role

You are the expert of your direct audience and your organization. It's your job to make sure the event is in line with your organization's primary mission and goals. If your mission is to build new clients to whom you will provide your services, then you know we can't only market to your existing customers.

Your role is to be part of outreach and communications, utilizing your existing relationships to foster support and sponsorships for the event. You will be asking for sponsor funding, ally and partner participation in marketing, and using your influence in public relations to get the word out.

Your role is to also work with us to define what marketing deployment schedules are. We understand fears of being black listed for spam in emails. We are experts on how to minimize this threat. We understand you have a brand and need to comply with your organization's brand guidelines. We are brand development professionals and recognize how to fuse your brand to marketing strategies that ignite interest and do not get lost in the noise. Your job is to make sure this event is meeting your brand guidelines while being louder than the regular marketing you deploy.

In addition, your task is to connect with your customer base and get them excited about the event. This is achieved by deploying the custom branded marketing collateral to them, and encouraging them to participate.

We are both working to obtain sponsorships through respective networks, however, we may set up sponsor asks and your job may be to step in and finalize the ask. This is a case-by-case basis determined by the organization type being asked to sponsor the event. This may include banks, federal and state agencies, prime contractors, etc. It's about making sure they feel comfortable.

This is your event and is named for you. You are the host, communication is key, collaboration is paramount, and you know your jobs. You guide us about your organization the same way we guide you with our expertise.

In short: All roles are defined by our expertise and experience. Both our teams know how to make things happen in our professional space. Collaboration and communication are crucial for the success of the event. Our roles are to work seamlessly together.

## How do we make money?

Black Ink drafts a budget in the early stages of event planning based on the particular partnered event. This budget takes into account everything we will do including required materials, manpower, and man hours during all stages of production, including post-event analytics and follow-up.

This budget includes everything we are expecting to do as well as additional funds for your office and any vendors you may need to use. It also includes any 3rd party costs such as weekly media buys, cleaning fees, rentals, etc.

The budget will include a percentage of profit we will share with you. The standard percentage we use is 30% for Black Ink and 70% for you. However, as funds are collected, we cover our costs through the production. All events will include a 3rd party audit for transparency, by [insert accounting firm here].

The covering of expenditures includes your office. Any initial costs to operate the event are covered for both of us as partners. Third parties are paid according to invoicing based on their standard practices.