

PROCUREMENT CON[®]

Government Contracting and Small Business Development Conference/Expo



Sgt. Nathan Fox, a reconnaissance Marine with 1st Reconnaissance Battalion, 1st Marine Division, fast ropes during a Helicopter Rope Suspension Techniques Master Course at Marine Corps Base Camp Pendleton, Calif., Dec. 3, 2018. Fast roping is a technique that allows Marines to be inserted in locations where aircraft cannot safely land, such as mountain faces and difficult terrain. (U.S. Marine Corps photo by Lance Cpl. Dalton S. Swanbeck). Photo: Department of Defense, Public Domain.

Why Be Part Of ProcurementCon?

Event production demands significant time and manpower, encompassing tasks like organization, sponsorships, ticket sales, marketing, social media, ad placement, and email marketing.

Your brand's familiarity within your constituency might not equate to broad visibility or influence. In pursuing large-scale conferences and expos, it's common to target audiences already familiar with us. While this can maintain desired results, broader outreach may yield unexpected benefits.

To broaden brand awareness, consider collaborating with partners reaching diverse audiences across regions and industries. ProcurementCon® aims for recognition and credibility beyond state borders and sectors, aiming to empower entrepreneurs by connecting them with untapped resources for business growth.

Partnering with us grants your organization the management and production support of the PC team, easing community outreach burdens and expanding awareness. It also synergizes resources to achieve shared goals. Additionally, sponsors aren't just offered advertising opportunities but are actively engaged in outreach, amplifying your reach further.

As the host partner, your organization's brand is prominently featured within our trademarked master brand, leveraging our extensive ProcurementCon® database to enhance marketing efforts alongside your client base. Additionally, we promote the event on ProcurementCon® social platforms under your brand, reaching new audiences and expanding exposure.

Partnering with us offers customized social media, digital ad, and email marketing strategies. Re-engagement email campaigns activate inactive clients, relatable social media content aids accessibility for small business owners, and geotargeted digital media campaigns engage audiences on mobile devices effectively.

Additionally, we create event assets such as press releases, marketing content, print and digital ads, workshop topics, scheduling, sponsor assets, event maps, and collateral.

We organize annual ProcurementCon® events geared towards commercial purposes, operating independently of any specific agency partnership. These flagship events are designed to raise awareness and attract potential partners, sponsors, and participants for our partnered events.

Our planning begins 12 months ahead of the event date, encompassing marketing strategies, event branding, sponsor packages, proposed workshops, and securing venue donations. We initiate soft marketing on social media organically, gradually building up to the official launch of our marketing strategy, adjusting as needed throughout the event development stages.

Why Partner With Us?

The Partners We Seek

Letter Agency Partners (And Not For Profits)

These are agencies such as SBD, SBDC, GSA, MBDA, USDA, USACE, and so on. Any federal or state agency (or NGO/ Not-For-Profit) that releases bid opportunities and solicitations for service to the small business community for fulfillment or offers small business support services.

In addition these offices have either Offices of Small Business Development or Minority Business Development which supports the small business community and helps entrepreneurs navigate bid opportunities.

The list of agencies is extensive and includes everyone from the federal level all the way to local offices such as the local DPW, PDs and FDs just to name a few.

Venue Partners

We seek to partner with our venues. A partnership with a venue helps us keep the costs of an event lower as well as pass that savings on to our potential attendees. We seek to build profitability without our ticketing for the venue. The partnership allows us to build all inclusive pricing tiers to make ticketing easy for attendees. Many event producers build in F&B and it stops there.

We look to be creative, if there is alcohol in the venue, then we can build a complimentary cocktail into the pricing which helps us redirect attendees to restaurant or pub locations, create unique experiences at our event around those venue amenities, or create opportunities for the venue to engage and lead capture with our attendees.

Our goal is to make our venue partners jobs easy and profitable so we can build a better brand experience for our attendees.

Sponsor Partners

This is relatively self explanatory, we will have sponsor opportunities that give sponsor partners headline status at our events. Not only are our sponsor packages structured to provide the most bang for the buck, but we're also providing content and marketing materials so our sponsor partners don't have to.

Each event has it's own sponsor programming which makes each event sponsorship unique.

The Problems With Most Small Business Events:

producers and are professional event production companies OR professional event companies are not genuinely entrenched in the industry at a rudimentary level through genuine experience and connection.

Siloed events – Organizations usually market and partner with only the reliable & loyal people they know.

Loyalty – While good, it is a narrow awareness and often loyalty based marketing results in the same group of businesses attending over and over again. We need new blood.

Internal Production – Organizations often are the

Free or Too Low A Cost – Resulting in guests only there for the doughnuts and free pens, or, there is not enough money at risk to commit them to attending.

To high priced – resulting in low attendance, especially when the events turn out to be more like pop-up markets than true resource events.

Sometimes events are too small to be sustainable over the long term.

Sometimes small business events are merely a selling event for one business to sell to another or the consumer.

Nothing unique about the brand experience. There's more to an event than sitting people in a room to watch a power-point.

ProcurementCon® exudes vibrant energy with its gritty, honest, and attention-grabbing brand identity, designed to maximize engagement and success. Developed from 30 years of marketing expertise, it adapts to changing consumer behaviors and diverse audience responses to visual, auditory, and textual stimuli.

Understanding the intricacies of diverse cultures, ethnicities, and behavioral patterns allows us to craft effective marketing strategies that resonate with a broad audience. By incorporating proven design principles, cultural references, and FOMO strategies, we create fresh and exciting messaging that stands out.

Our focus is on ensuring ProcurementCon® stands apart from standardized marketing approaches, representing a celebration of small businesses and growth opportunities. We aim to evoke excitement and anticipation from both new and returning clients, setting the stage for a valuable experience.

By integrating your organization's brand into the ProcurementCon® framework, it serves as the frame highlighting this exciting opportunity, projecting clients into the realm of their own success.

What Draws New and Returning Attendees?

AN EXCITING, MEMORABLE, & ENGAGING EVENT

A RECOGNIZABLE BRAND

A POSITIVE EXPERIENCE

FULFILLS MORE THAN A SINGLE NEED OR WANT

ATTENDEES AND GUESTS FEEL THEY LEAVE WITH SOMETHING OF VALUE

IS RECOGNIZABLE NATIONALLY

ENGAGES AUDIENCE GROWTH

CONSISTENTLY EVOLVES, IS SCALABLE, AND CUSTOMIZABLE

UNDERSTAND A BRAND'S JOB IS TO RESPOND TO ITS CUSTOMERS

PROVIDES THE AUDIENCE WITH EXACTLY WHAT THEY ARE SEEKING

What Is ProcurementCon®?

ProcurementCon® is a master brand for the turnkey event of the same name which focuses on government contracting at Federal, State and Municipal levels as well as small business development and growth. The other brands under our umbrella are BizCon and BizTalk (pitchbooks are available for these events).

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.

ProcurementCon® brings together a combination of conference, classroom, exposition and experiences which are programmed per event. There is no cookie cutter schedule and each event is customized to the venue, theme (if one), and serving both new and experienced entrepreneurs. Ticket sales and sponsorships are structured per event.

The financial model allows us to make money to be a profitable small business while working diligently to keep costs to the attendees as low as possible.

A CONFERENCE/EXPO EVENT BRAND FOCUSED ON GOVERNMENT CONTRACTING AT FEDERAL, STATE, AND MUNICIPAL LEVELS AS WELL AS SMALL BUSINESS DEVELOPMENT

A GROWING BRAND WITH THE GOAL TO CREATE A RECOGNIZABLE, CREDIBLE, NATIONAL FOOTPRINT

AN EVOLVING BRAND THAT BRINGS RESOURCES TO SMALL BUSINESSES, ENTREPRENEURS, AND GOVERNMENT CONTRACTORS

A COMMITTED BRAND WHOSE COMMITMENT IS TO PROVIDE THE RESOURCES AND EDUCATION TO ENTREPRENEURS TO GROW AND SUCCEED IN REACHING THEIR GOALS

A BRAND THAT COLLABORATES WITH ITS PARTNERS AND SHARES ITS KNOWLEDGE, EXPERIENCE, AND RESOURCES

A BRAND THAT LISTENS TO BOTH PARTNERS AND CLIENTS TO ACHIEVE COMMON AND FULFILLING RESULTS

AN EVENT BRAND THAT EVOLVES, IS SCALABLE, AND CUSTOMIZABLE TO EVERY SITUATION

A BRAND THAT SETS THE BAR FOR ALL OTHER GOVERNMENT CONTRACTING EXPOS & SMALL BUSINESS EVENTS

A BRAND THAT SUPPORTS THE ENTREPRENEURIAL AND SMALL BUSINESS COMMUNITY

Nothing makes us different, there are countless organizations putting on events that provide small businesses and entrepreneurs resources in small business development & gov contracting.

These are known as industry days.

There are also other organizations putting on small business events that bring together entrepreneurs and innovators, small business owners and subject matter experts.

Some of these event producers put on great events in their industry.

We want to take the best of those and make them better.

What makes our brand different?

Our goal is to bring all the best elements of the best events together in one place, then make it better through our marketing, government contracting, branding, and entrepreneurial expertise. We are experimental and willing to take risks.

We create workshop programming that makes our attendees want to be in multiple classrooms at one time. Happy they went but sad they missed some.

We bring in resources partners, SBLOs, agencies, prime contractors, and expert entrepreneurs under one roof so our small business owners can connect with these, sometimes hard to find, resources in one day. A little competition between agencies never hurt anyone.

We create exciting programming beyond the classroom, beyond the VIP panels, such as dress for success fashion shows, networking disco night, moderated networking events, and more.

None of this is without reason. We are controlling the energy, we are creating experiences beyond typical conferences and expos. We are not just meeting the mission of small business development, but we're creating environments and experiences that drive the energy of our attendees to feel their own excitement and passion for what they do.

We're marketing beyond the standard trope. We market in all the standard ways, and we market in any way we think might work. We take the risks, chase the trends, then break with convention and try something else.

We engage with our market and we have different products that support one another all in the name of driving continued brand excitement and recognition.

What makes our brand different? ***We are not here to preserve the status quo, we want to overthrow it - Nicolo Machiavelli***

Team

The ProcurementCon® team is made up of entrepreneurs, government contractors, marketers, creatives, event producers, brand developers, and former agency professionals whose goal is to bring a credible, resource filled, and educational events to the small business community. The ProcurementCon® goal is to create a positive experience for sponsors, partners, vendors, small businesses and government professionals across the country.



Eric Vincent
Founder/Partner
Black InkSM Creative
Partners

Producer/PM
ProcurementCon®

With over 30 years of experience in marketing, advertising, branding, design, and creative strategies, Eric began his career as a graphic designer and has since honed his expertise across diverse industries including Capital Markets, Commercial Real Estate, Entertainment, Event Production, Retail, Travel/Tourism, and Government Contracting. In 2014, he founded Black Ink Creative Partners, his second venture, which expanded into government contracting in 2016, achieving success nationwide. In 2020, he launched Art Lords Productions, a film and entertainment production house.

Eric served as co-producer of the government contracting event ContractReady™ with Black Ink from 2017 to 2022, before collaborating with the team to develop and launch the ProcurementCon® brand.

Aside from his entrepreneurial pursuits, Eric holds multiple degrees, has served on several not-for-profit boards, and worked as a Part-Time Lecturer at his local community college, teaching courses in art, design, branding, and visual communication.



Mark S. Slotnick
Partner
Black InkSM Creative
Partners

Event Sponsorship and
Budget Manager
ProcurementCon®

Mark brings a wealth of experience in finance, economics, and marketing to ProcurementCon®, offering strong foundational support. Joining Black Ink in 2016, he leverages years of financial and marketing analytics from his tenure as CEO and partner at Precision Finance and Realty Partners. Previously, he served as a financial advisor for Old Colony Capital and held a Vice President role at Bear Stearns & Company's Financial Analytics Structured Transactions group.

Mark's analytical expertise extends to client transactions, prioritizing transparency and financial security. During his tenure at Purdue Pharma from 1994 to 2005, he served as Senior Director of Acquisitions and Licensing, scouting technologies, products, and companies for potential acquisition or licensing. Additionally, he held a senior product manager role, overseeing strategic marketing planning, budgets, collateral development, and sales support for Purdue's over-the-counter product lines.



Kanani Voegeli
Digital Marketing Director
Black InkSM
Creative Partners

Digital Marketing Director
ProcurementCon®

Kanani has a proven track record in building four successful SaaS companies and founding website development firms, including Fruitstand Tech. Joining Black Ink in early 2021, she spearheads the enhancement of the firm's digital support vertical, expanding web infrastructure beyond UX/UI to propel businesses forward.

With over 11 years in the non-profit sector focusing on education and policy reform, Kanani's dedication to small business and entrepreneurial growth is evident. She also serves as a founding partner and digital marketing director for Outcome Engine, a tech start-up aimed at empowering businesses to leverage new technologies effectively.

Drawing from her Bachelor of Science degree in Technology and Entrepreneurial Management, Kanani has spent the last decade guiding small businesses and start-ups toward success.

WHO DO WE WORK WITH?

We work with agencies at federal, state, and municipal levels to help connect the small business community with resources needed for growth and success. We are proud of our relationships and value our agency partners' expertise and knowledge. These are just some of the agencies we work with.



U.S. Small Business Administration



NJSBDC at New Jersey City University

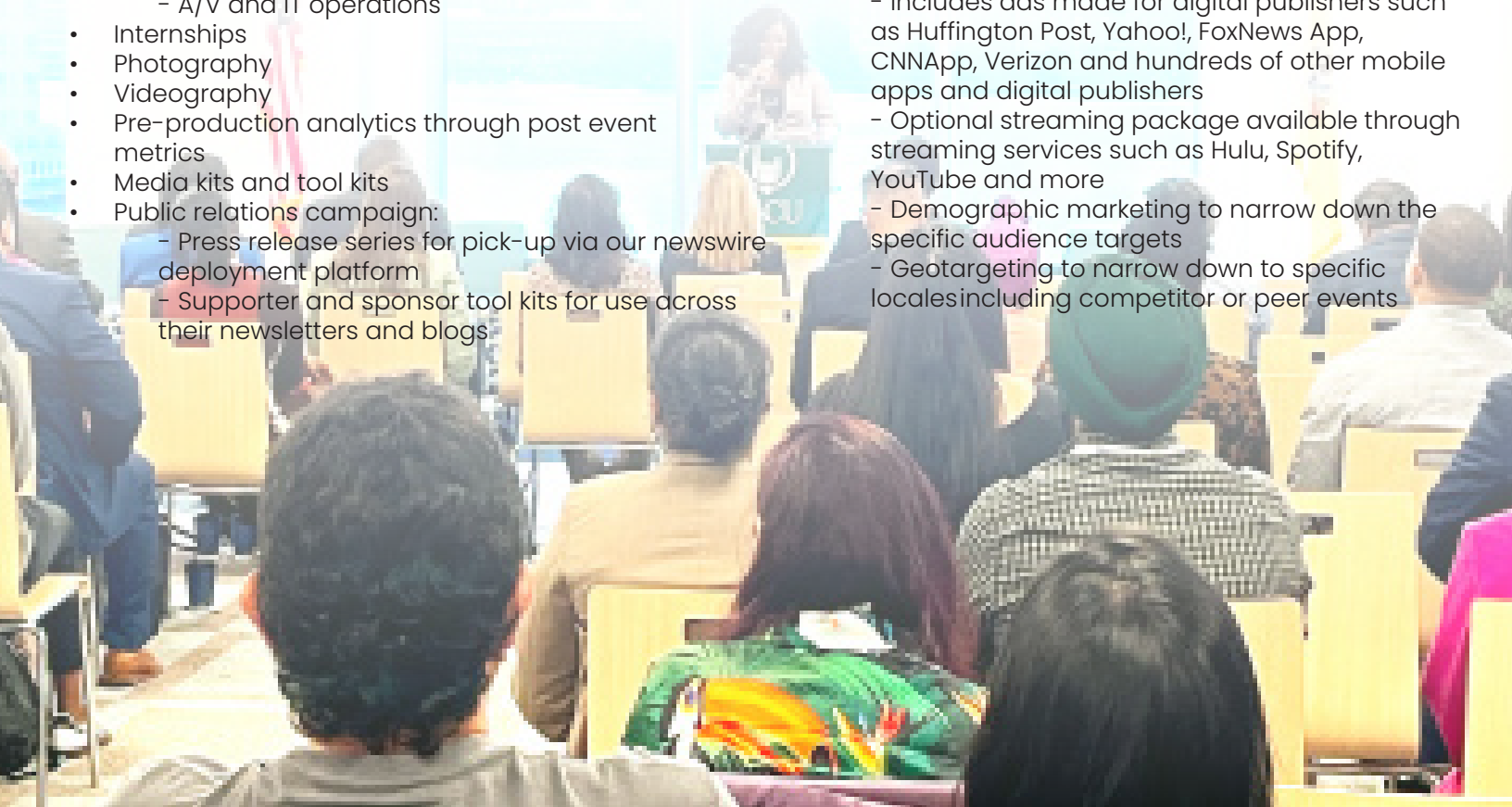


MINORITY BUSINESS DEVELOPMENT AGENCY
U.S. DEPARTMENT OF COMMERCE



BENEFITS OF PARTNERING

- 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
- 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
- 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



Some Highlighted Benefits of Partnering With Us

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

Complete Branding with Custom Co-Brand Naming

Full Marketing Campaign: Email, Digital, PR and Social

Full Event Production and Project Management From Early Stage to Post Event Analytics

Outreach To Both Ours and Your Network

Full Content Development, Event Scheduling, and Sponsor Programming

You may not have the experience in marketing, creative strategies, creative development and event production 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.

WHAT'S IT COST TO PARTNER?

- Your office expenses to operate the event are included in budgeting. We are all made whole during production.
- Our expenses to produce, manage and operate the event are included in budgeting.
- Third party vendor fees and costs are included in the budget.
- Contingency is factored in.
- This results in a total event budget.
- Sponsor programming and ticket pricing is calculated.
- All our expenses are paid via sponsors, donations, partners, grant funding, advertisers and ticket sales - including your office.
- Invoices are paid out of funds during the production to assure that both our teams are covering costs.
- Third party vendors are paid, whether deposits or production invoices, ie: Printing.
- Net profits from the event are split between Black InkSM and your organization: You take 70% we take 30%. If there are no profits, there is nothing to split.
- If you cannot split the net profits, Black Ink takes 50% of the net and the balance is deployed to a charitable small business support organization of your choosing.



Co-Branding & Naming With Us And Our ProcurementCon® Brand Family

As a partner, you become the host agency/organization for the event, prominently featured in the event name alongside a specially designed ProcurementCon® event logo.

We collaborate on outreach to the small business community and share responsibility for event marketing, integrating your organization into the national ProcurementCon® brand.

Partnering with us strengthens your brand recognition and confidence, contributing to the national reach of ProcurementCon®. While you may have a local or regional focus, aligning with our national conference expands your visibility to a wider audience.

By partnering with a brand dedicated to creating a familiar and trustworthy experience for entrepreneurs, you enhance your organization's credibility. This partnership is mutually beneficial, reinforcing both brands.

Our master brand ensures clear and consistent visuals, tailored to incorporate your organization's branding elements. Every design choice is purposeful, aimed at creating a lasting visual impact aligned with ProcurementCon®'s identity.

There's no financial cost to becoming a partner; instead, it requires your time, commitment, transparency, and shared goal of empowering the small business community and hosting a successful event. However, contributing to the budget is always welcome.

ProcurementCon®'s adaptability extends to its naming conventions. Each event is branded for our partner organization, such as the NJSBDC ProcurementCon® 23 held in October 2023. Future events with NJSBDC headquarters will follow a similar naming convention, with the year changing accordingly.

This flexible approach allows for naming conventions like NJEDA ProcurementCon® 2024 or Anheuser Busch ProcurementCon®, tailoring the brand to each partner organization. The goal is to establish a highly recognizable master brand that elicits positive responses across multicultural lines, integrating aspects of each organization's brand.

ProcurementCon® can function independently as its own event and brand, reinforcing other events and partnerships. Our neutral brand colors allow for seamless integration with your brand, right down to color codes.

Our voice combines excitement and professionalism with a touch of realism, ensuring a positive brand experience.

We Support Our Own Brand By Developing Programming That Can Expand and Grow Outside of Our Main Events



Launched in 2023, BizTalk® by ProcurementCon® is the business world's answer to TED. BizTalk® by ProcurementCon® is a curated, main stage speaking event that brings inspiration, ideas, information and knowledge to entrepreneurs and business owners by entrepreneurs and business owners.

The event was originally slated for a 2024 launch but the timetable was moved up and launched in October 2023 to great reviews and feedback. Unlike the TEDx brand which does not overtly receive the marketing support

of the master brand, this product has the full support of the ProcurementCon®/Black InkSM team.



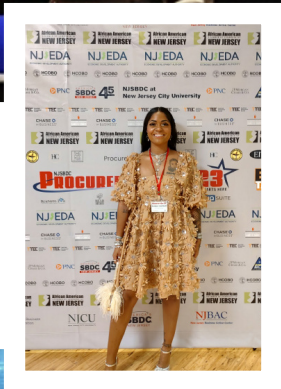
BizCon® by ProcurementCon® are our localized county and city events that aren't specifically focused on government contracting. The events are balanced between small business development and government contracting. These events are partnering events like ProcurementCon®, but are localized to better serve the small business communities.



Connecting and Creating Pathways for Small Business

A photograph of a stone pillar with a sign that reads "BROOKDALE COMMUNITY COLLEGE". The sign is orange with white text. Below the sign is a digital display showing a colorful pattern.

**BROOKDALE
COMMUNITY COLLEGE**



Partnering with us as a Venue Partner

As a venue partner, we offer highly customizable options tailored to the provided space. Our adaptable model ensures flexibility in planning, including revenue generation strategies.

Depending on the venue, we can create diverse revenue streams through ticketing and event programming. For instance, in a convention center with breakout rooms and F&B kiosks, ticket pricing may include a complimentary lunch or cover wifi and parking costs. For college/university venues lacking amenities, we collaborate with marketing teams to integrate enrollment marketing into event promotion.

Hotels and resorts present opportunities to bundle ticket pricing with accommodations, F&B, and VIP access. Programming can direct attendees to venues for additional purchases or provide educational sessions on doing business with the venue.

Our focus is on maximizing business potential for all involved in event production, including venue partners. We collaborate closely with venue marketing teams to showcase their offerings in our event marketing efforts.

Venue
partnering
is highly
customizable

***Our Internal Email Marketing List Consists of
over 20,000+ (and growing) Highly Vetted and
Clean Small Business Contacts... All Subscribed***

We projected hitting our 10,000 subscriber goal for March 2024, we hit this goal October 2023 and are already scaling up our email marketing platform.

Previous Events



Oct. 7, 2023 NJCU School of Business
Jersey City, NJ



THE SHOW
Shooting
One Willow
Highlands, NJ
October 12, 2023



THE SHOW
Shooting
Rhythm and Spirits
Atlantic City, NJ
November 2023



LIVE
December 2023
3BR Presents
BizTalk
Monmouth County



March 11, 2024
NJSBDC at BCC
Monmouth County

Upcoming Events



June 17,
2024
Brookdale
Community
College
Lincroft NJ



July 13, 2024
Brookdale
Community
College
Lincroft NJ



November 12 - 14, 2024
Golden Nugget, Atlantic City, NJ

Why Choose Us?

At Black Ink , we're not satisfied with just achieving the status quo. As a creative strategies and marketing company, we specialize in delivering impactful results.

We're not just marketers; we're visual communicators and entrepreneurs who understand both your organization's perspective and the needs of your audience, particularly small businesses. We're not afraid to take bold steps when we're confident they'll yield the desired reactions. Our approach involves leveraging current trends with staying power, ensuring your brand message resonates with your target audience.

As behaviorists, culturalists, and communicators, we're experts at understanding the latest trends and knowing how to push boundaries to capture your audience's attention. While attracting already interested individuals is important, we also excel at reaching those who may be unsure, unaware, or uninformed, as acquiring new clients is vital for business growth.

Our experience in event production spans several years, co-producing government contracting events across multiple states, focusing on federal and state agencies. Since 2017, we've successfully co-produced these procurement events. Additionally, we've developed our own government contracting event brand, ProcurementCon®, which launched in 2023 with NJSBDC as NJSBDC ProcurementCon® 23.

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