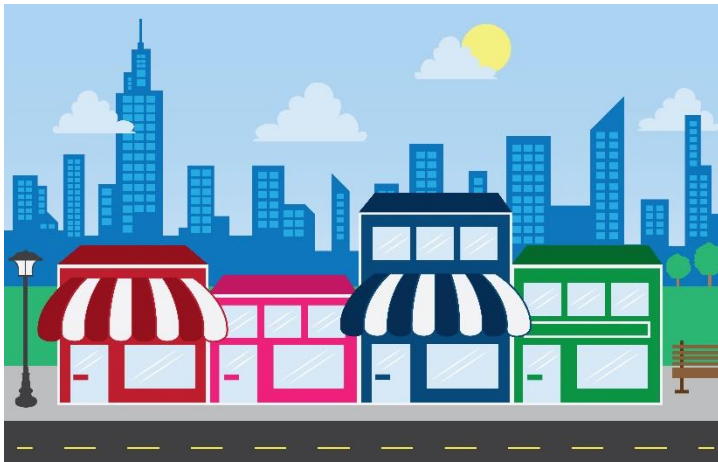


# CITY & STATE EVENTS

Tuesday, June 7<sup>th</sup>  
8:00am - 11:00  
Kimmel Center at NYU  
EISNER&LUBIN Room  
60 Washington Square



# C&S On Small Business

With business ownership on the rise and over 2 million small businesses across the state, New York's small business industry is not only a rapidly growing one, it's a competitive one. Furthermore, this administration has set aggressive goals, including a commitment to award more than \$16 billion to MWBEs over the next decade.

City & State's 2016 On Small Business Forum will bring together over 200 government officials, small business professionals, entrepreneurs and innovators and C-Level executives from across the state. The event will provide opportunities to mingle, connect and start the meaningful conversations that can drive your business forward.

## Agenda

**8:00 am Registration & Networking Breakfast presented by**

**8:45 am Keynote: Gregg Bishop** NYC Small Business Services Commissioner

**9:15 am Tech Solutions for Small Business**

Many small businesses find it challenging to keep up with the tools and platforms available to maintain competitiveness in the digital age. Our panel of experts will discuss the benefits of technology for marketing, social media, web design and more and how to integrate it into day-to-day operations

Speakers Include:

**Kevin S. Parker**, New York State Senator

**Amen Ra Mashariki**, Chief Analytics Officer, City of New York

**10:00 am MWBEs – Opportunity – Competitiveness**

New York is committed to increasing diversity on State and local projects by helping MWDBE's overcome challenges that may make it difficult to win contracts on public projects. The panel will discuss how this commitment is increasing our city's and state's competitiveness and which industries have the most opportunity.

Speakers include:

**Bomi Kim**, Director & Vice President, Opportunity M/W/DBE, New York City Economic Development Corporation

**Assembly Member Rodneyse Bichotte** Chair of the Oversight of Minority and Women-Owned Business Enterprises (MWBEs) Subcommittee

**Assemblyman Michael Blake**, Chair, Subcommittee on Mitchell-Lama

**10:45 am Workshop: Financing Tools for Small Business**

For small businesses interested in New York funding programs or financing advice, you will not want to miss this workshop! The top leaders in small business will advise on best tips and strategies to secure funding for your small business or start up including traditional loans, micro lenders, crowd funding and more!

Speakers Include:

**Council Member Robert Cornegy**, Small Business Committee Chair

**Gustavo Perez Eugui**, Executive Director of Operations, NYC Department of Small Business Services

For more information on programming and speaking opportunities, please contact Lissa Blake at [lblake@cityandstateny.com](mailto:lblake@cityandstateny.com) or call 646-517-2741.



## Sponsorship Opportunities

*Increase your organization's profile and awareness in front of several hundred New York business leaders and decision makers by utilizing City & State's high impact advertising and sponsorship opportunities!*

### Premiere Sponsorship: \$15,000 [Exclusive]

- **Speaking Opportunity:** Sponsor can join panel discussion, make featured remarks or presentation
- **Journal Advertising:** 2 Full Page ads in program
- **Branding:** Forum will be co-branded with your organization. Sponsor logos on all marketing and promotional materials before, during and after conference
- **Magazine:** Full Page ad in upcoming edition of City & State magazine
- **Tickets:** VIP table (10 tickets)
- **Exhibit:** 6-foot Exhibit table at conference for promotional materials
- **RSVPs:** Access to attendee RSVPs with contact information

### Headline Sponsor: \$10,000

- **Speaking Opportunity:** Sponsor can join panel discussion, make featured remarks or presentation
- **Journal Advertising:** 1 Full Page ad in program
- **Branding:** sponsor logos on all marketing and promotional materials before, during and after conference
- **Exhibit:** 6-foot Exhibit table at conference for promotional materials
- **Magazine:** Full Page ad in upcoming edition of City & State magazine
- **Tickets:** VIP table (10 tickets)

### Supporting Sponsorship: \$5,000

- **Speaking Opportunity:** Sponsor can join panel discussion, make featured remarks or presentation
- **Branding:** sponsor logos on all marketing and promotional materials before, during and after conference
- **Exhibit:** 6-foot Exhibit table at conference for promotional materials
- **Tickets:** 3 tickets

### Full Page Journal Ad (Only): \$1,750

**Specs: Journal Ad:** 7.5" w x 9" t

**Full Page Magazine:** 8.25" w x 10.75" t with 0.25" bleeds

**½ Page Vertical Magazine:** 4.75" w x 7.25" t

**½ Page Horizontal Magazine:** 7.25" w x 4.75" t

**Deadline:** Friday, June 3<sup>rd</sup> at 5:00pm

For more information on custom sponsorship packages, please contact your account representative or [events@cityandstateny.com](mailto:events@cityandstateny.com)

For more information on programming or to RSVP visit our website: [here](#).