



Greater Washington
Urban League

NATIONAL URBAN LEAGUE ANNUAL CONFERENCE 2022

Black Brilliance

Marketplace

July 23, 2022
Vendor Application



Black Brilliance *Marketplace*

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As host, the Greater Washington Urban League's Entrepreneurship Center is excited to welcome you to experience the Black Brilliance Marketplace at the National Urban League's Annual Conference 2022, July 20 - 23, 2022.

After a decade elsewhere, the nation's largest and most influential civil rights and urban advocacy conference returns to Washington, DC in July. Each year, thousands of business leaders, government officials, and social advocates gather to explore the issues and initiatives that profoundly affect the communities served by the Urban League's national network of 90 affiliates. As a key component of the Conference, the Marketplace will be promoted and visible to all such conference attendees. We anticipate 2,000 in-person and an additional 8,000 virtual attendees representing every region of the United States.

The Black Brilliance Marketplace at the National Urban League Annual Conference undoubtedly offers tremendous opportunities for chosen vendors to acquire loyal customers, earn revenue, and accelerate brand visibility locally and nationally. There are also plenty of great opportunities for networking, exchanging ideas, and gaining business insights both virtually and in-person. The Black Brilliance Marketplace will occur in a hybrid format and include ten (10) premier in-person and forty (40) virtual booths.

The Greater Washington Urban League (GWUL) is ecstatic to have the honor of selecting fifty (50) of Metropolitan DC's top emerging and established Black owned businesses to be featured in the Marketplace. Our aim is to offer an attractive mix of high-quality products and services to conference registrants as well as the public while driving visibility of DMVs vast community of Black business owners. If you are majority Black owned and locally based, believe you have a best-selling product or service, and can transact securely via e-payment, GWUL wants to feature you in the Marketplace.

Being selected as a vendor for the League's Black Brilliance Marketplace is a once in a decade opportunity rich with many benefits. As shown below we have designed vendor packages for all levels of engagement.



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Why Join the Black Brilliance Marketplace?



- Gain national exposure to over 7,500 Urban League conference attendees
- Become listed as a recognized vendor of the Greater Washington Urban League, with over 8,000 active members and followers
- Generate revenue for 5 months for a fraction of typical customer acquisition costs
- Benefit from the Urban League's paid advertising support of the Black Brilliance Marketplace through December 2022
- The future is now! Position yourself as serious player in the virtual and online marketplace sector
- Fee includes over 3 hours of coaching, online strategy, and booth set-up support worth over \$350

Your Potential Client Base

Based on 2021 Conference Data

7420 registered attendees last year:

- 88% were Black, and 64% female
- 48% of attendees were under 40
- 35% of attendees had a bachelor's degree; 38% had a masters
- The median household income of attendees was over \$100k

The event was covered by over 500 media outlets, yielding over 7 billion impressions

The entire virtual expo, including the Black Brilliance Marketplace, experienced 38,260 booth visits



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**Receive \$250 off Black Brilliance
Marketplace Registration!**



Join the GWUL's Entrepreneurship Center and receive \$250 off the Marketplace registration! The Center provides unrivaled access to a suite of professional services and expert support. Grow your business and your network as you share experiences, resources, and best practices! Remember, membership in the Entrepreneurship Center is free!

This is the first time the Marketplace has focused extensively on Washington Metropolitan Area based businesses. Don't miss out on a once-in-a-decade chance to make a quality impression - complete an application today!

[To Apply Click Here](#)

For more information:
<https://www.gwul.org/ec>
Entrepreneurship@gwul.org



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But don't just take our word for it -

Here's what people who've participated last year to say about the experience:

- "Everything flowed smoothly. Thank you for the tech run through. It helped with navigating the booth and being able to talk to guests one on one."
- "We were able to share information about our membership, and it helped that our CEO was interviewed during the programming as well."
- "IT WAS AMAZING, YOU ALL GAVE SOOOOO MANY AMAZING OPPORTUNITES"
- "You all did fabulous, especially with it being virtual. People needed something like that during these times"
- "This was one of the best virtual events I have ever attended. Very well done."
- "This was a fabulous event. It was so nice to see so many faces of color in a professional environment. It was like being with family. There is nothing out there like it!"
- "The National Urban League conference is one of the best virtual events I have ever attended."
- "The virtual conference exceeded my expectations. I highly enjoyed the conference."
- Interested? Complete an application today! We can't wait to hear from you!



	Virtual Booth (40 Available)	In-Person Booth (10 Available) Convention Center Hall A	Marketplace Directory Listing (only)
Marketplace Registration Fee	\$1500	\$1000	\$350
Marketplace Accessibility & Promotion	5 months through 12/31/22	Saturday 7/23/22 10:30 am – 4:00 pm	5 months through 12/31/22
10' x 10' Customizable Booth (on convention floor)	--	●	--
Virtual Storefront	●	--	--
Company listing in online, publicly available, Marketplace Directory through 12/31/22	Company name, link to virtual booth & company website	Company name, booth number & link to company website	Company name, website address & product category
Company logo on Marketplace directional and booth signage	●	●	--
Interactive training webinars on leveraging vFairs to engage conference registrants	●	--	--
Entrepreneurship Center booth display and e-commerce preparation support	●	●	--
Visibility with executives of 90+ National Urban League Affiliates	●	●	●
Channel for engagement with 10,000 conference registrants	●	●	●
Urban League sponsored advertising of Marketplace through 12/31/2022	●	●	●
Increased visibility and credibility for your brand	●	●	●
Opportunity to expand market reach and acquire new customers nationally	●	●	●

**Apply today for a chance to claim a \$250 discount on your marketplace booth registration*



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Marketplace Application Process:

To be considered, please complete and submit the Black Brilliance Marketplace Application. Thereafter, you will be contacted by a GWUL representative for next steps.

Deadline Extended! Apply now!

Join GWUL Entrepreneurship Center for support and a \$250 registration discount:

Business coaching and a \$250 discount on marketplace booth registration fee is available for organizations who are already members of or join GWUL's Entrepreneurship Center community of business owners. Fill out our [Client Intake Form](#) to join. This will ensure you have access to all the help GWUL gives in advancing and accelerating your business success.

Booth Assignment:

We hope to accommodate all interested parties, but availability is limited. Assignment of booth space is determined by the following general criteria:

- The date of receipt of completed application
- Product and e-Commerce alignment with Black Brilliance Marketplace vision
- Remittance of fees

The National Urban League's Annual Conference has proven to be a very successful business opportunity for participating vendors over the past several years, and we look forward to meeting you there!

