

# THE NO. 1 LEADERSHIP EVENT FOR MEN OF EXCELLENCE IS BACK!



GAYLORD NATIONAL RESORT & CONVENTION CENTER | NATIONAL HARBOR, MD | OCTOBER 12-14, 2022

### ABOUT BLACK ENTERPRISE

Launched in 1970, today, we are the **No. 1 Black digital media brand**—a solutions-oriented multimedia company with a historical and current mandate to create instructional and inspirational content for an affluent, educated, and engaged audience of Black Americans.

The **BMX summit** focuses on celebrating and equipping men with the tools to advance their professional development at every leadership level, from entry-level management to the C-suite. This allows a unique opportunity for you to invest in a commitment to diversity, equity, and inclusion by engaging and investing in your Black men of talent.

This three-day leadership and career development conference will host more than 700 executive men of color who will have the opportunity to connect with other leaders, business moguls, and executives of Fortune 500 companies.

The **Black Men XCEL Summit** will provide men with the opportunity to gain techniques to navigate advancement in the workplace, network to land the next opportunity, executive coaching in finance, career development, and the power of sponsorship. BMX is about creating a brotherhood supporting Black men to excel in business. Attendees will leave this one-of-a-kind conference equipped and invigorated to maximize their success in the workplace

### BENEFITS TO EMPLOYEES

- Learn key strategies for staying ahead of corporate trends
- Fine-tune workplace diversity initiatives
- Enhance performance and professional development
- Workshops and breakout sessions on topics such as:
  - Leadership skills
  - Decision making
  - Team building
  - Negotiation
  - Identifying & leveraging business opportunities

### SPONSOR BENEFITS

- Reserved Table at all Main Stage and Meal Functions
- Branding as BMX Media Partner
- Collateral Material included in BMX Registration bag
- Exclusive C-suite level keynote conversations
- Executive leadership and professional development sessions
- Black Enterprise XCEL Awards Dinner
- One-on-one career and finance coaching sessions

### ATTENDEE PROFILE

#### EDUCATED & AFFLUENT

Average household income  
**\$183,000**

Graduated college+  
**90%**

Post-graduate degree  
**48%**

#### PERSONAL PROFILE

Male/Female  
**58%/42%**

Attendees between ages 35 & 54  
**60%**

#### THOUGHT LEADERS & DECISION MAKERS

Top and middle managers  
**85%**

Own a business  
**45%**

Married  
**44%**



### HOTEL ACCOMMODATIONS & LOCATION

**Gaylord National Resort & Convention Center**  
201 Waterfront Street  
National Harbor, MD 20745

Resort Single/Double  
**\$274**

Atrium View (Single/Double)  
**\$314**

Each additional person to a room is \$20 per person.

Check-in is 4:00 p.m.;  
Checkout is 11:00 a.m.

### CONTACT

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