



NJBIA
New Jersey Business
& Industry Association
PARTNERSHIPS

“There hasn’t been one business that I’ve met at an NJBIA event that I haven’t kept in contact with, which is important for growing my business and growing myself as an individual.”

—Herb Ames
President & CEO
Devin Group





The New Jersey Business & Industry Association exists to promote the competitive excellence and financial success of our member companies and nearly 1 million jobs they provide. In response to the challenges that COVID has had on New Jersey businesses, the NJBIA mission expanded to support the sustainability of all New Jersey businesses.

One way we make this happen is to hold many events and webinars throughout the year. These quality offerings provide information and foster networking for businesses of all sizes.

In any given year, more than 3,000 executive and legislative leaders recognize the value of attending our events. In 2021, we embraced the challenge of holding virtual events to the tune of more than 5,000 in attendance!

We invite you to capitalize on the high visibility of our member outreach by participating in our Partnership Program. It provides your organization the opportunity to co-brand with us and establish synergies that deliver results.

You will be reaching a large and captive audience of influential executive and legislative

leaders from all 21 counties. Combine select packages by advertising in our publication, *New Jersey Business Magazine*, our daily e-news service, *New Jersey Business Today*, our brand new television show, *Minding Your Business*, and on our high-traffic websites njbja.org and njbmagazine.com.

Taking advantage of our multiplatform marketing outreach provides exposure that is second to none.

We are confident that our Partnership Program is for a business like yours. For more information, contact Kate Conroy at 609-858-9499, or email at kconroy@njbja.org. Thank you in advance for your time and consideration.



Michele N. Siek

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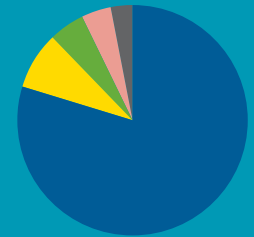
NJBIA

2021 MEMBER SNAPSHOT

5,000
Total Attendance

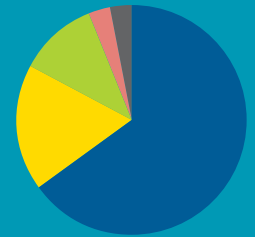
125
Total Partners

190
Total Events



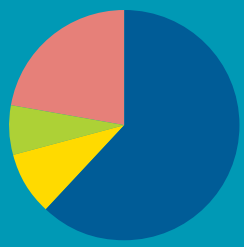
Company size by employees:

- 80% 1-24 employees
- 8% 25-49 employees
- 5% 50-99 employees
- 4% 100-249 employees
- 3% 250-1000+ employees



Professional Title:

- 65% Executive
- 18% Managerial
- 11% Professional
- 3% Technical
- 3% Administrative/Sales



Decision Makers:

- 62% Exec. Level (C-suite, President, VP)
- 9% Sales
- 7% Director/Manager
- 22% Other

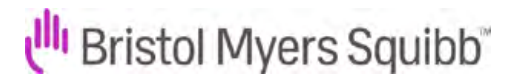
Members by Industry:

- 28% Service Based
- 23% Construction
- 13% Manufacturing
- 9% Retail
- 8% Wholesale
- 6% Finance, RE, Insurance
- 5% Agriculture
- 5% Health Services
- 4% Transportation

Ownership Type:

- 33% S Corporation
- 30% Limited Liability Co.
- 17% C Corporation
- 10% Sole Proprietor
- 4% Not for Profit
- 3% Other
- 2% Partnership
- 1% Professional Corp.

2021 TOP-LEVEL PARTNERS



PREMIER PARTNER

\$40,000

Events

- Select events totaling \$40,000
- Receive all benefits for the event level you select (i.e., exhibit space, signage, preferred event seating, etc.)
- Recognition as Premier Partner at your selected events
- Recognition as Premier Partner in event program where available

Electronic

- Premier Partner logo and link on the footer of njbja.org for 1 year
- 1 year listing on the NJBIA Member Marketplace
- Be our guest on an episode of our podcast *Other People's Business*
- Access to NJBIA's A/V Studio to create a 5 minute video about your company
- Sponsored Content on daily NJBT e-news service and website
- Linked company logo on your selected event registration page

Print

- 1 full-page, 4-color ad in *New Jersey Business Magazine*
- 1 full-page, business profile in *New Jersey Business Magazine* "Profiles in Success" in Nov. 2022

PLATINUM PARTNER

\$25,000

Events

- Select events totaling \$25,000
- Receive all benefits for the event level you select (i.e., exhibit space, signage, preferred event seating, etc.)
- Recognition as Platinum Partner at your selected events
- Recognition as a Platinum Partner in event program where available

Electronic

- Platinum Partner logo and link on the footer of njbja.org for 1 year
- 1 year listing on the NJBIA Member Marketplace
- Be our guest on an episode of our podcast *Other People's Business*
- Access to NJBIA's A/V Studio to create a 5 minute video about your company

Print

- 1 half-page, 4-color ad in *New Jersey Business Magazine*
- 1 full-page, business profile in *New Jersey Business Magazine* "Profiles in Success" in Nov. 2022

GRAND PARTNER

\$15,000

Events

- Select events totaling \$15,000
- Receive all benefits for the event level you select (i.e., exhibit space, signage, preferred event seating, etc.)
- Recognition as Grand Partner at your selected events
- Recognition as a Grand Partner in event program where available

Electronic

- Grand Partner logo and link on the footer of njbja.org for 1 year
- 1 year listing on the NJBIA Member Marketplace
- Be our guest on an episode of our podcast *Other People's Business*

Print

- 1 full-page, business profile in *New Jersey Business Magazine* "Profiles in Success" in Nov. 2022

CONTACT US 

TOP-LEVEL Partner Opportunities

TRADEMARK EVENTS



WBLF

WOMEN BUSINESS LEADERS FORUM

NEW JERSEY WOMEN BUSINESS LEADERS FORUM POWERED BY NJBIA

This forum brings several hundred networkers together to exchange cards and ideas, form an agenda to increase gender diversity in corporate leadership, and get inspired and empowered to build successful businesses. Throughout the year, the NJBIA Women Business Leaders Council provides its members with prime exposure, access to key industry decision-makers, and tailored opportunities in skill building and leadership. *See page 12 for more details about the council.*

PUBLIC POLICY FORUM (PPF)

This high-profile policy conference is a must-attend for New Jersey's key business leaders and stakeholders. It brings together the state's highest-level business, political and economic leadership as keynote speakers and panelists for a lively discussion on the issues facing New Jersey employers, including the economy, the election and the outlook on both. The event attracts hundreds and includes on-site media coverage.



Congratulations to NJBIA on pulling off this nearly seamless [WBLF] event. To execute a one-hour virtual program can be challenging ... you've successfully mastered a 4-DAY one! Well done and I look forward to next year!

— Jackie Lue Raia

CONTACT US



DECISION MAKERS

POLICY COMMITTEES

These groups meet regularly to discuss legislation affecting businesses and how members can take action to support or reject policies in state government. These annual partnership opportunities are available for these committees:

- Education & Workforce Development
- Employment & Labor
- Energy
- Environmental
- Government Affairs
- Health Affairs
- Innovation & Technology
- Taxation & Economic Development

MEET THE DECISION MAKERS

These exclusive and intimate policy breakfasts give NJBIA members a head start on building productive working relationships with cabinet members, key legislative leaders and front-office decision makers:

- March – State Treasurer
- April – Dept. of Health Commissioner
- May – Assembly Speaker
- June – Senate President
- Sept. – Dept. of Environmental Protection Commissioner
- Oct. – Board of Public Utilities President
- Oct. – Key Advisors
- Nov. – Dept. of Banking & Insurance Commissioner


CONTACT US


“Thank you NJBIA and the speakers who took the time to plan and present at the WBLF. **The content being presented was not only important and relevant, but interesting as well. I made multiple connections through the networking break out groups and was very impressed with the speakers.** I was able to sign up for a coaching session where I could choose a coach that fit my specific needs at a time that worked best with my schedule. It was a relief that we were able to attend some of the sessions at our own pace, which also allowed me to work throughout the day as well. Thank you and I am looking forward to the conference next year!”

—Devin Carrick
Older Girl Program Specialist
Girl Scouts of the Jersey Shore

WEBINARS



In today's business environment, the ability to learn through webinars is becoming increasingly popular. Be a webinar partner and position yourself as a subject matter expert. Webinars are conducted via the GoToWebinar platform and run about an hour. Depending on the topic, webinars see between 30-100+ attendees.

WEBINAR PARTNER – LEVEL 1 \$1,000 (Per Session)

- Invite your clients
- Your webinar featured in email promotions
- Your logo featured on the registration page
- Select and present your subject matter on camera
- We will market your webinars to our members and your contact list
- Webinars remain in NJBIA library for member access
- Link to your webinar to upload and/or use to promote your business
- Registration list with contact information

Extra

- Featured at top and bottom of Awful or Awesome game on 1 episode of Other People's Business podcast
- Sponsored Content will feed into *New Jersey Business Magazine* home page for the entire week. (56,000 avg weekly impressions)

WEBINAR PARTNER – LEVEL 2 \$1,500 (Per Session)

- Invite your clients
- Your webinar featured in email promotions
- Your logo featured on the registration page
- Select and present your subject matter on camera
- We will market your webinars to our members and your contact list
- Webinars remain in NJBIA library for member access
- Link to your webinar to upload and/or use to promote your business
- Registration list with contact information

Extra

- 10 Second Spot on Minding Your Business TV show on NJTV News 12+ (Logo plus "Sponsored by..." wording)
- Sponsored Content on daily e-news service NJBT (23,000+ subscribers)
- Sponsored Content will feed into *New Jersey Business Magazine* home page for the entire week. (56,000 avg weekly impressions)

NOW
AIRING
3 TIMES
PER
WEEKEND!

TV VISIBILITY

NJBIA aims to engage membership with Visibility Package offerings to bring more recognition to their brands. Through Minding Your Business, the NJBIA television show on News 12+, and our Multimedia and Social Media channels, member businesses now have an enhanced opportunity to promote their good news, milestones, corporate stewardship and community service efforts to a statewide audience and beyond.

PLATINUM STAR: \$10,000 (Limited To 3 Per Quarter)

- 3 show appearances on topics of your choice
- Logo & verbal tag presented at beginning of each episode for 3 straight months
- Choice of NJBIA production of 2-minute company video; OR use of NJBIA A/V Studio for single project
- Choice of one appearance on NJBIA Podcast; OR Webinar
- Your show posted on njbia.org & njbmagazine.com
- 8 of your press releases posted on *New Jersey Business Today*
- Your show and press releases shared on our social media
- Linked logo on partnership listing page on njbia.org
- Clip of show appearance(s) furnished for your own usage

SPONSORED SPOTS \$8,000

- 1 Month of Sponsored Spots (total of 8)
- 30-second spots
- Spots will also run online via YouTube
- Sponsor announcement and logo at the start of the show
- Shows are shared on our social media
- Linked logo on partnership listing page on njbia.org

GOLD STAR \$5,000

- 2 show appearances on topics of your choice
- Your show posted on njbia.org & njbmagazine.com
- 4 of your press releases posted on *New Jersey Business Today*
- Your show and press releases shared on our social media
- Linked logo on partnership listing page on njbia.org
- Clip of show appearance(s) furnished for your own usage

SILVER STAR \$3,000

- 1 show appearance on topic of your choice
- Your show posted on njbia.org & njbmagazine.com
- 2 of your press releases posted on *New Jersey Business Today*
- Your show and press releases shared on our social media
- Clip of show appearance(s) furnished for your own usage

BRONZE STAR \$1,500

- 1 show appearance on topic of your choice
- Your show posted on njbia.org & njbmagazine.com
- Your show shared on our social media

COUNCILS

DIVERSITY, EQUITY & INCLUSION COUNCIL

Comprised of business leaders of all backgrounds, council members convene to engage in meaningful dialogue, share successful business practices and develop programs that support strategic growth.

HR COUNCIL

Guiding HR professionals and business owners in making sound, legal, and cost effective personnel decisions, these events consistently rank among the most requested by NJBIA members. If you have a product or service that law firms, HR executives or business owners need, should know about, or can recommend to others, this series is tailored to you.

NOT-FOR-PROFIT COUNCIL

Recognizing the significant impact New Jersey's Not-for-Profits have in our state and the many challenges they face in doing so, council members come together to collaborate, share best practices and resources, and connect with for-profit organizations.

WOMEN BUSINESS LEADERS COUNCIL

This council brings women from large corporations, small business, not-for-profits, and education together to get inspired and empowered, to form an agenda that will increase gender diversity in corporate leadership, and to build successful businesses.



***** NJBIA now provides credits toward continuing education in accounting, human resources, information technology and law at many of our programs.

CONTACT US





ADDITIONAL OPPORTUNITIES

NJBIA offers a variety of opportunities to exhibit, sponsor and advertise throughout the year. Some additional non-traditional opportunities you may find beneficial include:

TABLE FOR FOUR NETWORKING

Weekly Virtual Networking, with breakout rooms for 4-5 individuals to get to know each other better. *Email for details.*

- **Held Weekly**
- **40-60 attendees per week**
- **Zoom Networking**

MARKETPLACE LISTING MARKET.NJBIA.ORG

NJBIA's Marketplace connects businesses on the road to recovery. The marketplace is a directory that helps members of the business community identify companies that provide a wide variety of products and services. Offer discounts to NJBIA members and their employees, plus get visibility.

- **Monthly: \$100**
- **Annual: \$1,000**

PODCAST PARTNERS \$500 - \$10,000

Season Partner \$10,000

A call-out to our Season Partner at the top and bottom of all 24 episodes, plus the opportunity to tape an episode as our guest and talk about your company.

Episode Partner \$1,000

Be our guest on an episode of our podcast *Other People's Business*

Commercial \$500

(Limited 2 per show)

One 15-second commercial to air in one episode.

A call out to our partner at the top and bottom of an episode.

SALES & MARKETING ROUNDTABLE

The Sales and Marketing Roundtable was developed as a source of knowledge and inspiration for marketing and sales leaders in small and mid-sized companies. The forum encourages a collaborative environment and the exchange of ideas and best practices. Its mission is to inspire members to lead their organization forward toward sustainable growth. *Email for details.*

CONTACT US



“I am writing this letter to express my great satisfaction with regards to being listed on the NJBIA Online Marketplace. Since establishing the listing on the online marketplace. We have seen a significant uptick in online registrations. As a result, we have been able to help more businesses recover from the aftermath of the pandemic.”

—Vincent Vicari
SBDC Regional Director



PRINT RATES*

Print Magazine per issue
Includes Color

- Full Page \$5,569
- 2/3 Page \$4,124
- 1/2 Page \$3,460
- 1/3 Page \$2,553
- 1/6 Page \$1,740

DIGITAL RATES*

NJBT Banners per month

- Excl. Leaderboard \$2,750
- Rectangle \$2,535

Sponsored Content

- Excl. 1 Week \$1,650
- Upgraded Package \$2,200

Co-Brand

- Per Email \$1,575

WEB RATES PACKAGE*

Includes Leaderboard & Rectangular banner on:

- njbia.org
- njbmagazine.com

1 Month Rate: \$980

**Frequency discounts apply.*



MARKETING SOLUTIONS

New Jersey Business Magazine & New Jersey Business Today

(NJBT): With a reach of over 93,500 magazine readers and 23,000 NJBT subscribers, no other statewide business publication or e-news service has our reputation and influence to reach executive and legislative decision makers. **2 Websites:** Market your company on our websites that have more than 2.5 million page views per year.



NEW JERSEY
BUSINESS
A Publication of the New Jersey Business & Industry Association

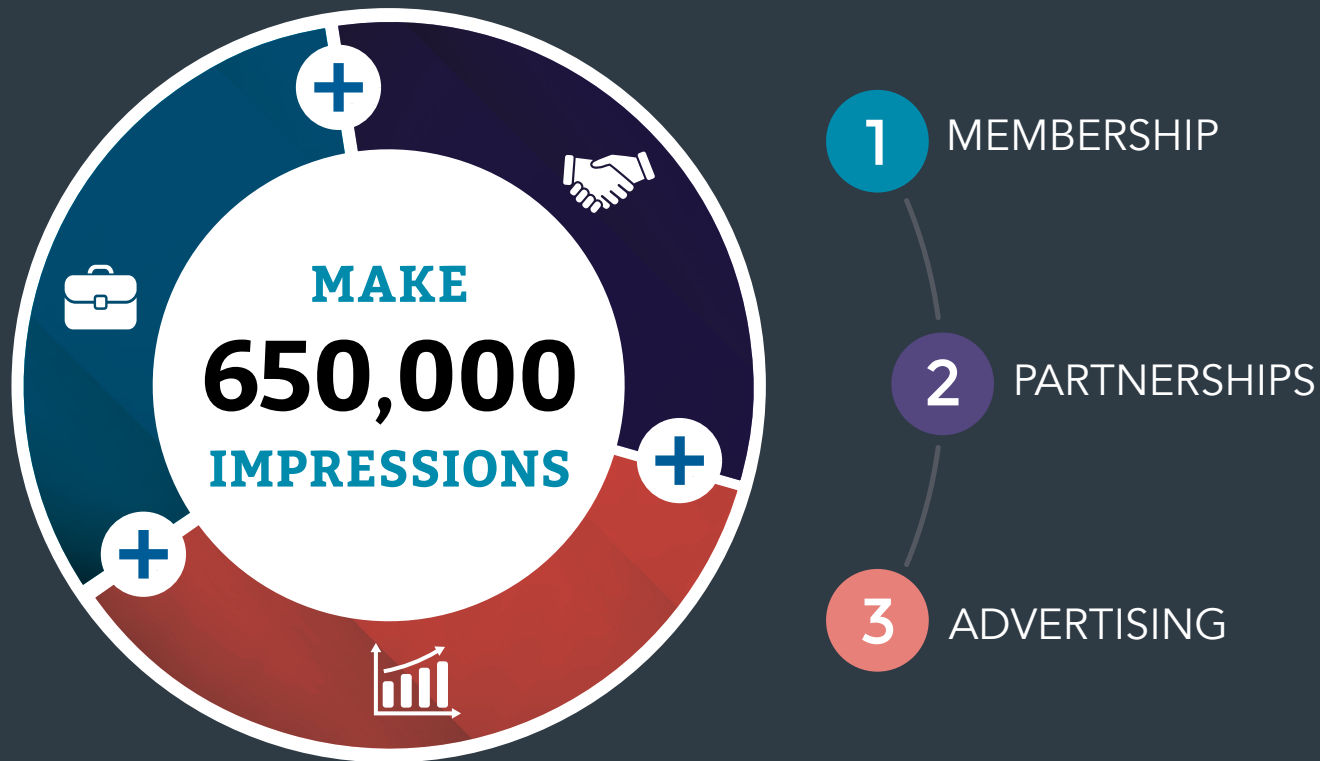
NJBT
New Jersey Business Today

For more information about advertising in the magazine or online, contact: Lisa Criscuolo at l.criscuolo@njbmagazine.com or 973-852-6225.

CONTACT US

MAXIMIZE YOUR EXPOSURE

Save by utilizing an integrated marketing approach to get the maximum exposure for your company. Reach thousands of attendees and make up to 650,000 impressions with advertisements across our print, web and email platforms. We can help you create customized, bundled deals that will cater to your business needs.



WE CAN CREATE A CUSTOM-DESIGNED PACKAGE
THAT INCLUDES EVERYTHING – JUST ASK!

[CONTACT US](#)



PARTNERSHIP RESERVATION FORM

PARTNER LEVELS

PREMIER PARTNER.....	\$40,000
PLATINUM PARTNER	\$25,000
GRAND PARTNER	\$15,000

TRADEMARK EVENTS

WOMEN BUSINESS LEADERS.....	EMAIL
PUBLIC POLICY FORUM	EMAIL

WEBINARS (Per session)

LEVEL 1	\$1,000
LEVEL 2	\$1,500

DECISION MAKERS

POLICY COMMITTEES

EDUCATION & WD	\$3,000
EMPLOYMENT & LABOR.....	\$3,000
ENERGY POLICY	\$3,000
ENVIRONMENTAL	\$3,000
HEALTH AFFAIRS	\$3,000
INNOVATION & TECH	\$3,000
TAX & ECONOMIC DEV	\$3,000

MEET THE DECISION MAKERS

(Per session; May select more than one)

MAR - STATE TREASURER.....	\$2,500
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APR - HEALTH COMMISSIONER	\$2,500
MAY - ASSEMBLY SPEAKER.....	\$2,500
JUNE - SENATE PRESIDENT	\$2,500
SEPT - DEP COMMISSIONER	\$2,500
OCT - BPU PRESIDENT.....	\$2,500
OCT - KEY ADVISORS	\$2,500
NOV - DB&I COMMISSIONER.....	\$2,500

COUNCILS

HR COUNCIL	EMAIL
DIVERSITY & INCLUSION	EMAIL
NOT-FOR-PROFIT	EMAIL
WOMEN BUSINESS LEADERS	EMAIL

NETWORKING

TABLE FOR FOUR	EMAIL
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TV PACKAGES

PLATINUM STAR.....	\$10,000
SPONSOR SPOT.....	\$8,000

GOLD STAR	\$5,000
SILVER STAR.....	\$3,000
BRONZE STAR	\$1,500

ADVERTISING OPTIONS

NEW JERSEY BUSINESS MAGAZINE

(Includes Color)

FULL PAGE	\$5,569
2/3 PAGE	\$4,124
1/2 PAGE	\$3,460
1/3 PAGE	\$2,553
1/6 PAGE	\$1,740

NJBT EMAIL

LEADERBOARD BANNER	\$2,750
RECTANGLE BANNER	\$2,535

SPONSORED CONTENT

1 WEEK - EXCL.....	\$1,650
UPGRADED PACKAGE	\$2,200

CO-BRAND

PER EMAIL.....	\$1,575
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2 WEBSITES BANNER

(Includes Leaderboard & Rectangle)

1 MONTH	\$980
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ADDITIONAL OPPORTUNITIES

NETWORKING

TABLE FOR FOUR NETWORKING.....	EMAIL
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MARKETPLACE LISTING

MONTHLY	\$100
ANNUAL.....	\$1,000

PODCAST PARTNER

SEASON	\$10,000
EPISODE	\$1,000
COMMERCIAL.....	\$500

ROUNDTABLE

SALES & MARKETING.....	EMAIL
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CONTACT US

BECOME AN NJBIA PARTNER

NJBIA

For more information about partnering for an event, creating your own custom package or becoming an NJBIA member, contact:

Partnership

Kate Conroy
kconroy@njbia.org
609-858-9499

Marketing / Advertising

Lisa Criscuolo
l.criscuolo@njbmagazine.com
973-852-6225

Membership

Wayne Staub
wstaub@njbia.org
609-858-9477

PARTNERSHIP INFORMATION

First Name	Last Name	Company Name
Address		City
		State
		Zip
Phone	Fax	Email
PRINT Company Name as it should appear on promotional materials		
Signature		

- Payment plans available.
- Mail to:
NJBIA, Partnership Department
10 W. Lafayette St.
Trenton, NJ 08608-2002
- Fax to: 609-858-9485

Note: To ensure proper recognition for your partnership, we reserve the right to limit the number of partners per event.

NJBIA

New Jersey Business
& Industry Association

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