

EXHIBITOR AND SPONSORSHIP OPPORTUNITIES

Black Doctoral Network 11th Annual National Conference October 19 – 21, 2023 Atlanta Marriott Marquis Atlanta, Georgia

www.BDNconference.com

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The 11th Annual Conference will bring together eminent and upand-coming academics and professionals from the social sciences, STEM, and humanities. Black Doctoral Network 11th Annual National Conference October 19 – 21, 2023 Atlanta Marriott Marquis Atlanta, Georgia

ABOUT THE CONFERENCE

The conference will consist of keynote presentations, panel presentations, interactive workshops, a recruitment and resource fair, networking opportunities, a writing session, a poster competition for undergraduate researchers and a general poster session for graduate students and post-doc scholars. Attendees come from across the U.S. representing a unique mix of academia, government, the nonprofit sector, and private industry.

The theme for this year's conference, *Setting a Legacy: The Impact of Successful Scholarship*, showcases the amazing work being done by scholars and professionals as we continue to strive for equitable opportunities in higher education and the chance to share stories that are impacting our communities. Over 400 students and professionals each year gather to network and form collaborations at the conference by using it as a resource, a support network, and a forum for intellectual discussion.

WHO WE ARE

The Black Doctoral Network is a 501(c)(3) non-profit organization which operates as a clearinghouse for individuals of African descent who are holders of, or scholars engaged in the pursuit of, doctoral degrees from accredited institutions of higher learning worldwide. We provide opportunities for networking, collaborations across disciplines, professional development workshops, and mentorship.

UNDERSTANDING THE OPPORTUNITIES

You have an opportunity to participate as one of our sponsors, exhibitors, or advertisers. We provide a wide range of options for your business to meet new clients, highlight your goods or services, and market to our attendees both online and in person. The availability of co-sponsorship opportunities is also customizable through our sponsorship packages, but they are first-come, first-served.

CONTACT INFORMATION

Deandra Taylor, Ed.D.

Executive Director & Conference Chair

Black Doctoral Network Inc.

dtaylor@BlackPhDNetwork.com

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- (o) 830-255-7437 x506
- (c) 610-400-9014

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ATTENDEE FEEDBACK



The Black Doctoral Network is a premier one stop shop for solutions to business and recruitment needs, but why take our word for it? Read below to see what past attendees had to say.

"This was my first conference, and it was far better than I imagined. I made many amazing connections and received great advice. I did not win the poster contest, but I walked away feeling confident in furthering my education and improving my research." - Undergraduate Student



"The caliber of students I met was truly impressive. Our institution looks forward to welcoming some of these talented individuals and fostering their growth in their chosen fields." - Graduate School Recruiter

"Attending the recruitment fair provided a fantastic opportunity to connect with a diverse pool of candidates. It certainly provided us with promising leads, and we're excited to explore the potential of bringing some of these talented individuals on board."

- Career Recruiter



"This conference was truly a wonderful experience. Seeing black scholars, professors, educators from various sectors in the workforce coming together and sharing their work was inspiring. I met wonderful people that I was able to connect with. As an early career professional, this conference was EVERYTHING I could imagine. Humbling experience." - Early Career Professional "I was inspired to continue my quest for a tenure-track position, as well as learning how to begin publishing academically. I walked away feeling empowered with real knowledge and a clear sense of how to apply what I learned from the conference to my professional life." - Early Career Professional

"The BDN Conference enabled me to expand my professional network from the recruitment fair. I left there having made so many connections and promising new job opportunities." - Mid-Career Professional



"It was very rewarding and invigorating being in the presence of other Black scholars and professionals. This network convenes students who are at various academic levels which provides them with opportunities for exposure, inspiration, and mentorship. BDN is tracking to become a premier networking and resource conglomerate." - Senior Professional

"Coming from a PWI, there are not many opportunities for me to be surrounded by Black scholars who are doing amazing things for the community. It is inspiring to see so many people who look like me and are doing something impactful." - Graduate Student



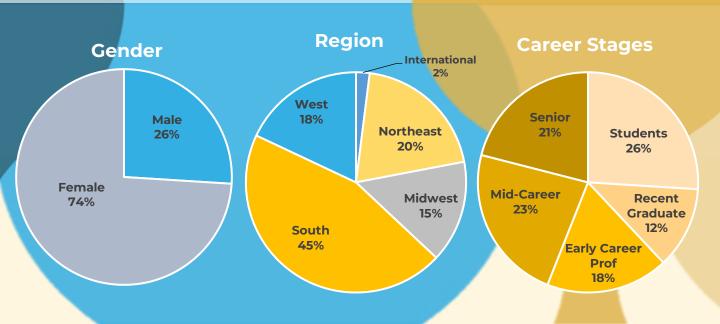
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ATTENDEE DEMOGRAPHICS

The BDN Recruitment and Resource Fair is not only a place to foster relationships, but also to grow your business. Our attendees are students and professionals from a wide array of disciplines and experience levels. Our students are looking for internship, fellowship, graduate, or professional opportunities to further their skills and knowledge. Our wide range of professionals are interested in business, family and personal products and services as well as career opportunities. Majority of our attendees have over 10 years of experience in their respective fields and are decision makers in their businesses.



Attendees by Industries		Top 15 Academic Disciplines
Academia & Education	34 %	• Africana Studies
Banking & Financial Services	6%	• Biology
Coaching & Consulting	9%	Business & Management
Engineering & Related Services	5%	• Chemistry
Government (Federal, State, Local)	3%	Communications
Healthcare & Biotechnology	11%	Criminal Justice
Human Resources	6%	Education & Leadership
	3%	Engineering
Legal Services		Human Resources
Marketing & Advertisement	3%	Information Technology
Non-Profit	7%	• Nursing
Other	2 %	Organizational Development
Technology & Telecommunications	4 %	Psychology
		Public Health
Research & Development	7%	• Sociology

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ANNUAL CONFERENCE SPONSORSHIP

Sponsoring the BDN National Conference is the most effective way to show your prospective customers that you support BDN. Because exhibit space, registration and advertising are included at most levels, sponsorship offers the best value and maximizes your presence before, during and after the conference.

Sponsorship Features	Platinum \$65,000	Gold \$40,000	Silver \$25,000	Bronze \$10,000
Pre	e-Conference			
BDN Membership	3 year	2 year	1 year	1 year
Logo featured on Conference Website	✓	V	✓	✓
Banner Ad on Conference Website	✓	✓	✓	
Sponsored Emails to Attendees	2	1		
Liv	e Conference			
Conference Registrations	30	15	10	8
BDN Networking Social Tickets	15	10	8	6
Advertisement in Conference Program	Front Inside Cover Ad	Back Inside Cover Ad	Full-page	Full-page
Promotional Items in Conference Bag	2	2	1	1
Exhibit Booths	2	1	1	1
2-minute Sponsor Remarks	✓	\checkmark	✓	✓
Logo featured on Sponsor Signage	✓	\checkmark	\checkmark	✓
Opportunity to Moderate Panel Session	✓	V	✓	✓
Mobile App Banner Ad	✓			
30-minute Sponsored Session	✓			
Post-Conference				
Social Media Promotional Posts	10	6	4	2
Guest Feature on Conversation Starters	✓	\checkmark	\checkmark	✓

"This was such a great conference for us to take part in. It was my first year participating and we walked away with even more than we expected. We decided to covering recruitment for some other division, so it was certainly useful to go back and share the contacts." - Past Exhibitor



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SPONSORSHIP LEVELS

Sponsorships for BDN2023 are available. Whether you are looking to exclusively sponsor or co-sponsor, we have a package for you. All level sponsorship packages are customizable and include an exhibit booth with three exhibitor registrations. Be a part of the leading organization that brings you Black and Brown professionals from a wide array of disciplines and industries.

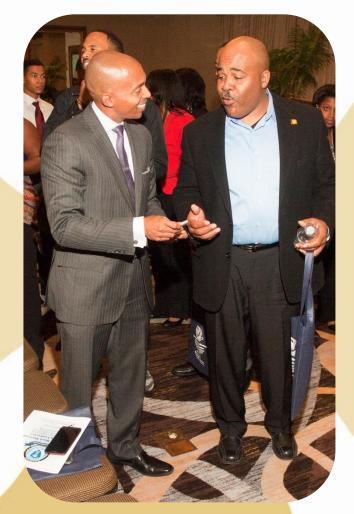
Platinum Level – \$65,000 Exclusive Opportunity

- 3-year BDN Membership
- Logo featured on conference website
- 2 sponsored emails to conference attendees
- Banner Ad on conference website
- 30 conference registrations
- 15 BDN Networking Social tickets
- Front inside cover ad in conference program
- 2 promotional items in conference tote
- 2 exhibit booths
- 2-minute sponsor remarks
- Logo featured on sponsor signage
- Opportunity to moderate panel session
- Mobile app banner ad
- 30-minute sponsored session
- 10 social media promotional posts for 1 year
- Guest feature on Conversation Starters

Gold Level - \$40,000

Exclusive Opportunity

- 2-year BDN Membership
- Logo featured on conference website
- 1 sponsored email to conference attendees
- Banner Ad on conference website
- 15 conference registrations
- 10 BDN Networking Social tickets
- Back inside cover ad in conference program
- 2 promotional items in conference tote
- 1 exhibit booth
- 2-minute sponsor remarks
- Logo featured on sponsor signage
- Opportunity to moderate panel session
- 6 social media promotional posts for 1 year
- Guest feature on Conversation Starters





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SPONSORSHIP LEVELS

Silver Level – \$25,000

- 1-year BDN Membership
- Logo featured on conference website
- Banner Ad on conference website
- 10 conference registrations
- 8 BDN Networking Social tickets
- Full-page ad in conference program
- 1 promotional item in conference tote
- 1 exhibit booth
- 2-minute sponsor remarks
- Logo featured on sponsor signage
- Opportunity to moderate panel session
- 4 social media promotional posts for 1 year
- Guest feature on Conversation Starters



Bronze Level - \$10,000

- 1-year BDN Membership
- Logo featured on conference website
- 8 conference registrations
- 6 BDN Networking Social tickets
- Full-page ad in conference program
- 1 promotional item in conference tote
- 1 exhibit booth
- 2-minute sponsor remarks
- Logo featured on sponsor signage
- Opportunity to moderate panel session
- 2 social media promotional posts for 1 year

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Guest feature on Conversation Starters





EVENT SPONSORSHIP LEVELS

Sponsorships for BDN2023 are available. Whether you are looking to exclusively sponsor or co-sponsor, we have a package for you. All event sponsorship packages are customizable and include complimentary conference registrations. Packages that include an exhibit booth contain three (3) booth registrations. Be a part of the leading organization that brings you Black and Brown professionals from a wide array of disciplines and industries.

Welcome Reception – \$20,000

- 2-year BDN Membership
- 2-minute sponsor remarks
- 10 conference registrations
- 10 Welcome Reception access passes
- Full-page ad in conference program
- Promotional item in conference tote
- Logo on sponsor signage
- 1 exhibit booth
- 30-minute sponsored session

Sponsored Lunch and Learn – \$15,000

- 1-year BDN Membership
- 2-minute sponsor remarks
- 10 conference registrations
- Full-page ad in conference program
- Promotional item in conference tote
- Logo on sponsor signage
- 1 exhibit booth
- 30-minute sponsored session

BDN Networking Social – \$12,000

- 1-year BDN Membership
- 2-minute sponsor remarks
- 6 conference registrations
- 10 BDN Networking Social tickets
- Full-page ad in conference program
- Promotional item in conference tote
- Logo on sponsor signage
- 1 exhibit booth

Sponsored Breakfast – \$10,000

- 1-year BDN Membership
- 2-minute sponsor remarks
- 8 conference registrations
- Full-page ad in conference program
- Promotional item in conference tote
- Logo on sponsor signage
- 1 exhibit booth

Book Signing – \$8,000

- 1-year BDN Membership
- 2-minute sponsor remarks
- 4 conference registrations
- Full-page ad in conference program
- Promotional item in conference tote
- Logo on sponsor signage
- 1 exhibit booth
- 30-minute sponsored session

Sponsored Afternoon Break – \$5,000

- 2-minute sponsor remarks
- 4 conference registrations
- Full-page ad in conference program
- Promotional item in conference tote
- Logo on sponsor signage
- 1 exhibit booth

Research Poster Session – \$3,500

- 2-minute sponsor remarks
- Photos with poster winners
- 10 student registrations
- 2 conference registrations
- Promotional item in conference tote
- Logo on sponsor signage

Sponsored Session - \$3,000

- 30-minute session
- Full-page ad in conference program
- 1 exhibit booth
- Promotional item in conference tote





ADVERTISING OPPORTUNITIES

BDN 11th Annual Conference Program

Advertising sp<mark>ace is available in color in either full-page</mark> or half-page sizes and will be accepted from <mark>corporations, agencies, universities, sma</mark>ll businesses, individual members or a group of individuals.

\$850

\$750

Conference Program Advertising

- Back cover full-page
- Inside front/back cover full-page •
- **Full-page** \$500 \$300
- Half-page

Advertising Specs

To reserve your advertisement, send the Sponsor and Exhibitor Form and Agreement, payment and digital artwork to BDN by October 2, 2023. The program is prepared in 8 1/2" x 11" format. All ads must be camera ready. PDF or JPEG files accepted. JPEGs must be 300 dpi. Ads must be emailed to contact@blackphdnetwork.com.

- Full-Page size: 8 ¹/₂" w x 10" h
- Half-Page: 7 ¹/₂" w x 5" h

Conference Program - \$2,500

Be one of the first companies to greet the attendees by sponsoring the conference program. Your company will receive a full-page cover ad, and online banner ad and logo featured on the conference website.

Tote Bags - \$2,000

Greet participants as they arrive with this exclusive branding opportunity. Your company name or logo (1-c<mark>olor) will be</mark> imprinted on the tote bag<mark>s.</mark>

Lanyards - \$1,000

Welcome conference attendees with your company name (1-color) imprinted on the lanyards.

Tote Bag Inserts - \$400

Companies are invited to include company or product information (fliers, postcards, hand sanitizers, pens, etc.) to be placed in every conference tote bag.

Open Table – \$300

An Open Table is an unsupervised literature table where attendees can browse at their leisure. The following items are welcome: brochures, educational materials, publications, newsletters and surveys. Individuals or organizations interested in participating in the Open Table must ship materials to BDN headquarters to arrive by October 6, 2023. BDN staff will see that materials are displayed in the Open Table area during the conference. Unused materials will not be returned.





BDN CONFERENCE SPONSORSHIP FORM

Complete Form Below or Register Online <u>www.BlackPhDNetwork.org/Partner</u> Deadline: September 29, 2023

Company Name:				
Contact Name:				
Title:				_
Email:				
Company (Billing) A	Address:			
City:	State:	Zip Code:	Telephone:	-
Instagram Handle _		Twitter Hand	lle	
Industry: 🗆 Busine	ss 🗆 Educatior	n 🗆 Energy and environ	ment 🗆 Engineering 🗆 Finance	
🗆 Health science 🗆	Marketing 🗆 1	Fechnology 🗆 Research	Public service Other	
Booth Type (if inclu	ided in packag	e): 🗆 Employment 🗆 Gi	aduate/Professional Program	
Products/Service	s 🛛 Other			
Exhibitor Booth Ag	reement: I hav	e read and agreed to th	e Exhibitor Booth Agreement. 🗆 Ye	2

Photo/Video Release: I give my consent to be photographed or video recorded during this event.

Level Sponsorship	Price
🗆 Platinum	\$65,000
□ Gold	\$40,000
□ Silver	\$25,000
Bronze	\$10,000
Event Sponsorship	Price
Welcome Reception	\$20,000
Sponsored Lunch and Learn	\$15,000
BDN Networking Social	\$12,000
Sponsored Breakfast	\$10,000
Book Signing	\$8,000
Sponsored Afternoon Break	\$5,000
Research Poster Session	\$3,500
Sponsored Session	\$3,000

Advertisement Opportunities	Price
Back cover full-page	\$850
Inside front/back cover full-page	\$750
🗆 Full-page	\$500
🗆 Half-page	\$300
Conference Program	\$2,500
🗆 Tote Bags	\$2,000
🗆 Lanyards	\$1,000
Tote Bag Inserts	\$400
🗆 Open Table	\$300

🗆 Custom Sponsorship

Add-Ons:

Networking Social Ticket Tiers

- □ Tier 2 Ticket \$120 x ____
- □ Tier 3* Ticket \$250 x ____ (admission for 2)

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Total Payment: \$_____



BDN CONFERENCE SPONSORSHIP FORM

Complete Form Below or Register Online <u>www.BlackPhDNetwork.org/Partner</u> Deadline: September 29, 2023

Company Name: _

Name(s) of Networking Social Ticket Holders:

List any dietary restrictions:

How did you hear about our event?

Payment Method:		
\Box Check (Payable to Black Doctoral Network) \Box Visa \Box	MasterCard 🗆 Discov	er
Card Number	Card Exp	CVV
Card Holder Name		
Authorization Signature		

Refund Policy: No refunds will be granted starting September 22, 2023.

Send completed form via e-mail to <u>contact@blackphdnetwork.com</u> or mail form to: Black Doctoral Network Inc. 300 Delaware Ave. Suite 210 Wilmington, DE 19801

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You will receive a confirmation email once your form has been processed.



EXHIBITOR AND NETWORKING INFORMATION

Black Doctoral Network Recruitment and Resource Fair October 19 – 20, 2023 Thursday Hours: 9:30am - 11:00am & 1:30pm - 4:30pm Friday Hours: 9:30am - 11:00am & 2:00pm - 4:30pm

The BDN Recruitment and Resource Fair provides top-tier resource, employment, and academic opportunities exclusively to 400+ diverse talent and prospective clients. The fair takes place (October 19-20, 2023) synchronously with our 11th Annual Black Doctoral Network Conference which will convene at the Atlanta Marriott Marquis in Atlanta, Georgia.

The BDN Recruitment and Resource Fair is the ideal event to share the latest developments and innovative solutions with a fast-growing group of professionals. Our audience is ready to learn and engage with your programs, products, and services.

Looking for undergraduate scholars or recent graduates for internships or graduate and professional programs? They are here! We expect to have over 100 undergraduate scholars from local universities as well as many traveling from across the country in attendance. Thirty-eight percent of our attendees fit within this demographic.

Looking for early-, mid- or senior-level professionals? We have them here. Our scholars are looking for opportunities in academia, government and corporations. Sixty-two percent of our attendees are scholars and professionals looking for something new. Scholars in academia are looking to translate their skills into the corporate environment and business leaders are looking to share their expertise within academia.

Join us and showcase your services to the key leaders and decision makers in business, education, energy and environment, engineering, finance, health science, marketing, psychology, technology, research, and public services.

Networking and Reception

Networking opportunities will be held throughout the conference during breakfast, breaks, during our BDN Welcome Reception on Thursday evening.

BDN Networking Social Friday, October 20 @ 8PM-11PM

Enjoy our casual networking social while you listen to soft music, indulge in delicious food and drinks, and toast to your success. Come engage and connect with students, business leaders, academicians, and more. Guest are welcome. Tickets are tiered at \$80, \$120 and \$250.

The Black Doctoral Network is also a 501(c)(3) non-profit organization, and your support will be tax-deductible.



EXHIBITOR AND NETWORKING INFORMATION

Black Doctoral Network Recruitment and Resource Fair October 19 – 20, 2023 Thursday Hours: 9:30am - 11:00am & 1:30pm - 4:30pm Friday Hours: 9:30am - 11:00am & 2:00pm - 4:30pm

Registration & Membership Information

- Discounts are provided to BDN Institutional and Corporate Members.
- Registration includes breakfast on Thursday, Friday, and Saturday and lunch on Thursday and Friday.
- Each exhibitor will gain access to all conference session for the full three days of the conference.
- Booth Bundle Packages include three exhibitor registrations bundled together.
- To add additional exhibitors, click "Add Guest" at the bottom of the registration page after entering the first exhibitor's information.
- Registration deadline is Friday, September 29, 2023.
- Registration fees are non-refundable starting September 22, 2023.

Individual Exhibitors	Price	Booth Bundle Packages (3 registrations)	Price
Corporate and Industry	\$700	Corporate and Industry	\$1,800
Colleges, Government Agencies	\$500	Colleges, Government Agencies	\$1,300
and Non-Profits		and Non-Profits	
Small Business	\$450	Small Business	\$1,150
Unit Member	\$450	Unit Member	\$1,150
University Partner	\$400	University Partner	\$1,000

Booth Information

- Booth size is 8' x 8'
- 6 feet long table
- 1-3 chairs
- Table skirt provided
- Wireless internet provided
- If exhibitor needs additional services, they must contact the hotel directly.
- Set-up & Tear Down: up to +/- 3 hours prior to and following fair







GENERAL INFORMATION



11th Annual Black Doctoral Network Conference (October 19-21, 2023) Black Doctoral Network Recruitment and Resource Fair (October 19-20, 2023)

Hotel Accommodations

To ensure that you receive accommodations at the Atlanta Marriott Marquis, please secure your reservation as soon as possible. The Black Doctoral Network Inc. has negotiated a sleeping room rate of \$219/night (doubles & singles) for all BDN Conference guests at the Atlanta Marriott Marquis Hotel for Wednesday, Thursday, Friday and Saturday nights (surrounding dates are also available). Reservations can be made online at

https://book.passkey.com/e/50546928 or by calling the central reservations team at 1-888-236-2427. To receive the discounted rate of \$219, you must tell the hotel that you are part of the Black Doctoral Network Conference. Reservations must be made by or before October 5, 2023.

Travel Accommodations

Book your travel plans in advance! To learn more about the city of Atlanta and how to get around

visit: <u>http://www.atlanta.net/explore/visit</u> <u>or-guides/</u>

Parking Information

There is a negotiated discount for valet parking of \$32 for overnight parking and \$25 for the commuter drivers for the day parking at the hotel.

Packages & Deliveries

All packages may be sent to the FedEx Business Center Office & Shipping Center. The business center is staffed Monday – Friday from 7:00am to 7:00pm, and Saturday/Sunday from 9:00am – 5:00pm. More information can be found here. Handling fees apply to all packages shipped in and out, in addition to the carrier's assessed cost.

Questions

For sponsorships, advertisements, exhibitor booths, submission of forms, payment inquiries and general questions contact:

Dr. Deandra Taylor dtaylor@blackphdnetwork.com Office: 830-255-7437 x506 Cell: 610-400-9014





BDN EXHIBITOR REGISTRATION FORM

Complete Form Below or Register Online <u>www.BlackPhDNetwork.org/Partner</u> Deadline: September 29, 2023

Company Name:			
Contact Name:			
Title:			
Email:			
Company (Billing)	Address:		
City:	State:	Zip Code:	Telephone:
Instagram Handle		Twitter Han	dle
Industry: 🗆 Busine	ess 🗆 Educatio	n 🗆 Energy and enviro	nment 🗆 Engineering 🗆 Finance
🗆 Health science 🗆] Marketing 🗆 [.]	Technology 🗆 Researc	h 🗆 Public service 🗆 Other
Booth Type: 🗆 Emp	oloyment 🗆 Gra	aduate/Professional Pr	ogram 🗆 Products/Services

□ Other _____

Exhibitor Booth Agreement: I have read and agreed to the Exhibitor Booth Agreement.
Yes (Require)

Photo/Video Release: I give my consent to be photographed or video recorded during this event. (Required)

Individual Exhibitor	Price	Booth Bundle Packages (3 Registrations)	Price
Corporate and Industry	\$700 x	Corporate and Industry	\$1,800
Colleges, Government Agencies and Non-Profits	\$500 x	Colleges, Government Agencies and Non-Profits	\$1,300
Small Business	\$450 x	Small Business	\$1,150
🗆 Unit Member	\$450 x	🗆 Unit Member	\$1,150
University Partner	\$400 x	University Partner	\$1,000

Add-Ons:

□ Networking Social Tier 1 Ticket \$80 x □ Networking	tworking Social T	ier 2 Ticket \$12	20 x
□ Networking Social Tier 3 Ticket \$250 x (Tier 3	includes admission fo	or 2)	
Name(s) of Networking Social Ticket Holders:			
List any dietary restrictions:			
How did you hear about our event?			
Payment Method: Check (Payable to Black Doctoral N	etwork) 🗆 Visa 🗆] MasterCard	🗆 Discover
Card Number	Card I	Ехр С	:vv
Card Holder Name			
Authorization Signature	ד ד	Fotal Payment	t = \$

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BDN EXHIBITOR REGISTRATION FORM

Due Date: September 29, 2023

Company Name	
EXHIBITOR #1 Prefix First Name	Last Name
Professional Title	
Email	
Phone	
EXUIDITOD #2 Drofix First Name	
	Last Name
Email	
Phone	_ Days Attending 🗆 Thursday 🗆 Friday
EXHIBITOR #3 Prefix First Name	Last Name
Email	
Phone	Days Attending 🗆 Thursday 🗆 Friday

EXHIBITOR BOOTH AGREEMENT

□ I agree to assume the entire responsibility and liability for losses, damages and claims arising out of injury to persons or damages to exhibitor's displays, equipment or other property brought upon the premises of Atlanta Marriott Marquis Hotel and agree to indemnify, defend and hold harmless the Black Doctoral Network, booth vendor, Atlanta Marriott Marquis Hotel and its owners, servants, agents and employees against all claims or expenses for such losses. Exhibitor space is limited and will be available on a first-come, first-serve basis. The Black Doctoral Network reserves the right to accept or reject any exhibitor. All products and services displayed and/or sold from exhibits must be pre-approved by the Black Doctoral Network.

PAYMENT & REFUND POLICY: Black Doctoral Network Inc. 300 Delaware Ave. Suite 210 Wilmington, DE 19801

Payments can be made via credit card or check/money order. We accept Visa, MasterCard, and Discover. No refunds will be granted starting September 22, 2023.

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