



## CAPABILITY STATEMENT

ITSMYAFFAIR.COM

### COMPANY OVERVIEW

It's My Affair, LLC ("IMA Events") is a dynamic, innovative and minority and woman-owned small business specializing in conference and event management services for corporate, government, non-profit, and private sectors.

Backed by our expertise in strategy, event design, facilitation and production, IMA delivers innovative trend settings concepts, effective solutions, and memorable events. Our team's focus is on managing complex in-person and virtual events nationwide, including political conventions, corporate meetings, workshops, incentive programs, galas, grand opening, and city-wide conferences.

### DIFFERENTIATORS

- ✓ Certified Digital Event Specialists (DES)
- ✓ Certified Meeting Professional (CMP)
- ✓ Ability to bring traditional events into the virtual space and optimize events for online format.
- ✓ Expertise in designing engaging virtual conferences, virtual lobbies, virtual vendor marketplaces.
- ✓ Proven track record of consistent delivery of successful events within fast-paced, high-workload environments.
- ✓ Experienced Convention Staffing
- ✓ Experience in both the public and private sectors

### CORE COMPETENCIES



#### Consultation

- Event Consultation
- Virtual Conferences
- Project Planning
- Event Production Logistics
- Meeting Logistics
- Sourcing and Implementing Technology, Tools and Platforms for Events
- Event Staffing
- Budget Development
- Theme Development



#### Marketing Development

- Event Registration Websites
- Event Attendee Tracking
- Develop Virtual Environments
- Graphic Design and Print
- Sponsorship Management and Brand Awareness



#### Audio-Visual Production

- Show Concept
- Design & Production
- Staging
- Set-Design & Installation
- Theatrical Lighting

**It's My Affair, LLC**  
DBA: IMA Events



P.O. Box 680202  
Charlotte, NC 28216

Serving all areas in the U.S. nationwide

**Contact:** Karen Lawrence, CMP, DES  
President

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**Fax:** 704-919-5252

**Email:** karen@itsmyaffair.com



www.itsmyaffair.com



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**EXPERIENCE**

**Government**

- ✓ Shaw AFB 480 ISRG
- ✓ Federal Aviation Administration
- ✓ National Science Foundation



**Associations**

- ✓ National Association of Neonatal Therapists
- ✓ American Association of Black in Energy
- ✓ 2012 Democratic National Convention



**Businesses**

- ✓ Bank of America
- ✓ Sonoco
- ✓ CRVA
- ✓ Black Enterprise



**CORPORATE DATA**

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**Business Certifications:**

- ✓ EDWOSB
- ✓ WBE
- ✓ SBE
- ✓ MBE

DUNS: 131930161

CAGE Code: 5BU5

\*We Accept Credit/Purchase Cards

**NAICS Codes:**

- 561920 Convention and Trade Show Organizers
- 541611 Administrative Management Consulting
- 532490 Audio-Visual Equipment, Sound and Lighting Rentals
- 531120 Conference and Convention Center Rentals



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