

Capability Statement



Strategic Event Design

the intelligent choice

DUNS: 133890207 | CAGE: 8MAW9
UEI: V7NTD6CNWLA6

COMPANY INFORMATION

Established: 1999

EIN Number: 11-360-1819

State of Incorporation: NY

Geographic Area Served:
Nationwide

26 Railroad Ave #141
212-877-4744 Babylon,
NY 11702

(212) 877-4744

strategiceventdesign.com



Based in Babylon, NY, **Strategic Event Design** is an SBA certified WOSB business meeting planning and event production firm founded in 1999. For more than twenty (20) years, Strategic Event Design has managed events for some of the world's most recognized brands, businesses, organizations, and associations. Our extensive list of services includes live events to digital and hybrid meetings and conferences, green events, hospitality and entertainment, board meetings, product launches, festivals, premieres, and activations to name a few. No event is too big or too small.

At Strategic Event Design, we pride ourselves on providing a sophisticated performance that exceeds your event expectations from conception to completion. Our mission is to provide superior service and up-to-date industry know-how. We offer intelligent and practical solutions, and produce not only meetings and events, but experiences that are on budget and reflect and reinforce our clients' objectives.

A successful event is all in the details. At Strategic Event Design we pay attention to every last one, so you won't have to. We'll do the work, and you'll reap the glory – a detail we'll keep just between us.

We Pay Attention. We're Flexible. We're Smart. So Call Us. Strategic Event Design, The Intelligent Choice.



GOVERNMENT BUSINESS POC

Bethney Ruggiero
President and Founder

(212) 877-4744

contracts@strategieventdesign.com



CORE COMPETENCIES

MEETING AND EVENT MANAGEMENT

- Business Meetings & Conferences
- Live, Virtual & Hybrid Events
- Hospitality & Client Entertainment
- Spouse Programs & Family Events

STRATEGIC MARKETING AND DEVELOPMENT

- Marketing & E-commerce
- Brand Activation Services
- Project Management
- Event Design Services
- Site Selection & Budget Creation

KEY DIFFERENTIATORS

- Digital Technology Experts
- 20+ Years of Experience in a wide variety of Meeting and Event Management
- Creativity & Technological Expertise
- We design events that are carbon neutral and sustainable upon request ("The Green Scene")
- On site production from event conceptualization to planning and development
- Quality, deadline control, costs monitoring, success guaranteed
- Conferences and Virtual Events expertise
- SBA Certified WOSB Firm

INDUSTRY CODES

NAICS

- 561920** (PRIMARY) Convention and Trade Show Organizers
- 711310** Promoters of Performing Arts, Sports, and Similar Events with Facilities
- 541613** Marketing Consulting Services
- 541410** Interior Design Services
- 541850** Indoor and Outdoor Display Advertising
- 812990** All Other Personal Services
- 541430** Graphic Design Services

PSC

- R701** Support- Management: Advertising
- R708** Support- Management: Public Relations Includes: Writing Services, Event Planning and Management, Media Relations, Radio and Television Analysis, Press Services
- M1AB** Operation of Conference Space and Facilities (unsure about this one since I don't think they own any spaces, just rent them out)
- X1AB** Lease/Rental of Conference Space and Facilities
- R410** Support- Professional: Program Evaluation/Review/Development
- R409** Program Review/Development Services
- R407** Program Evaluation Services

PAST PERFORMANCE



Company Name: Criteo Corporation
Place of Performance: New York
Period of Performance: 12/18-01/19
Scope: Pre-planning, Event coordination and Production, Post Event Wrap Up
Amount: \$167,422.39



Company Name: FRCF (VIRTUAL FUNDRAISING PLATFORM)

Place of Performance: Virtual
Geographical Location: - with focus on North America
Period of Performance: 07/20-12/20
Scope: Pre-planning & On-site services
Amount: \$258,500



Institute for Energy Economics and Financial Analysis
IEEFA.org

Company Name: IEEFA ENERGY FINANCE CONFERENCE 2020, 2021 & 2022
Place of Performance: NY
Period of Performance: 11/19-11/22
Scope: Handled all logistics, including working with the registration platforms.
Amount: \$151,629

CLIENTS



SOCIO-ECONOMIC:



* Use of federal department / agency logos does not imply commercial endorsement nor commitment by any government agency.

PROFESSIONAL CERTIFICATIONS

