



Owner & Project Manager

Johnny Madera

[jmadera@sseeventsgroup.com](mailto:jmadera@sseeventsgroup.com)

(212) 461-0601

[www.sseeventsgroup.com](http://www.sseeventsgroup.com)

## COMPANY CAPABILITY STATEMENT

### About Us

SSE Events Group is a premier New York City Full-Service Event Company focused on providing event solutions for NYS agencies, institutions, companies, and brands in any industry sector. We emphasize on exceptional consultation, planning, procurement, management, marketing, and analytic solutions to achieve best results. In addition to our planning capabilities, we have strong supporting venue and vendor resources that partner with us to meet our clients overall program, project, or event goals.

- **Primary Contractor & Sub-Contractor Available**
- **Past Performance & Recommendations Available**

### Core Competencies



#### Consultation

- Project Consultation
- Event Consultation
- Marketing Consultation
- Creative Brainstorming
- Program Consultation
- Organizational Dev.



#### Event Operations

- Project/Event Planning
- Event Budgeting
- Vendor Procurement
- Event Staffing
- Event Production
- Onsite Management



#### Marketing Development

- Website Dev.
- Basic SEO Dev.
- Social Media Integration
- Multi-Media Dev.
- Graphic Design & Print
- Onsite Design Activations



#### Vendor Support

- Production
- Catering
- Graphic Designers
- Floral
- Photographers
- Entertainers & more



#### Venue Support

- Hotels
- Conference Halls
- Banquet Halls
- Outdoor/Park Space
- Clubs/Restaurants
- Meeting Space & more



#### Post Analysis

- Performance Review
- Feedback/Testimonials
- Gains/Returns

### Type of Events

- Cocktail Receptions
- Meetings & Conferences
- Business & Staff Retreats
- Award Ceremonies
- Fund-raising Events
- Booth/Exhibit Activation
- Performance Showcases
- Film Screening & Premieres
- Outdoor Festival/Fair
- Product Launch Parties
- Tradeshows
- Fashion Shows
- Sporting Events
- Concerts
- Galas
- Grand Openings
- Holiday Parties
- Networking Events
- Workshops



### Vendor Information

- **Veteran Owned Service Business Certified**
- **DUNS Number: 079660430**
- **CAGE Code: 7DXB2**
- **NYS M/WBE Certified:**
- **NYS Vendor Number: 1100139077**
- **OSHA 10 & Ergonomics Certified: U-7887-4719**
- **General Insured & Professional Insured**



### NAICS Codes

- Party Planning Services (812990)
- All Other Consumer Goods Rental (532299)
- Tent, Party, Rental (532299)
- Marketing Consulting Services (541613)
- Graphic Design Services (541430)
- Organizers of Live Performing Productions (711310)
- Promoters of Performing Arts, Sports, and Similar Events with/without Facilities (711310)
- Convention and Trade Show Organizers (56192)
- Public Relations Consulting Services (541820)
- All Other Personal Services (812990)