

Show Biz × Small Biz (SBxSB)

Empowering NJ's Biz Ecosystem



On Tuesday, June 17, 2025, the Show Biz × Small Biz (SBxSB) conference was held at Rutgers' **Ginsburg Hall**, located at 15 Washington Street in Newark, NJ. The event was organized in collaboration with the U.S. Small Business Administration (SBA), America's SBDC New Jersey, New Jersey Economic Development Authority (NJEDA), and the City of Newark and was supported by **Rutgers Business School's Center for Local Supply Chain Resiliency**. The Show Biz × Small Biz (SBxSB) conference brought together nearly 100 participants from government, business, and the creative sectors for a full day of networking, insight, and procurement opportunity. It was designed to help New Jersey's small businesses tap into the expanding opportunities in film, sports, and entertainment. The event included direct engagement with industry leaders such as Netflix and AMC Networks, reinforcing Rutgers' role in bridging local enterprise with major regional markets. The SBxSB conference featured a series of expert-led sessions and training tracks focused on positioning small businesses for success in New Jersey's entertainment-driven supply chains. Sessions were led by professionals across state agencies, financial institutions, and top media organizations like Netflix and AMC Networks.

SBxSB's Contribution to Building Resilient Local Economies

- **Diversifying Supplier Pipelines:** SBxSB introduced small businesses to real opportunities in the entertainment supply chain, from production services and studio build-outs to transportation, equipment leasing, catering, and marketing. These diverse vendors contribute agility and innovation to regional supply networks.
- **Business Development & Readiness:** Three tracks—Business Development, Procurement/Contracting, and Studio Build-Out—offered hands-on guidance to help small vendors build capacity and become contract-ready.
- **Connecting Public & Private Sectors:** SBxSB provided direct access to state procurement leaders, financial institutions, and entertainment industry decision-makers, helping local suppliers understand the real demands of the sector and how to integrate with it.

