



Innovation@ Work

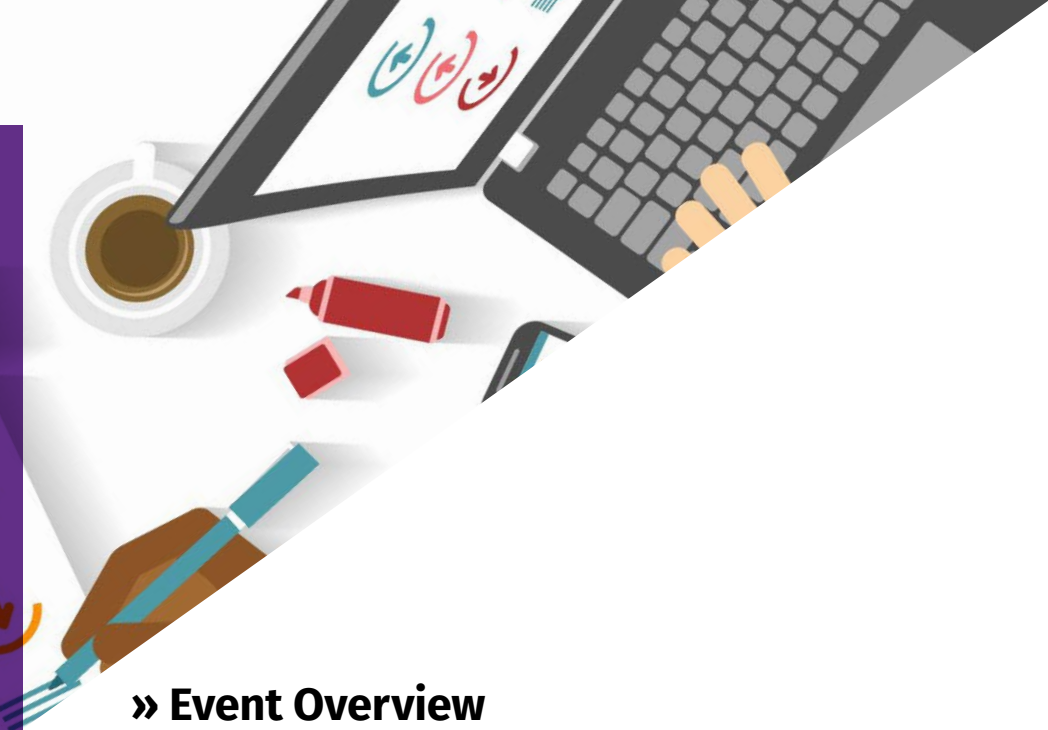
Featuring
the BIZ Challenge

April 22, 2021
8am-4pm

Virtual Platforms
vFairs and MyBusinessMatches

Register at

Midstatesbiz2021.vfairs.com



» Event Overview

Innovation @ Work: Featuring the Business Innovation Zone (BIZ) Challenge is your opportunity to engage with colleagues in your industry and participate in matchmaking with corporations seeking your product/service for a current or forecasted opportunity.

» The BIZ Challenge

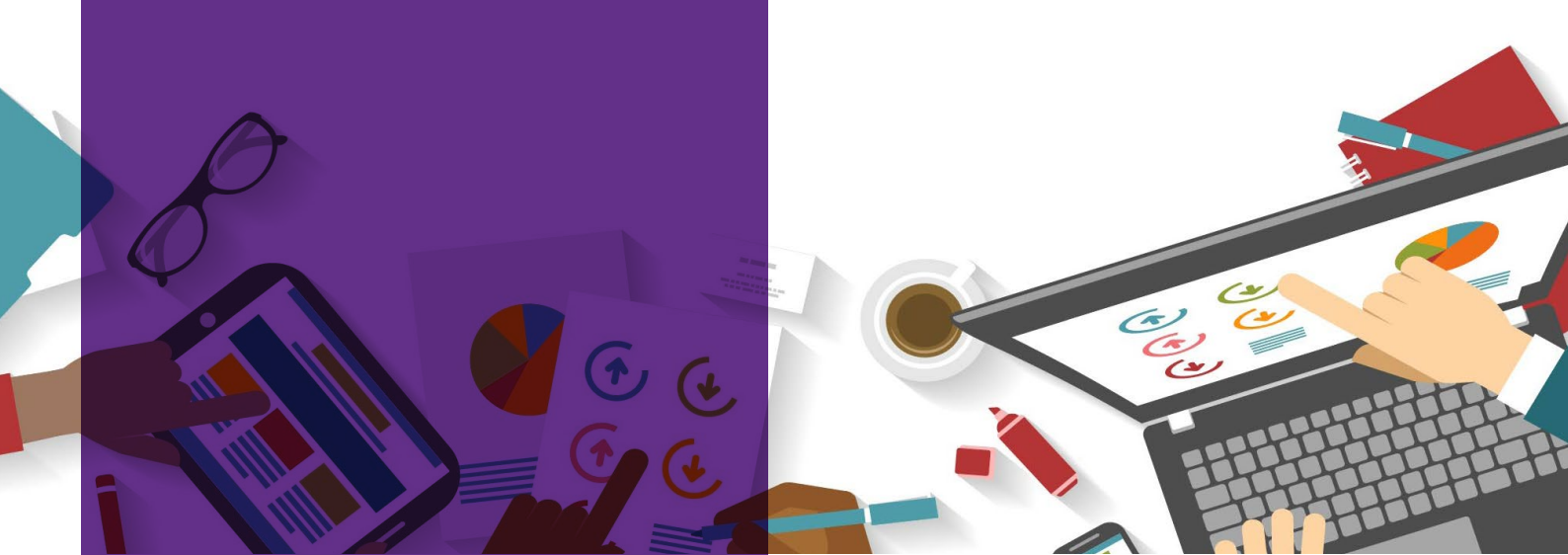
The new BIZ Challenge will present diverse suppliers with the opportunity to provide innovative feedback and solutions for corporations within a specific industry. The rounds will include:

- **Elevator Pitch** - Diverse suppliers will have five minutes to introduce their business to a panel of corporations assembled by industry
- **Industry Group Case Competition** - A panel of corporations, assembled by industry will collaborate on a topic/issue within their industry that requires an innovative solution. This solution should be one that can result in an opportunity for the diverse supplier within the industry or directly with one or more corporations. The winners of the competition will advance to matchmaking
- **Business Matchmaker** - The winners of the Industry Group Case Competition will meet individually with members of the case competition panel

***topic will be provided no later than March 22, 2021**

» One-on-One Matchmaking

Mid-States MSDC's matchmaking will take place on the MyBusinessMatches virtual platform. This updated platform will utilize and incorporate the Zoom platform for all matchmaking meetings



» Fees & Sponsorship

Conference Attendee \$350 per attendee

includes access to participate in BIZ Challenge* or matchmaking

Conference Bundle Package \$700

includes two attendees with access to participate in BIZ Challenge* and/or matchmaking and one exhibit booth*

*limited availability

Software Sponsor – \$4,500

- Five (5) full conference registrations with access to all activities
- Two (2) buyers to participate in Matchmaker** or BIZ Challenge
- One (1) full-page color ad in the 2020 Annual Report***
- Branded digital and print signage sponsorship
- ** Must have forecasted (within 24 months) or immediate opportunities

***High resolution ads must be received by 5pm EST April 5, 2021

» Registration

Registration Opens: February 26, 2021

BIZ Challenge Registration Deadline: April 5, 2021

General Registration Deadline: April 15, 2021

Schedule at a Glance

8am – 8:10am	Welcome
8:15am – 10:15am	BIZ Challenge Elevator Pitches
10:30am - 4:00pm	One-on-One Matchmakers on MyBusinessMatches
10:30am - 4:00pm	Exhibit Booths
10:30am - 12:00pm	BIZ Challenge Industry Group Case Competition
12:00pm - 12:30pm	Break
12:30pm - 3:00pm	BIZ Challenge Business Matchmakers



Questions contact Denika Thomas at denika.thomas@midstatesmsdc.org