SEPTEMBER 9 & 10, 2020
VIRTUAL PROCUREMENT CONFERENCE

Mid-States
Minority Supplier
Development Council

LEVEL UP
CONNECT. COLLABORATE. DIFFERENTIATE.

Virtual platforms
vFairs and MyBusinessMatches
DEAR STAKEHOLDERS

We are looking forward to “leveling up” with you during this year’s Procurement Conference. Your commitment and support of supplier diversity and development in the National Minority Supplier Development Council (NMSDC) network and more specifically, the Mid-States Minority Supplier Development Council region is appreciated and valued.

We will be sharing the results from our Economic Impact Study, conducted by supplier i.o and sponsored by Indiana University, showing the significant contributions our certified minority businesses make to our national economy. This data and other data available to us throughout the NMSDC network helps us to be more targeted in our approach in the recruitment of Minority Business Enterprises and corporations – leading to growth, economic vitality, and sustainability of healthy communities.

Sincerely,

Richard Wise
Mid-States MSDC
Board Chair
Supplier Diversity Administrator
Citizens Energy Group

Carolyn E. Mosby
President/CEO
Mid-States MSDC

Nick Lunn
MBEIC Chair
President
Cornerstone Construction Group
OPENING SESSION

Join four minority business owners as they discuss how they “leveled up” their businesses in the face of challenges that could have caused them to close their doors. This moderated discussion with MBEs that refused to give in will inspire and motivate the audience. The panelists will also share examples of how partnerships and creative business strategies helped them grow.
Minority Businesses
Pitches That Leave A Lasting Impression With Buyers
Facilitated By: Chala Dincoy-Flanjnik,
The Repositioning Expert

Did you know that 86 percent of B2B buyers don’t see any difference between vendors? Did you also know that it takes only seven seconds to make a first impression? Fortunately, there is a formula to impressing buyers (and other diverse suppliers alike) and leaving a lasting impression during those round tables, matchmaking meetings and cocktail parties.

In this hands-on dynamic session, you’ll:
• Learn the top three mistakes diverse suppliers make in their pitches
• Find out how to pick a differentiator that will have the buyers’ attention at “hello”
• Re-write your pitch and try it out on the group in the session

Corporations and Buyers
Level-Up Your Career
Facilitated By: Jessica Gendron,
The Center for Leadership Excellence

You might find yourself doing the work you’ve always dreamt of doing, then again, you might look at your career right now and think, “how did I get here?” Whether you’re in your career on purpose or by accident, you need to ask yourself how you “level-up” in your career.

Attend this workshop to understand what your career goals are, the steps you need to take to get there, and how to advocate for a promotion, a raise, more responsibility or even more training. Let’s start plotting your career path, learn how you can best advocate for yourself, and what skill gaps you need to fill to “level-up” in your career.
Professor Ron Sullivan Jr, Harvard University Law Professor who represented the family of Michael Brown, in Ferguson, MO, will be the keynote speaker for the luncheon.

Sullivan Jr. joined Harvard’s law faculty in July 2007. His areas of interest include criminal law, criminal procedure, legal ethics, and race theory. Prior to teaching at Harvard, Professor Sullivan served on the faculty of the Yale Law School, where, after his first year teaching, he won the law school’s award for outstanding teaching. Professor Sullivan is the faculty director of the Harvard Criminal Justice Institute. He also is a founding fellow of The Jamestown Project.

Professor Sullivan is a Phi Beta Kappa graduate of Morehouse College, and the Harvard Law School, where he served as president of the Black Law Students Association and as a general editor of the Harvard BlackLetter Law Review. After graduating Harvard, Professor Sullivan spent a year in Nairobi, Kenya as a Visiting Attorney for the Law Society of Kenya. In that capacity, he sat on a committee charged with drafting a new constitution for Kenya. He also worked with the Kenya Human Rights Commission, documenting human rights violations throughout Kenya.

Most recently, Professor Sullivan testified before the U.S. Senate Judiciary Committee on the nomination of Samuel A. Alito to the U.S. Supreme Court with respect to Judge Alito’s Fourth Amendment jurisprudence.

Professor Sullivan has provided legal commentary for CNN, FoxNews, and PBS on topics including the Impeachment of President Clinton and several high profile cases.
**Matchmaker Sessions**

Matchmaker appointments will take place within an industry group. Diverse suppliers will have scheduled appointments with corporations grouped by industry. Each supplier will be asked to make a five-minute pitch presentation to the group, followed by Q & A and discussion about any relevant business opportunities, not to exceed 10 minutes.

Corporations will be asked to complete a form, providing feedback and listing any potential current or future opportunities for the diverse supplier. At the conclusion of the meeting, volunteers will collect the corporate form and each supplier will receive a packet, detailing any upcoming opportunities from the corporations in that industry group.

Within 60 days after the event, Mid-States MSDC will follow up with the corporation and diverse supplier to see if any specific opportunities resulted from the meeting.
Visit the Virtual Resource Room to connect with a select group of corporations and diverse businesses to network and discuss business opportunities. This is our spin on the tradeshow booth!
REGISTRATION PROCESS

1. Begin the online registration process at: https://mbmapp.com/event/midstates2020

Select Registration Type:
- **Corporate Bundle** – I am a business seeking diverse suppliers and I want to participate in matchmaking to meet suppliers.

- **Corporate Professional** – I only want to participate in the workshop, annual meeting and hospitality suite. I am not a diverse supplier and do not have opportunities for diverse suppliers. No matchmaking appointments.

- **Diverse Supplier** – I am a diverse supplier seeking opportunities with majority firms.

2. Complete “Company Profile” and select workshops you want to participate in and follow the step-by-step instructions to complete your “Diverse Business Profile” or “Corporate Opportunities”. **MUST BE SUBMITTED BY AUGUST 26, 2020, NO EXCEPTIONS WILL BE ALLOWED.**

3. Submit Payment, Create User ID and Password.

4. Email Confirmation. Check email often for new opportunities (each registrant will receive separate email). Emails may be delivered into Junk/Spam.

5. Once you complete the registration process on MyBusinessMatches you will be registered on the vFairs platform and will receive a confirmation email.
REGISTRATION FEES

ALL ACTIVITIES WILL TAKE PLACE VIRTUALLY

CORPORATE BUNDLE – $1,100
(Corporate Members, Corporate Plus MBEs, Corporations and Tier 1 Corporations)
Includes two (2) full conference registrations and one (1) Matchmaker Station*, (1) Resource Table and access to:

- Opening Session
- Workshops
- Industry Group Matchmaker Sessions
- Resource Room
- Annual Meeting
- Hospitality Suite

*Additional Attendee(s) - $395 per person
* Must have forecasted or immediate opportunities

DIVERSE SUPPLIER – $250
(MBEs, WBEs, DBEs, SDVBEs, VBEs, NAWBO Members, LGBTQs) Includes one (1) full conference registration and access to:

- Opening Session
- Workshops
- Industry Group Matchmaker Sessions
- Resource Room
- Annual Meeting
- Hospitality Suite

CORPORATE PROFESSIONAL – $550
(Corporations, Government, and Tier 1 Corporations w/o a Matchmaker Station)
Includes one (1) full conference registration and access to:

- Opening Session
- Workshops
- Annual Meeting
- Hospitality Suite
CORPORATE LUNCHEON SPONSOR – $6,000
(Corporations, Government, and Tier 1 Corporations w/o a Matchmaker Station) Includes one (1) full conference registration and access to:

- Keynote speaker introduction
- Two (2) buyers to participate in the Industry Group Matchmaker**
- Five (5)* full conference registrations with access to all activities and workshops
- One (1) Booth in resource room
- One (1) full page color ad in the Annual Meeting Program***
- Two (2) full-page color ads in the 2019 Annual Report***
- Branded digital and print signage

* Additional attendee(s) – $395 per person
** Must have forecasted (within 24 months) or immediate opportunities
***High resolution ads must be received by 5pm EST August 22, 2020
OPENING SESSION SPONSOR – $4,500

- Five (5)* full conference registrations with access to all activities and workshops
- Two (2) buyers to participate in the Industry Group Matchmaker**
- One-half page (½) color ad in the Annual Meeting Program***
- One (1) full-page color ad in the 2019 Annual Report***
- Branded digital and print signage

* Additional attendee(s) – $395 per person
** Must have forecasted (within 24 months) or immediate opportunities
***High resolution ads must be received by 5pm EST August 14, 2020

HOSPITALITY SUITE SPONSOR – $2,500

- Three (3)* full conference registrations with access to all activities and workshops
- One (1) Booth in resource room
- One (1) buyer to participate in the Industry Group Matchmaker**
- One-half page (½) color ad in the Annual Meeting Program***
- Branded digital and print sign

* Additional attendee(s) – $395 per person
** Must have forecasted (within 24 months) or immediate opportunities
***High resolution ads must be received by 5pm EST August 14, 2020
INVOICES
Invoices may be requested, in writing, for the purchase of sponsorship packages only. Payments of invoiced sponsorship packages must be received by the Mid-States MSDC office no later than August 7, 2020. Invoices will not be issued for general registration fees.

CANCELLATIONS/REFUND POLICY
Requests for cancellations made in writing to Mid-States MSDC via email to denika.thomas@midstatesmsdc.org (remove postmarked) by August 9, 2020

TAX DEDUCTION
Attendance at the Mid-States MSDC Procurement Conference may be considered an educational expense. Educational expenses are generally tax-deductible as an ordinary and necessary business expense. Consult your tax advisor for additional information. Mid-States MSDC’s federal tax ID number is: 35-1466848.
DAY ONE - SEPTEMBER 9, 2020 VFAIRS VIRTUAL PLATFORM
Opening Session.................................................................8AM - 9AM
Corporate/Buyer Workshop..............................................9:15AM - 10:15AM
Diverse Supplier Workshop..............................................9:15AM - 10:15AM
Annual Meeting with Keynote Speaker Ron Sullivan, Jr.....10:30AM - 11:45PM
Hospitality Suite (networking)..........................................NOON – 1:30PM
Resource Room (exhibits)................................................NOON – 1:30PM

DAY TWO - SEPTEMBER 10, 2020 MYBUSINESSMATCHES VIRTUAL PLATFORM
Industry Group Matchmaking..........................................1PM-5PM

QUESTIONS AND ASSISTANCE

Contact Denika Thomas at Mid-States Minority Supplier Development Council
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