

July 20-22 | Premier Virtual Event



2020 BUSINESS OPPORTUNITY EXPO



Sponsorship &
Registration
Guide

MESSAGE FROM THE LEADERSHIP



Jacqueline D. Neal
President and CEO
*Ohio Minority Supplier
Development Council*



Elly Bradford
Chair, Ohio MSDC Board of Directors
Senior Manager, Purchasing-Procurement
Honda of America Mfg., Inc.



Christopher Che
MBEIC Chair, Ohio MSDC Board of Directors
President and CEO
Che International Group

It is our pleasure to invite you to join the Ohio Minority Supplier Development Council for the **2020 Business Opportunity Expo: LevelUp** presented virtually July 20-22.

The Business Opportunity Expo is Ohio's premier conference, bringing corporate executives, minority business owners and government officials together. The Business Opportunity Expo has a well-known distinction as a vehicle for developing relationships between minority businesses, corporations, and government agencies, and we're excited to present it in this new format.

The Business Opportunity Expo offers attendees an extraordinary procurement forum especially designed to maximize opportunities for growth. Through networking sessions, the Virtual Matchmaker and Trade Fair, this three half-day event for the region's supplier diversity community provides access to procurement opportunities and exceptional minority owned businesses.

To register for the **2020 Business Opportunity Expo: LevelUp**, please visit our website at OhioMSDC.org/BOE and take advantage of the Sponsorship & Registration offerings.

On behalf of the Board of Directors and staff of the Ohio MSDC, thank you for your continued support. We look forward to seeing you in July!

GENERAL INFORMATION

VBOE 2020 Online

For the most up-to-date information on the 2020 Business Opportunity Expo, including sponsorship and registration, visit www.OhioMSDC.org/VBOE.

Sponsorship Opportunities

As an Ohio MSDC-certified minority owned business or local corporate member, position your company for greater visibility with a strategic sponsorship at the 2020 Virtual Business Opportunity Expo.

Photographic Images & Video

Registration and virtual attendance at, or participation in, Ohio MSDC meetings and other activities constitute an agreement by the registrant to Ohio MSDC's use and distribution, both now and in the future, of the registrant or attendee's name, likeness, image, voice, comments and/or appearance in any and all media, including the Internet, for any purpose consistent with the Ohio MSDC's mission, without compensation.

Corporate Membership

Join corporations dedicated to minority supplier development and become an Ohio MSDC local corporate member. For more information, contact:

James Price

Director of Corporate Relations
jprice@ohiomsdc.org or (614) 225-6959

MBE Certification

When you become certified with the Ohio MSDC, you join the ranks of the most premier MBEs of our region. For more information, please contact:

Lynn Louis

Director of MBE Services
louis@ohiomsdc.org or (513) 687-0968

Terrell Knight

Associate Director of MBE Services
tknight@ohiomsdc.org or (216) 363-0004



2020 VIRTUAL BOE EVENT SCHEDULE

DAY 1 MONDAY, JULY 20th

- 9:00 AM** Opening Session
- 9:30 AM** General Session Kickoff featuring a Q&A with Walter Bond
- 10:45 AM** Corporate & MBE Training & Development Breakout 1
- 11:45 AM** Lunch featuring Corporate Panel
- 1:00 PM** Corporate & MBE Training & Development Breakout 2
- 1:45 PM** Recap of Day 1 & Overview of Day 2
- 2:00 PM** End of Day 1

DAY 2 TUESDAY, JULY 21st

- 9:00 AM** Welcome to Day 2
- 9:15 AM** Corporate & MBE Training & Development Breakout 1
- 10:15 AM** Corporate & MBE Training & Development Breakout 2
- 11:30 AM** Panel Discussion
- 12:30 PM** Networking Session | Matchmaking Session | Expo Trade Show
- 1:45 PM** Recap of Day 2 & Overview of Day 3
- 2:00 PM** End of Day 2

DAY 3 WEDNESDAY, JULY 22nd

- 9:00 AM** Welcome to Day 3
- 9:15 AM** Panel Discussion
- 10:15 AM** Corporate & MBE Training & Development Breakout
- 11:15 AM** Lunch & Entertainment
- 12:15 PM** Networking Session | Matchmaking Session | Expo Trade Show
- 1:45 PM** Recap of Virtual BOE
- 2:00 PM** End of Virtual BOE

2020 VIRTUAL BOE FEATURED SPEAKER

WALTER BOND

AUTHOR | SPEAKER | BUSINESS COACH

When Walter steps onto the stage, you can't miss him. It could be because he's 6'5 and stands out in a crowd, but it could also be because on the stage is where he feels at home.

As a nationally recognized public speaker, he commands the stage. He makes the entire audience, whether it's a small board room or a large conference venue, feel seen. People walk out of Walter's talks changed, motivated, and inspired. His principles are simple but powerful, his delivery is smooth, and he combines humor, tough love, and experience in a way that changes people.

Walter's third and most recently released book *SWIM!*, has picked up speed since its debut in July, and has become a staple for business people and students across the country. His easy-to-read professional development book combines lovable characters, relatable life lessons, and hard truths that help readers understand the power of leadership, mentoring, and next-level success.

Walter travels the country speaking, coaching, teaching, and inspiring companies across a wide range of industries, from financial services to agriculture and franchising to real estate and many more in between. At any given time, you can find Walter leading a mastermind class, offering one on one professional development, hosting book talks, and coaching hungry business leaders and entrepreneurs towards success.

While many know Walter Bond as a former NBA player, more and more people know Walter as a passionate and motivated speaker, author, and business coach with one goal: to help people see their full potential.

Walter graduated from the University of Minnesota and has been married to his wife and business partner Antoinette for nearly 30 years. They have three adult children.



SPONSORSHIP & REGISTRATION OPPORTUNITIES

SPONSORSHIP OPPORTUNITIES

There are a number of ways to promote your supplier diversity program or your products and services with by sponsoring the **2020 Business Opportunity Expo**.

For more information, contact Ohio MSDC Director of Corporate Relations James Price at jprice@ohiomcdc.org or (614) 225-6959.

Premier Sponsor - \$15,000 Corporate / \$7,500 MBE

- Designation as a Premier Sponsor of the 2020 Virtual BOE
- Sixteen (16) Individual Expo Registrations
- Single Booth at Virtual Expo
- Speaking Opportunity at the General Session
- Access to post-conference attendee list (excluding opt-outs)
- Company logo on the 2020 Virtual BOE website plus link to your website
- Company logo on all digital materials throughout the conference
- Company recognized as a sponsor in the Digital Program Book
- Two-page centerfold advertisement in Digital Program Book
- Logo Placement on Homepage Sponsor Banner
- Logo Placement on Session Banner Ad
- Logo Placement on Session Interstitial Ad
- Promotional/Marketing Materials distributed in Virtual BOE registration bag
- Prominent Placement on Virtual Expo floor

Platinum Sponsor - \$10,000 Corporate / \$5,000 MBE

- Designation as a Platinum Sponsor of the 2020 Virtual BOE
- Sixteen (16) Individual Expo Registrations
- Single Booth at Virtual Expo
- Speaking Opportunity at the Plenary Session
- Access to post-conference attendee list (excluding opt-outs)
- Company logo on the 2020 Virtual BOE website plus link to your website
- Company logo on all digital materials throughout the conference
- Company recognized as a sponsor in the Digital Program Book
- Full page advertisement in Digital Program Book
- Logo Placement on Homepage Sponsor Banner
- Logo Placement on Session Banner Ad
- Logo Placement on Session Interstitial Ad
- Promotional/Marketing Materials distributed in Virtual BOE registration bag
- Prominent Placement on Virtual Expo floor

Presenting Sponsor - \$7,500 Corporate / \$3,750 MBE

- Designation as a Presenting Sponsor of the 2020 Virtual BOE
- Eight (8) Individual Expo Registrations
- Single Booth at Virtual Expo
- Speaking Opportunity at the Plenary Session
- Access to post-conference attendee list (excluding opt-outs)
- Company logo on the 2020 Virtual BOE website plus link to your website
- Company logo on all digital materials throughout the conference
- Company recognized as a sponsor in the Digital Program Book
- Full page advertisement in Digital Program Book
- Logo Placement on Homepage Sponsor Banner
- Logo Placement on Session Banner Ad
- Logo Placement on Session Interstitial Ad
- Promotional/Marketing Materials distributed in Virtual BOE registration bag

Gold Sponsor - \$5,500 Corporate / \$2,750 MBE

- Designation as a Gold Sponsor of the 2020 Virtual BOE
- Four (4) Individual Expo Registrations
- Single Booth at Virtual Expo
- Company logo on the 2020 Virtual BOE website plus link to your website
- Company logo on all digital materials throughout the conference
- Company recognized as a sponsor in the Digital Program Book
- Half-page advertisement in Digital Program Book
- Logo Placement on Session Interstitial Ad
- Promotional/Marketing Materials distributed in Virtual BOE registration bag

Silver Sponsor - \$3,000 Corporate / \$1,500 MBE

- Designation as a Silver Sponsor of the 2020 Virtual BOE
- Four (4) Individual Expo Registrations
- Single Booth at Virtual Expo
- Company logo on the 2020 Virtual BOE website plus link to your website
- Company logo on all digital materials throughout the conference
- Company recognized as a sponsor in the Digital Program Book
- Half-page advertisement in Digital Program Book
- Logo Placement on Session Interstitial Ad
- Promotional/Marketing Materials distributed in Virtual BOE registration bag

Bronze Sponsor - \$750 (MBE Only)

- Designation as a Silver Sponsor of the 2020 Virtual BOE
- Four (4) Individual Expo Registrations
- Single Booth at Virtual Expo
- Company logo on all digital materials throughout the conference
- Company recognized as a sponsor in the Digital Program Book
- Logo Placement on Session Interstitial Ad
- Promotional/Marketing Materials distributed in Virtual BOE registration bag

REGISTRATION OPPORTUNITIES

MBE Registration	Early Bird Registration by June 15, 2020	Regular Registration After June 15, 2020
• One Day Registration	\$75	\$125
• Three Day Registration	\$150	\$200
• Three Day Registration w/ Virtual Expo Booth	\$350	\$400

Corporate Registration	Early Bird Registration by June 15, 2020	Regular Registration After June 15, 2020
• One Day Registration	\$150	\$200
• Three Day Registration	\$300	\$350
• Three Day Registration w/ Virtual Expo Booth	\$500	\$550

Non-Member Registration	Regular Registration
• One Day Registration	\$150
• Three Day Registration	\$450
• Three Day Registration w/ Virtual Expo Booth	\$650

Digital 2020 Business Opportunity Expo Official Program Book



Promote your supplier diversity program or your products & services with an ad in the **Digital 2020 Business Opportunity Expo Program Book**.

For more information, contact OMSDC Director of Marketing & Public Relations Aaron Powell Jr. at apowell@ohiomsdc.org or (614) 225-6959.

Advertisement Specifications

- | | |
|-----------------------------|-----------------------------|
| FULL PAGE AD - \$400 | HALF PAGE AD - \$200 |
| • 8.5"(w) x 11"(h) | • 8.5"(w) x 5.5"(h) |

Ad Submission Guidelines

- Please submit ready artwork by **July 15, 2020**
- 300 dpi .jpg or .pdf, high resolution logos or outlined .eps files.
- Extend bleed 1/8' beyond trim on all sides
- Keep live matter 1/4' inside trim dimensions on all sides.
- Ads can be emailed to marketing@ohiomsdc.org.
- If ad is too large to send via e-mail, e-mail apowell@ohiomsdc.org.



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A SPONSOR!

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