

**Welcome!**  
**2016 PROGRAM**

Wisconsin Center – 400 West Wisconsin Avenue  
Milwaukee, Wisconsin 53203

**DAY ONE**  
**Tuesday, April 5**

PROGRAM	TIME	ROOM
Pre-registration Check-in & On-site Registration	7:30 AM – 5:00 PM	Lobby
Kick-off Continental Breakfast	7:30 AM – 9:00 AM	Ballroom A/B
Supplier Diversity Professional Training Track	9:00 AM – 11:30 AM	101A
MBE Capacity Building Training Track	9:00 AM – 11:30 AM	101B
Opening Luncheon - Keynote Speaker	11:45 AM – 1:00 PM	Ballroom A/B
Supplier Diversity Professional Training Track	1:15 PM – 3:45 PM	101A
MBE Capacity Building Training Track	1:15 PM – 3:45 PM	101B
Opening Reception WI Supplier of the Year Class I-IV Awards Announced	4:00 PM – 6:00 PM	BR A/B Pre-function Area

**For Conference Support, Please Contact:**

Heather Olson at 414.847.6497 – [holson@northcentralmsdc.net](mailto:holson@northcentralmsdc.net)



North Central  
Minority Supplier  
Development Council

# CONNECT



**Welcome!**

## **2016 PROGRAM**

Wisconsin Center – 400 West Wisconsin Avenue  
Milwaukee, Wisconsin 53203

### **DAY TWO**

**Wednesday, April 6**

<b>PROGRAM</b>	<b>TIME</b>	<b>ROOM</b>
Pre-registration Check-in & On-site Registration	7:00 AM – 5:00 PM	Lobby
Welcome Continental Breakfast	7:00 AM – 8:30 AM	Ballroom A/B
Ribbon Cutting Ceremony	8:30 AM	Ballroom C/D
Trade Fair (Member and NMSDC MBE Access Only)	8:45 AM – 11:15 AM	Ballroom C/D
Buyers' Forum	9:00 AM – 11:00 AM	Ballroom C/D
Why You Should Get NMSDC MBE Certified and How to Do It! (for non-NMSDC Certified MBE firms)	9:30AM – 11:00 AM	Ballroom C/D
WI Corporation of the Year Award Luncheon - Keynote Speaker	11:30AM – 1:00 PM	Ballroom A/B
Trade Fair (Prospective Member and Prospective MBE Access Permitted)	1:15 PM – 3:45 PM	Ballroom C/D
Buyers' Forum	1:30 PM – 3:30 PM	Ballroom C/D
Closing Reception	4:00 PM – 6:00 PM	BR A/B Pre-function Area
Departure	6:00 PM	

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**April 5 - 6, 2016**

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## SPONSORSHIP LEVELS

WBOF Sponsorship highlights Corporate Member commitment to your supplier diversity processes and your commitment to discovery and sourcing from a diverse supplier base. For NMSDC MBE firms, sponsorship provides branding, recognition and enhanced visibility for your company's products or services.

### PLATINUM

- **Platinum Sponsor** status, along with logo, on official communication materials and online, with prominent on-site exterior & interior event signage
- Double page color ad in the 2016 WBOF official program or option for back-page cover
- 1 Table (10) at each seated event, front and center table placement
- Private "Meet & Greet" with the Awards Luncheon Keynote Speaker
- Buyers' Forum (unlimited buyers/sourcing professionals or MBE representative attendees)
- 20' x 20' exhibit booth
- Full Conference Registration (Up to 10 Packages)

<input type="radio"/> Corporate Member	<b>Price \$10,000</b>
<input type="radio"/> Government/Non-Profit Member	<b>Price \$5,000</b>
<input type="radio"/> NMSDC Certified MBE	<b>Price \$5,000</b>

### SILVER

- **Silver Sponsor** status, along with logo, on official communication materials and online, with primary on-site exterior & interior event signage
- Full-page color ad in the 2016 WBOF official program
- Buyers' Forum (unlimited buyers/sourcing professionals or MBE representative attendees)
- 10' x 10' exhibit booth
- Full Conference Registration (Up to 6 Packages)

<input type="radio"/> Corporate Member	<b>Price \$5,000</b>
<input type="radio"/> Government/Non-Profit Member	<b>Price \$2,500</b>
<input type="radio"/> NMSDC Certified MBE	<b>Price \$2,500</b>

### PARTNER

- **Partner Sponsor** status, in official communication materials and online, with on-site exterior & interior event signage
- Quarter-page color ad in the 2016 WBOF official program
- Buyers' Forum ((unlimited buyers/sourcing professionals or MBE representative attendees)
- 10' x 10' exhibit booth
- Full Conference Registration (Up to 2 Packages)

<input type="radio"/> Corporate Member	<b>Price \$2,500</b>
<input type="radio"/> Government/Non-Profit Member	<b>Price \$1,250</b>
<input type="radio"/> NMSDC Certified MBE	<b>Price \$1,250</b>

### GOLD

- **Gold Sponsor** status, along with logo, on official communication materials and online, with dominant on-site exterior & interior event signage
- Preferred full-color ad placement in the 2016 WBOF official program
- First & second center row seating at seated events
- Private "Meet & Greet" with the Awards Luncheon Keynote Speaker
- Buyers' Forum (unlimited buyers/sourcing professionals or MBE representative attendees)
- 10' x 20' exhibit booth
- Full Conference Registration (Up to 8 Packages)

<input type="radio"/> Corporate Member	<b>Price \$7,000</b>
<input type="radio"/> Government/Non-Profit Member	<b>Price \$3,500</b>
<input type="radio"/> NMSDC Certified MBE	<b>Price \$3,500</b>

### BRONZE

- **Bronze Sponsor** status, along with logo, on official communication materials and online, with secondary on-site exterior & interior event signage
- Half-page color ad in the 2016 WBOF official program
- Buyers' Forum (unlimited buyers/sourcing professionals or MBE representative attendees)
- 10' x 10' exhibit booth
- Full Conference Registration (Up to 4 Packages)

<input type="radio"/> Corporate Member	<b>Price \$3,500</b>
<input type="radio"/> Government/Non-Profit Member	<b>Price \$1,750</b>
<input type="radio"/> NMSDC Certified MBE	<b>Price \$1,750</b>

SPONSORSHIP REGISTRATION ONLINE AT  
[www.northcentralmsdc.net](http://www.northcentralmsdc.net)

Or for an invoice, complete this form and email to  
Heather Olson at [holson@northcentralmsdc.net](mailto:holson@northcentralmsdc.net):

Name: \_\_\_\_\_

Company: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone Number: \_\_\_\_\_

**For Questions:**

Please call Heather Olson at 414-847-6497

**April 5 - 6, 2015**

Wisconsin Center – 400 West Wisconsin Avenue  
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## Advertising, Speaker Sponsor and Event Component Sponsorship Opportunities

Your company has a great brand story to share. Advertising in the WBOF 2016 Program and sponsoring event components is a great way to heighten your company's visibility and provides you another opportunity to make the right business connections.

Advertising Opportunities (Package Benefits Below)	FEE
Full-page (Color 7"x10")	○ \$700.00
Half-page (Color 7"x10")	○ \$350.00
Sponsorship Opportunities (Package Benefits Below)	FEE
Day One Opening Luncheon with Keynote Speaker (One Available)	○ \$1,500.00
Day Two Wisconsin Corporation of the Year Award Luncheon with Keynote Speaker (One Available)	○ \$2,250.00
Day One MBE Capacity Building Training Track Sponsor (Multiple Available)	○ \$1,000.00
Day One Wisconsin Supplier of the Year Class I-IV Awards Opening Reception Sponsor (Multiple Available)	○ \$1,000.00
Day One Supplier Diversity Professional Training Track Sponsor (Multiple Available)	○ \$1,000.00
Day Two Closing Reception Sponsor (Multiple Available)	○ \$1,000.00

### Ad & Sponsorship Package Benefits:

- **Full-page color Ad purchasers** receive two (2) Full Conference Registrations. Each Full Conference Registration includes Day One and Day Two program access, including trainings, luncheons, receptions, and trade fair walk thru. Buyer's Forum and Exhibitor Booths are not included.
- **Speaker Sponsors** receive two (2) Full Conference Registrations (see Full Conference offering details under Full Page Ad above), event recognition & prominent signage at the Luncheon, 2016 WBOF Official Program Recognition, and private "Meet & Greet" with the Luncheon Keynote Speaker.
- **MBE Capacity Building Training Track, Supplier Diversity Professional Training Track, Day One Opening Reception and Day Two Closing Reception Sponsors** receive two (2) Full Conference Registrations (see Full Conference offering details under Full Page Ad above), event recognition & prominent signage at the training sessions and receptions, plus 2016 WBOF Official Program Recognition.

ADVERTISING & SPONSORSHIP REGISTER ONLINE AT  
[www.northcentralmsdc.net](http://www.northcentralmsdc.net)

Or for an invoice, complete this form and email to  
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### LOGOS DUE IMMEDIATELY

Required format: Adobe Illustrator EPS Vector File

### ADS DUE FRIDAY, MARCH 18, 2016

Camera Ready, High Resolution PDF or JPEG (300 DPI) Files, CMYK Prepared  
Full-page live area is 8" x 11" – Add .25" Bleed • Half-page horizontal live area is 8" x 5" - No Bleed

Files must be transmitted to [holson@northcentralmsdc.com](mailto:holson@northcentralmsdc.com) Cc: [rob@gcomparters.com](mailto:rob@gcomparters.com)

## April 6, 2016

Wisconsin Center – 400 West Wisconsin Avenue, Milwaukee, Wisconsin 53203

### WBOF Trade Fair Exhibitor

**Exhibitor Booth Space Registration:** On Wednesday, April 6th, world-class corporations and minority business enterprises will showcase their companies and welcome exploratory conversation between sourcing executives and those who want to do business with them.

### Reserve Your Company Space Now!

CLASSIFICATION	EARLY REGISTRATION (Eff. Until March 18, 2016)	REGULAR FEE
Corporate Member	○ \$850.00	○ \$1,000.00
Government/Non-profit Member	○ \$450.00	○ \$500.00
Certified NMSDC MBE	○ \$450.00	○ \$500.00

#### Trade Fair Exhibitor Benefits:

- Exhibitor Booth Fees include standard 10' X 10' space, two (2) Full Conference Registrations (Each Full Conference Registration includes full Day One and Day Two program access, including trainings, luncheons, and receptions), and an option for Corporate and Government Members to have a Buyers' Forum Engagement Table and for MBE firms to have two (2) Buyers' Forum admissions.

**TRADE FAIR EXHIBITOR REGISTER ONLINE AT**  
[www.northcentralmsdc.net](http://www.northcentralmsdc.net)

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#### For Questions:

Please call Heather Olson at 414-847-6497

#### For Conference Support, Please Contact:

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## April 5 - 6, 2016

Wisconsin Center – 400 West Wisconsin Avenue, Milwaukee, Wisconsin 53203

### Full Conference Registration Options

Full Conference Registration: Get full two (2) day conference access at one great rate.

**Select Now!**

CLASSIFICATION	EARLY REGISTRATION (Eff. Until March 18, 2016)	REGULAR FEE
Corporate Member	<input type="radio"/> \$190.00	<input type="radio"/> \$210.00
Government/Non-profit Member	<input type="radio"/> \$90.00	<input type="radio"/> \$100.00
Certified NMSDC MBE	<input type="radio"/> \$90.00	<input type="radio"/> \$100.00

#### Full Conference Benefits:

- Full Conference Registration includes Day One and Day Two Program access, including trainings, luncheons, receptions and a trade fair walk thru pass. MBE firms additionally receive one (1) Buyers' Forum admission.

- Trade Fair Exhibitor Packages sold separately and include two (2) Full Conference Registrations. Please go to the exhibitor registration for this option.

WBOF FULL CONFERENCE REGISTER ONLINE AT  
[www.northcentralmsdc.net](http://www.northcentralmsdc.net)

Or for an invoice, complete this form and email to  
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#### For Questions:

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## April 6, 2016

Wisconsin Center – 400 West Wisconsin Avenue, Milwaukee, Wisconsin 53203

# Buyers' Forum Only

**Buyers' Forum Registration:** The ever-popular Buyers' Forum is designed specifically to bring valued corporate members and NMSDC MBEs to the same table to share, listen and initiate sustainable business partnerships. Matchmaker sessions will be pre-scheduled, between sourcing executives and NMSDC MBEs, with schedules provided in advance.

## Reserve Your Seats Now!

CLASSIFICATION	FEE	BENEFITS
Corporate Member	<input type="radio"/> \$500.00	Includes a piped and draped Engagement Table in the Trade Fair hall and Two (2) Full Conference Registrations (Each Full Conference Registration includes full Day One and Day Two program access, including trainings, luncheons, receptions, and trade fair walk thru.) and allows unlimited buyer/sourcing representative access at your Engagement Table for the Buyers' Forum.
Government/Non-profit Member	<input type="radio"/> \$250.00	Same as above.
Certified NMSDC MBE	<input type="radio"/> \$50.00	Includes prescheduled matchmaker sessions with Corporate Member buyer/sourcing professionals and one (1) Trade Fair walk thru pass, one (1) Day Two Wisconsin Corporation of the Year Awards Luncheon pass, and one (1) Day Two Closing Reception pass.

### Buyers' Forum Notes:

- Trade Fair Exhibitor packages and Full Conference Registrations are sold separately and do include Buyers' Forum admission.
- Corporate Members and Government/Non-profit Members – Trade Fair Exhibitor Booth purchases do include a Buyers' Forum Engagement Table in your exhibit space. If you additionally wish to have an exhibit booth space, please go to the Exhibitor registration.
- NMSDC MBE Firms - Please see Trade Fair Exhibitor, Full Conference and Individual Program Purchase Options for broader conference involvement.

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## Individual Program Purchase Options

Individual Program Registration: Individual program registration provides flexibility to members of your organization that require access to select training, meals, official WBOF receptions and non-exhibitor trade fair walk-thru privileges that fit their schedule.

**Select Now!**

Program Event	Corporate Member	Government Member/ Non-Profit	Certified NMSDC MBE
Supplier Diversity Professional Training Track – <b>Full Day</b>	[ ] \$120.00	[ ] \$60.00	[ ] N/A
Supplier Diversity Professional Training Track – <b>Half Day</b>	[ ] \$75.00	[ ] \$40.00	[ ] N/A
MBE Capacity Building Training Track – <b>Full Day</b>	[ ] N/A	[ ] N/A	[ ] \$60.00
MBE Capacity Building Training Track – <b>Half Day</b>	[ ] N/A	[ ] N/A	[ ] \$40.00
Day One Opening Luncheon with Keynote Speaker	[ ] \$50.00	[ ] \$40.00	[ ] \$40.00
Day Two Wisconsin Corporation of the Award Luncheon	[ ] \$60.00	[ ] \$50.00	[ ] \$50.00
Trade Fair Non-Exhibitor Walk Thru Pass	[ ] \$150.00	[ ] \$75.00	[ ] \$75.00
Day One Wisconsin Supplier of the Year Class I-IV Awards Opening Reception	[ ] \$30.00	[ ] \$20.00	[ ] \$20.00
Day Two Closing Reception	[ ] \$30.00	[ ] \$20.00	[ ] \$20.00

**Note:**

- Individual Tickets will be available at the North Central MSDC Wisconsin Business Opportunity Fair during the entire event.
- Meals and receptions included for Supplier Diversity Professional Training, MBE Capacity Building Training and Trade Walk-thru registrants.

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