

**TiECon2009**  
*Midwest*

October 23-24, 2009  
The Ritz-Carlton, Dearborn, MI



**THE INNOVATIVE  
ENTREPRENEUR**

*DARE To Explore ...*

*Exhibitor Package*



# BECOME AN EXHIBITOR AT TiE20 MIDWEST INDUSTRY AWARDS 2009 REACH KEY DECISION MAKERS!

## *TiE20 Midwest Industry Awards 2009: The Theme*

History tells us that in every economic downturn a new group of corporate giants is born. Microsoft, MTV, HP, Disney, CNN, IBM, Proctor & Gamble... in fact 16 of the Dow Jones 30 companies were launched during a recession or depression. It takes a truly INNOVATIVE entrepreneur to launch and grow a business in the current economic climate. TiE20 Midwest is just the stimulus needed to jumpstart INNOVATIVE entrepreneurs and pull us out of this recession. On October 23rd and 24th, TiE Detroit presents the state's largest conference on entrepreneurship: TiE20 Midwest Industry Awards 2009 for the INNOVATIVE Entrepreneur. Celebrating the extraordinary person who thinks creatively, innovatively and resourcefully to create his or her own future despite economic downturns and uncertainties. Over 1,000 participants will engage in a rich dialogue with entrepreneurs, venture capitalists, industry executives, and thought leaders in two action-packed days at TiE20 Midwest Industry Awards 2009.

## *TiE20 Midwest Industry Awards 2009: Major Attractions*

### *TiE20 Midwest Industry Awards*

**The 20 hottest startups will take the spotlight.** This year's TiECon will host the first annual showcase of 20 of the most promising startups. This year's focus segments are: Cleantech, Wireless, Software, Life Sciences and Media (incl. Entertainment) Industries. The 20 companies will be selected from hundreds of emerging start-ups after a rigorous screening process that includes reviews from industry experts as well as voting by the wider segment community. Attendees will receive a brief overview of the focus segment, and learn how the TiE20 Midwest Industry Awards companies address needs in that industry.

### *PowerConnect*

**Power Networking with a Segment Focus.** TiE20 Midwest Industry Awards 2009 introduces a premium networking session, PowerConnect, to facilitate meetings with industry experts. PowerConnect participants have the opportunity to spend up to two hours over lunch with 20 other relevant entrepreneurs, industry leaders, and VCs with a similar background and interest in their segment area. The sessions will include intense interaction at a small group level, as well as interactive panels with leading industry experts in that segment. PowerConnect attendees will "deep dive" on relevant topics and walk away with newfound insight from focused discussions on a particular technology area, as well as 20+ relevant connections in their area of interest.

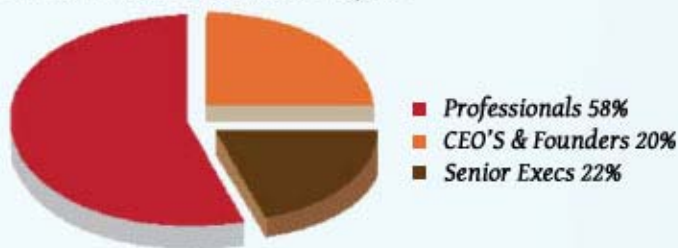
### *Business Bootcamp*

**Starting a company. Running a company.** Taking it to the next level. Even the most innovative entrepreneur needs to consider the practical aspects of managing a company such as funding, legal issues, building teams, scaling sales and creating hype through PR campaigns. This year's TiE20 Midwest Industry Awards will offer two bootcamps focused on these key areas. These interactive bootcamps will require attendee participation and provide hands-on experience. Our workshop leaders are experts in their fields and will offer battle-tested tips to give a venture its greatest chance for success. Additional attractions of TiE20 Midwest Industry Awards 2009 include keynote speeches by renowned speakers/leaders and specific programs to drive traffic to the exhibits area - details available after July 31, 2009.

### *Who Will Attend TiE20 Midwest Industry Awards?*

TiE20 Midwest Industry Awards 2009 attendees will include more than 1,000 people from across the world bringing together a complete ecosystem for accelerating the full cycle of a company's development: from funding to launch, growth and success. Attendees span the spectrum from CEOs of mature companies to first time entrepreneurs creating new companies, financial market experts, government policy makers, eminent personalities from academics and media.

### *TiECon 2008 Attendees Profile*



Dr. Roger Newton



Jennifer Granholm  
Governor of Michigan



# EXHIBITS AND DISPLAYS

## Why Exhibit at TiE20 Midwest Industry Awards 2009?

As an Exhibitor at TiE20 Midwest Industry Awards 2009, you can:

- Showcase your products and services to nearly 1,000 attendees
- Generate sales leads and business development opportunities
- Raise capital by evangelizing products/services and business plans to venture capitalists
- Scout for talent to add to your employee pool
- Build mindshare through your association with TiECon, and other prominent sponsors
- Have company employees participate, learn and network using TiECon passes included in the exhibit package

## What Do You Get As An Exhibitor?

Exhibitor Package	Description
Booth Size (Double Booths Available At Addn'l Cost)	6" x 10"
Number of Booths Available	18
Conference Passes Included (\$300 value)	2
Raffle (Every Hour)	Included
Exhibitor Summary on the Website	Included
Listing of Exhibiting Companies in TiECon Material	Included
<b>Price</b>	<b>\$1,500</b>

*Note: Exhibitor Packages Are Also Included in Other Sponsorship Options*

## Early Bird Specials

We encourage you to register early in order to increase your chances of being included in our TiE20 Midwest Industry Awards 2009 marketing materials package and choose an optimal booth location.

### Exhibitors who sign-up early will:

- Get to Choose Booth Location (from list of booths available)
- Two Passes (\$100 value) to Dinner Gala Event on the 24th of October for Exhibitors Registering Before August 15, 2009
- Be Able to Influence Who Occupy Neighboring Booths

## How to Sign-up?

Online: Please visit the TiE20 Midwest Industry Awards 2009 website at [www.tieconmidwest.org](http://www.tieconmidwest.org)

Call us today (248) 254-4013 | [nicole.raymond@detroit.tie.org](mailto:nicole.raymond@detroit.tie.org) | [www.tieconmidwest.org](http://www.tieconmidwest.org)

## About TiE and TiE20 Midwest Industry Awards

TiE is a global, not-for-profit, non-political, and non-religious organization dedicated to fostering entrepreneurs across its international network. Since its founding in 1992, TiE has grown to become the world's largest organization for entrepreneurs and professionals, with membership spread across 53 chapters in 12 countries. Membership includes over 1,800 experienced entrepreneurs and business executives as Charter Members, and over 12,000 aspiring entrepreneurs and professionals as Members. Top Venture Capital firms, Fortune 500 corporations, and professional service providers are among TiE sponsors.

