

TiECON 2010

Midwest

The Henry (formerly The Ritz Carlton), Dearborn, MI
October 28 - October 29, 2010



business karma 3.0

Create. Connect. Collaborate.

Michigan's largest conference for Entrepreneurs



Exhibitor Package

BECOME AN EXHIBITOR AT TiE20 MIDWEST INDUSTRY AWARDS 2010 REACH KEY DECISION MAKERS!

Creating a business is no joke. As an entrepreneur, it is important to realize that you cannot succeed in business unless you develop the intellect which controls your body and mind. For those professionals who wish to start a business -the biggest hurdle does not seem to be lack of enthusiasm, the economy or poor ideas. It is the fear that stops them. Who says fear cannot be positive? Concentration and focus towards your product, consistency in networking and follow-up along with cooperation with the actionable passionate mind is what **Business Karma 3.0** is all about (Create, Connect and Collaborate your current business life to determine your future stake in success). With the digital world providing a multitude of opportunities, we are no longer manipulating consumers to collaborate, but using their input to build dream products. It is no longer the theory of conquest.

As the late C.K Prahalad (TiE Charter Member and one of the greatest business strategist thinkers the world has ever produced) mentioned "the quest is to develop a capitalism that puts the individual at the center of the universe, placing employees and customers first so that they can benefit shareholders". This is a lofty if improbable goal. But if it is attained, business leaders may find that a country's biggest impact on the global economy may be on the way executives think.

It therefore becomes imperative to take the innovative streak in you (that was more pronounced in TiECon 2009 - The Innovative Entrepreneur) to the next level of creating, connecting and collaborating with the right set of people to attain success and profit without compromising your focus on Talent, Ideas and Enterprise (that will be pronounced in TiECon 2010 - Business Karma 3.0 - Create, Connect and Collaborate).

Sharing the notes by a popular entrepreneur - "That's how the world works today. Everyone is out for themselves and they take advantage while the going is good. And nearly every entrepreneur does this. For a while, you do see the dividends. But, running a business this way only creates a challenging, stressful environment where you are cultivating disharmony and a sense of battle between your own staff, your own clients and your own people. Business Karma shows you how to turn your focus outward. You build your business not with an intimidating client base that always is in search of a better deal, but upon the relationships cultivated with a consistent, devoted client-base that will often even pay a bit more for the pleasure of having to work with you".

Business Plan Competition

Where dreams become reality!

As a testament to TiE's mission to promote entrepreneurship, a business plan competition is being organized to coincide with TiECon Midwest. TiE envisions the business plan competition to act as a platform for aspiring entrepreneurs, including both seasoned professionals and students, to turn great ideas and dreams into high quality business plans and eventually into successful businesses.

The Competition is aimed at:

- Promoting entrepreneurship in the Midwest across a broad spectrum of sectors
- Stimulating business development and consequent employment in the region
- Providing support for business ideas and plans
- Encouraging entrepreneurs with startup seed money and other benefits
- Providing entrepreneurs with a platform to be seen and heard

Win fabulous prizes. Sponsor the event and increase your publicity two-fold with TiECon Midwest 2010

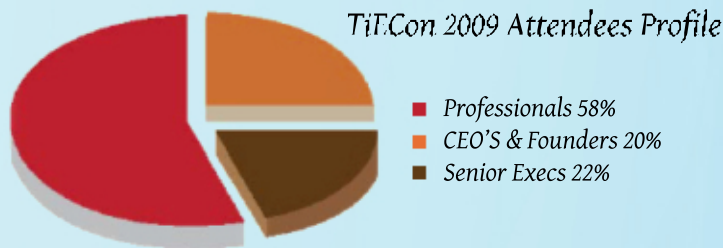
Business Minds at Work - Network and Collaborate

Extreme Power Connect represents TiE's mission and philosophy of advancing the cause of entrepreneurship through education, networking and mentoring by those who have made the journey. During this 90 minute session, you will have the opportunity to interact with business specialists, including:

- A funding expert
- A successful entrepreneur with rich experience in the trenches
- A coach/ consultant with a variety of functional expertise

Who Will Attend TiE20 Midwest Industry Awards?

TiE20 Midwest Industry Awards 2010 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.



Rick Snyder
Republican candidate, Governor of MI



Tony Hsieh, CEO - Zappos,
TiECon Silicon Valley 2009



Dr. Roger Newton
Lipitor Co-Discoverer



Josh Linkner, Founder/CEO ePrize

EXHIBITS AND DISPLAYS

Why Exhibit at TiE20 Midwest Industry Awards 2010?

As an Exhibitor at TiE20 Midwest Industry Awards 2010, 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?

TiECon Midwest 2010 features various networking and knowledge sharing activities throughout the two-day event; including Extreme Power Connect; multiple content sessions that allows interaction with industry expertise including information technology, healthcare cleantech, financial consultants, legal experts, and emerging businesses. In addition, the vibrant conference proudly presents the TiE 20 Industry awards, motivational and inspirational keynote speakers who share their success stories and the annual much acclaimed Business Plan Competition.

Exhibitor Package	Description
Booth Size (Double Booths Available At Addn'l Cost)	6" x 10"
Number of Booths Available	30
Conference Passes Included (\$150 value)	1
Raffle (Every Hour)	Included
Exhibitor Summary on the Website	Included
Listing of Exhibiting Companies in TiECon Material	Included
Price	\$750



Note: Exhibitor Packages Are Also Included in Other Sponsorship Options. Exhibitor presentations will take place at the innovation alley on a timely basis throughout the conference duration. Screen will be available for running slide shows- additional charges apply.

Early Bird Specials

We encourage you to register early in order to increase your chances of being included in our TiE20 Midwest Industry Awards 2010 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, 2010
- 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

For more information about TiECon Midwest 2010, please contact **Jessica Matthews** at TiE Detroit (248) 254-4013 or Jessica@tieconmidwest.org

About TiE

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.