

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



Sponsorship Package

SPONSORSHIP PACKAGE

TiE20 MIDWEST INDUSTRY AWARDS 2010

Business Karma 3.0

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



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

BE A SPONSOR AT TiE20 Midwest Industry Awards!

TiE20 Midwest Industry Awards is a once-a-year, high-impact, focused event to highlight your company's products and services to an influential & professional audience.

Top 5 reasons to sponsor TiE20 Midwest Industry Awards:

- Engage with global attendees at TiE20 Midwest Industry Awards – the state's largest conference for entrepreneurs.
- Promote your company's brand, message, products, and services to your target audience.
- Leverage TiE20 Midwest Industry Awards marketing activities to a focused target audience from Detroit and around the globe.
- Attract and recruit the best talent in your industry.
- Interact with world renowned business leaders and entrepreneurs.



Sponsorship Type	Grand	Platinum	Gold	Silver	Bronze
Sponsorship Fee	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500
Full Conference Passes	20	12	10	5	4
Entertainment Passes	20	12	10	5	4
Entertainment Sponsorship	Opening Reception	Thu or Fri	NA	NA	NA
Booth Space	Best	Premium	Superior	Standard	NA
Stage Logo	Yes	NA	NA	NA	NA
Banner Logo	Yes	Yes	Yes	Yes	Yes
Attendee Badges Logo	Yes	NA	NA	NA	NA
Listing in Program Guide	Yes	Yes	Yes	Yes	Yes
Media Event Logo	Yes	Yes	NA	NA	NA
USB Drive - Logo on URL	Yes	Yes	Yes	NA	NA
Live Stream of TiECon Sponsors	Yes	Yes	Yes	NA	NA
TiE20 Midwest/PowerConnect Event Logo	Yes	Yes	Yes	NA	NA
Attendee Passes to PowerConnect	2	1	1	NA	NA
Logo Placement (TiECon)	Back Cover	Inside Cover	Full Page	Half Page	Qtr. Page
Speaking Opportunity	Yes	Yes	Yes	NA	NA

Exhibitor Package: \$750

- Listing in Program
- 2 Conference Passes
- Standard Booth (6x10)
- Raffle (every hour)
- Website Summary
- Listing in Brochure

TiE Global Exchange: \$10,000

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



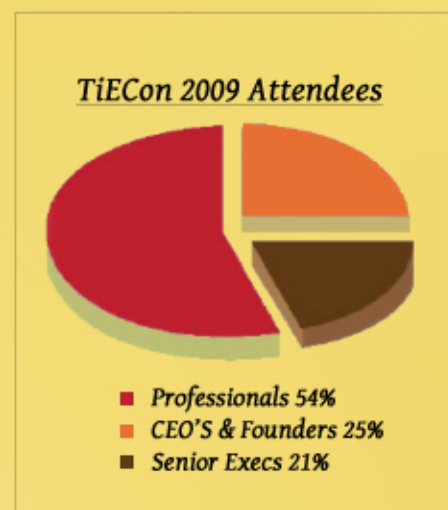
The number of sponsorships available is limited, so please contact us soon if you would like to join the elite group of companies sponsoring TiE20 Midwest Industry Awards. Suites are available at The Henry (formerly The Ritz Carlton), Dearborn for or our Annual Sponsors to rent during TiE20 Midwest Industry Awards 2010.

Who will attend TiE20 Midwest Industry Awards 2010?

TiE20 Midwest Industry Awards 2010 attendees will include more than 1,000 intellectuals 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 entrepreneurs creating new companies to financial market experts to government policy makers to eminent personalities from academics and media.

TiE20 Midwest Industry Awards is ideal for:

- The ENTREPRENEUR, Who just had a flash of a billion dollar idea
- INTRAPRENEURS in multinationals, focused on new corporate initiatives
- STARTUPS & EARLY STAGE COMPANIES developing a viable business model
- INVESTORS and CORPORATE EXECUTIVES
- PROFESSIONALS offering legal, financial, marketing, engineering services
- SOCIAL ENTREPRENEURS looking to make a world of difference



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.

"Given the exceptional quality of industry experts and leadership, TiE has provided me a platform for one of my acquisitions. A powerhouse of talent, ideas and business skills, the quality of entrepreneurship is at its high. I highly encourage all entrepreneurial fraternity to consider utilizing TiE for all their future networking avenues. If you wish to grow or expand your business thinking and practice, TiE is beneficial and valuable. A "must" for the entrepreneur in you!"

Tel K. Ganesan

President & CEO, Vision Tech Solutions, Farmington Hills, MI

"The extensive array of networking events at TiE enabled me to interact with aspiring entrepreneurs in the entertainment industry and film making leading to the production of our maiden Hollywood feature film " The Art of Power". TiECon Midwest 2009 focused on the theme of being innovative; and the diverse range of speakers and content sets helped me understand the synergy of talent, ideas and enterprise which is the founding emblem of TiE. I look forward to an equally exciting TieCon Midwest 2010."

Mohan Yellapantula

Producer, First Element Entertainment

"The Alley has shared many programming activities with TiE and has found them to be a valued partner. Our shared programming has provided mutual benefits to the members of both organizations."

Ken Rogers

Executive Director, Automation Alley-Troy, Michigan

"Through the sharing of programmatic events, TechTown and TiE are forging a collaborative relationship that provides TechTown with access to a larger, international audience of entrepreneurs. TiE's broad global reach is an excellent resource for TechTown's Soft Landings program, established to provide small and mid-sized companies with opportunities for business exploration in North America."

Nancy Cappola

Director, TechTown's Soft Landing Program

"TiE is a great platform for budding and established entrepreneurs. Paul and I met at the TiECon Midwest 2008 in Detroit and since then have gone on to form a company in renewable energy generation. We look forward to TiECon Midwest 2009. This will truly be a rewarding experience!"

Dr. Chirinjeev Kathuria

Chairman, Planetspace

TIECON MIDWEST 2009 SPONSORS & EXHIBITORS

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Northwestern Mutual
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