

WHERE WILL YOUR NEXT LEVEL GROWTH COME FROM?

Don't focus on your competitors, make the SHIFT to innovation.

Make plans to attend the 2018 Economic Development Forum,
June 19-21 at the all new Guest House at Graceland
& Elvis Presley's Memphis Entertainment Complex

**NEW
VENUE!**



EDF 2018

THE MMBC CONTINUUM 2018
**ECONOMIC
DEVELOPMENT FORUM**

JUNE 19-21 | Memphis, TN

BEYOND PARITY

THE NEW REALITY FOR M/WBE GROWTH: Innovative Strategies Shifting Supply to Meet Market Demand

Learn first-hand how to make the SHIFT!

- **HOW** to move beyond your competition to experience new growth opportunities
- **FOCUS** on growth through nondisruptive creation
- **LEARN** Blue Ocean SHIFT's five-step process to move from red competitive oceans to blue oceans
- **BUILD** people's confidence to impact your growth strategy
- **HOW** to build and shape your growth strategy in your favor

HEAR **RENÉE MAUBORGNE**,
CO-AUTHOR OF THE NEW YORK TIMES
BEST SELLER *BLUE OCEAN SHIFT* AT THE
2018 EDF ON JUNE 21!



Make plans to attend! For more information call (901) 525-6512

The MMBC Continuum is the economic accelerator for stage II M/WBEs



**NEW
VENUE!**

11TH ANNUAL CONFERENCE

**NEW 2018 DATES!
PLAN
EARLY!**

EDF 2018

JUNE 19-21

THE MMBC CONTINUUM | ECONOMIC DEVELOPMENT FORUM | MEMPHIS, TN

BEYOND PARITY

THE NEW REALITY FOR M/WBE GROWTH: Innovative Strategies Shifting Supply to Meet Market Demand

Guest House at Graceland & Elvis Presley's Memphis Entertainment Complex
One of the hottest tourist attractions in the Mid-South featuring new exhibits!



The EDF is the Mid-South's largest economic development conference that convenes major corporations, public sector agencies, scalable minority and women-owned business enterprises, community partners and a host of other stakeholders. The conference provides great exposure to national thought leaders, networking, and access to supplier diversity, procurement opportunities, and economic inclusion best practices.

SPONSORSHIP PACKAGES

HOST - \$50,000

- 25 Tickets to each of the following EDF events:
Business Reception, Power Breakfast, Continental Breakfast, Luncheons & Seminars
- 25 tickets to the Blue Ocean SHIFT In Action Workshop*
- Video Ad
- Full Page Digital Color Ad
- 2 – 10 x 10 Exhibit Booths

PLATINUM - \$25,000

- 20 Tickets to each of the following EDF events:
Business Reception, Power Breakfast, Continental Breakfast, Luncheons & Seminars
- 20 tickets to the Blue Ocean SHIFT In Action Workshop*
- Full Page Digital Color Ad
- 1 – 10 x 10 Exhibit Booth

DIAMOND - \$15,000

- 15 Tickets to each of the following EDF events:
Business Reception, Power Breakfast, Continental Breakfast, Luncheons & Seminars
- 15 tickets to the Blue Ocean SHIFT In Action Workshop*
- Full Page Digital Color Ad
- 1 – 10 x 10 Exhibit Booth

GOLD - \$10,500

- 10 Tickets to each of the following EDF events:
Business Reception, Power Breakfast, Continental Breakfast, Luncheons & Seminars
- 10 tickets to the Blue Ocean SHIFT In Action Workshop*
- Half Page Digital Color Ad
- 1 – 10 x 10 Exhibit Booth

SILVER - \$5,500

- 5 Tickets to each of the following events:
Business Reception, Power Breakfast, Continental Breakfast, Luncheons & Seminars
- 5 tickets to the Blue Ocean SHIFT In Action Workshop*
- Quarter Page Digital Color Ad
- 1 – 10 x 10 Exhibit Booth

BRONZE - \$3,500

- 3 Tickets to each of the following events:
Business Reception, Power Breakfast, Continental Breakfast, Luncheons & Seminars
- 3 tickets to the Blue Ocean SHIFT In Action Workshop*
- Quarter Page Digital Color Ad
- 1 – 10 x 10 Exhibit Booth

* Includes three months access to the Blue Ocean 101 and Blue Ocean Studio online suite of services.

The EDF is produced by The MMBC Continuum, the economic accelerator for stage II M/WBEs



MMBC CONTINUUM | 2018 ECONOMIC DEVELOPMENT FORUM | REGISTRATION FORM

SPONSORSHIP PACKAGES

HOST - \$50,000 PLATINUM - \$25,000 DIAMOND - \$15,000 GOLD - \$10,500 SILVER - \$5,500 BRONZE - \$3,500

For other sponsorship opportunities and conference packages contact Doris Gordon at The MMBC Continuum.

FULL CONFERENCE PACKAGES

<input type="checkbox"/> M/WBE SUPPLY/DEMAND GROWTH PACKAGE <ul style="list-style-type: none"> • 2 - Business Reception Tickets (Tuesday) • 2 - Power Breakfast Tickets (Wednesday) • 2 - Luncheon Tickets (Wednesday & Thursday) • 2 - Continental Breakfast Tickets (Thursday) • 2 - Blue Ocean SHIFT In Action Workshop (Thursday) • Exhibit Hall Entry (Wednesday) • Seminars (Wednesday & Thursday) • Half Page Digital Color Ad • 1 - 10 x 10 Exhibit Booth Space 	<input type="checkbox"/> FULL CONFERENCE M/WBE REGISTRATION <ul style="list-style-type: none"> • 1 - Business Reception Ticket (Tuesday) • 1 - Power Breakfast Ticket (Wednesday) • 1 - Luncheon Ticket (Wednesday & Thursday) • 1 - Continental Breakfast Ticket (Thursday) • 1 - Blue Ocean SHIFT In Action Workshop (Thursday) • Exhibit Hall Entry (Wednesday) • Seminars (Wednesday & Thursday) • Quarter Page Digital Color Ad 	<input type="checkbox"/> FULL CONFERENCE CORPORATE REGISTRATION <ul style="list-style-type: none"> • 1 - Business Reception Ticket (Tuesday) • 1 - Power Breakfast Ticket (Wednesday) • 1 - Luncheon Tickets (Wednesday & Thursday) • 1 - Continental Breakfast Ticket (Thursday) • 1 - Blue Ocean SHIFT In Action Workshop (Thursday) • Exhibit Hall Entry (Wednesday) • Seminars (Wednesday & Thursday)
M/WBE - \$1,000	M/WBE - \$750	Corporate - \$1,500

BLUE OCEAN SHIFT IN ACTION WORKSHOP PACKAGES

<input type="checkbox"/> CORPORATE MEMBERS - EDF Attendees (<i>Sponsors or purchasers of any of the above packages who would like to invite additional attendees</i>)	<input type="checkbox"/> MWBEs & Community Partners - EDF Attendees (<i>Sponsors or purchasers of any of the above packages who would like to invite additional attendees</i>)
<input type="checkbox"/> CORPORATE MEMBERS - Non-EDF Attendees Both Packages include: <ul style="list-style-type: none"> • EDF Kickoff Business Reception (Tuesday Evening) • Exhibit Hall (Free on Wednesday) • 1 - Luncheon Ticket (Thursday) • 1 - Blue Ocean Strategy Shift In Action Workshop (Thursday) 	<input type="checkbox"/> MWBEs & Non-EDF Attendees Both Packages include: <ul style="list-style-type: none"> • EDF Kickoff Business Reception (Tuesday Evening) • Exhibit Hall (Free on Wednesday) • 1 - Luncheon Ticket (Thursday) • 1 - Blue Ocean Strategy Shift In Action Workshop (Thursday)
ATTENDEES - \$199 NON-ATTENDEES - \$299	ATTENDEES - \$149 NON-ATTENDEES - \$199

Note: All packages include three months access to the Blue Ocean 101 and Blue Ocean Studio online suite of services.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

- Tuesday, June 19, 2018 – **Business Reception Sponsor - \$15,000**
- Wednesday, June 20, 2018 – **Luncheon Sponsor - \$10,000**
- Thursday, June 21, 2018 – **Luncheon Sponsor - \$10,000**
- Thursday, June 21, 2018 – **Continental Breakfast Sponsor - \$6,000**
- Exhibit Hall Sponsor - \$15,000**
- Lanyard Sponsor - \$5,000**

All digital book advertisements due April 27, 2018.

PAYMENT:

Enclosed is our check for \$ _____ Credit Card: Visa Mastercard Discover AmEx

Credit Card Number _____ Exp. Date _____

Name as it appears on Card _____ 3/4 Digit Security Code _____

Company Name _____

Address _____ City _____ State _____ Zip Code _____

Contact Name _____ Title _____

Phone _____ Cell _____ Fax _____

Email Address _____

Mail all CHECKS to: The MMBC Continuum | P. O. Box 3050 | Memphis, TN 38173

DIGITAL BOOK ADVERTISING RATES

<input type="checkbox"/> Video Advertisement (Company video (30 sec.) played over 2.5 days during the EDF)	\$3,500
<input type="checkbox"/> Full page 8.5" x 11"	\$1,000
<input type="checkbox"/> Half page 5.5" x 8.5"	\$500
<input type="checkbox"/> Quarter page 4.25" x 5.5"	\$300

*All digital book advertisements due April 27, 2018.

RETURN ALL DIGITAL BOOK ADS TO: (DEADLINE April 27, 2018)

Natalie Robinson
 Phone: 901.525.6512 | nrobinson@mmbc-memphis.org
 File submitted: High resolution PDF

DIRECT ALL SPONSORSHIP AND REGISTRATION INQUIRIES TO:

Doris Gordon
 The MMBC Continuum
 158 Madison Avenue Suite 300 | Memphis, TN 38103
 Phone: 901.525.6512 | Fax: 901.525.5204 | dgordon@mmbc-memphis.org

HOTEL INFORMATION: PLEASE MAKE HOTEL RESERVATIONS DIRECTLY TO:

The Guest House at Graceland | Attn.: Reservations Department
 3600 Elvis Presley Blvd | Memphis, TN 38116
 Call the Reservations Department at 800.238.2000

MMBC Continuum's EDF Cancellation Policy:

Upon confirmation of your commitment to participate in the EDF all sales are considered final. No refunds will be made for cancellations, no-shows or unforeseen Acts of God.