



MID-SOUTH MINORITY
BUSINESS COUNCIL

ECONOMIC
DEVELOPMENT
FAIR

Wall Street to Main Street:

Bridging the Economic Avenues of America

June 20-22, 2011 | Memphis, TN

CONFERENCE HIGHLIGHTS

OVERVIEW



*The Economic Development Fair exposes **over 5,000 corporations, minority and women-owned businesses and community partners** to national thought leaders, diversity and inclusion best practices and innovative solutions for minority business and economic development.*

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MONDAY – June 20

Opening Reception & Business Mixer

One of Memphis' most anticipated business events of the year – meet corporate, community and minority business leaders at this executive-level reception featuring networking and entertainment in a professional environment.

SKANSKA



TUESDAY – June 21



**Power Breakfast Speaker:
Earl Graves, Jr.
CEO, Black Enterprise**



**Luncheon Guest Speaker:
Mellody Hobson
President, Ariel Investments**



TUESDAY – June 21

Innovative Corporations: Transforming Vendors into Strategic Partners

Meet three corporations who've taken different approaches to developing strategic partnerships with MWBE firms. Learn how strategically developing larger minority businesses significantly impacts economic development.

Strategic Fits: The MMBC Continuum “Dial-Up” at Work

Successful and strategic supplier relationships begin with a courtship process. This seminar highlights the courtship process and how The MMBC Continuum creates strategic fits between corporations and minority suppliers.

Who Should Attend: Purchasing/Supplier Diversity Professionals, MWBEs and Community Stakeholders



WEDNESDAY – June 22



**Power Breakfast Speaker:
Hyacinth Vassell**
Initiative for a Competitive Inner-City

Luncheon: Female Entrepreneurs Panel

Hear from three dynamic female entrepreneurs who are making a difference in the economic landscape



WEDNESDAY – June 22

CEO/Presidents Roundtable

The premier event of the Economic Development Fair -- the 2011 CEO/Presidents Roundtable features the mayors of Shelby County's largest cities -- Shelby County, Memphis, Bartlett, Germantown and Collierville -- discussing the value of economic inclusion.

Who Should Attend: Presidents, CEOs, Corporate Executives, Elected Officials, MWBEs, Community Stakeholders



Mayor Stan Joyner Jr.,
City of Collierville



Mayor Sharon Goldsworthy,
City of Germantown



Mayor Mark Luttrell,
Shelby County



Mayor Keith McDonald,
City of Bartlett



Mayor AC Wharton,
City of Memphis



WEDNESDAY – June 22

Making the Leap: The Journey To Diversity, Inclusion & Sustainability

In 2008, The MMBC Continuum launched a best practices model, the Model Diversity Corporation Initiative (MDCI), to assist corporations with institutionalizing diversity and inclusion throughout their organization.

Hear from a Memphis-based global corporation about their ongoing journey to becoming a Model Diversity Corporation. The seminar will also highlight how other MDCI companies are integrating diversity and inclusion with their corporate sustainability objectives.

Who Should Attend: Chief Diversity Officers, Human Resources, Supplier Diversity and Sustainability Executives, MWBEs and Community Stakeholders



WEDNESDAY – June 22



2GMBE: *Building Leaders & Entrepreneurs of Today & Tomorrow*

The MMBC Continuum introduced 2GMBE, its youth entrepreneurship program, to introduce and shape the next generation of minority entrepreneurs.

Who Should Attend: High School and College Students, Educators, Young Aspiring Entrepreneurs, Mentors and Parents



TUESDAY-WEDNESDAY

June 21 & 22

Exhibit Hall

Make connections and develop new business prospects. Check out what's happening on the Floor!

- ✓ ***New Never Seen Before Exhibit Hall Configuration***
- ✓ ***Exciting Door Prizes***
Latest Technology, Gift Cards, and much more!
- ✓ ***Major Networking Opportunities***
- ✓ ***Informative Mini-Seminars***
- ✓ ***Stay connected at the Internet Café sponsored by Sparco.com***



ABOUT US

- A non-traditional minority economic development agency
- Focused on growing scalable minority businesses
- Solutions provider -- offering strategic fit solutions for corporations, minority and women-owned businesses and community partners

[Review our 2010 accomplishments in our Annual Programs and Services Report](#)



Useful Links on www.mmbc-memphis.org

For more information call
(901) 525-6512 or to
register [click here](#).



Memphis Cook Convention Center
225 N. Main Street | Memphis, TN

Wall Street to Main Street... Bridging the
Economic Avenues of America

REGISTRATION FORM

SPONSORSHIP PACKAGES

- HOST - \$50,000**
- 25 Tickets to each of the following events:
Business Mixer, Power Breakfast, Luncheon, and Seminars
 - Full Page Program Book Color Ad
 - 2 - 10x10 Exhibit Booths
- PLATINUM - \$25,000**
- 20 Tickets to each of the following events/seminars:
Business Mixer, Power Breakfast, Luncheon, and Seminars
 - Full Page Program Book Color Ad
 - 1 - 10x10 Exhibit Booth
- DIAMOND - \$15,000**
- 15 Tickets to each of the following events/seminars:
Business Mixer, Power Breakfast, Luncheon, and Seminars
 - Full Page Program Book Color Ad
 - 1 - 10x10 Exhibit Booth
- GOLD - \$10,000**
- 10 Tickets to each of the following events/seminars:
Business Mixer, Power Breakfast, Luncheon, and Seminars

ONE DAY PACKAGE

One ticket per event - Tuesday or Wednesday, includes
Business Mixer (booth exhibit not included)
Early: \$275 Regular: \$375

**Early Registration ends May 27, 2011. All program book advertisements due May 27, 2011.*

PROGRAM BOOK ADVERTISING RATES

- Full page 8.5"x11" \$1,000
- Half page 5.5"x8.5" \$500
- Quarter page 4.25"x5.5" \$300

**All program book advertisements due May 27, 2011.*

PAYMENT

Please mail all CHECKS to:
Mid-South Minority Business Council
P.O. Box 1000 Dept. 840
Memphis, TN 38148-0860

Enclosed is our check for \$ _____

Credit Card: Visa Mastercard Discover AmEx

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RETURN ALL PROGRAM BOOK ADS TO:

Natalie Robinson
Phone: 901.525.6512