



Reimagine. Reinvent. Rebuild.

September 15 & 16, 2021 | Register at expo.hmsdc.org

(713) 271-7805

2021 EX
HMSDC
VIRTUAL
BUSINESS
PO

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Sponsor EXPO Overview

EXPO PLATFORMS

To create the best user experience for corporate and government exhibitors and certified MBEs, HMSDC will utilize the Whova virtual Platform for this year's EXPO. Within the Whova platform, we have integrated My Business Matches for the One-to-One Sessions and Zoom for the Keynote addresses and other program content.

Although these are 3 different platforms, many of you are familiar with at least two of them and they will work seamlessly. You and your company representatives will not have to log out of one platform to access the other. They all will be accessed through Whova. Visit our website for exhibitor videos at expo.hmsdc.org/exhibitors/

KEY DATES:

One-to-One Session Platform open for business opportunities: August 9
One-to-One Session deadline for business opportunity submission: August 16
Update CPO contact information for CPO Summit: August 25
Exhibit Booth Set Up deadline: August 30
Exhibitor Profile Page deadline: August 30
One-to-One Session tentative meeting schedules published: September 1
EXPO Platform Test Session (exhibitors/committee): September 2 (9 AM – 3 PM CST)
One-to-One Session final meeting schedules published: September 10
MBE Business Executive Scholarships and Accountability Champions recognized at the MBE Best-In-Class Reception Attendee Names: September 3
MBE Best-In-Class Reception: September 16 (6:30 PM – 8:30 PM CST)

ONE-TO-ONE SESSIONS

Platform opens on Monday to submit opportunities: August 9
Deadline for business opportunity submission: August 16
Matches will be made ongoing by My Business Matches with an email sent to the primary contact to approve matches and view appointment scheduling times to confirm meetings.

- Tentative Meeting Schedules will be published: September 1
- Final Meeting Schedules will be published: September 10

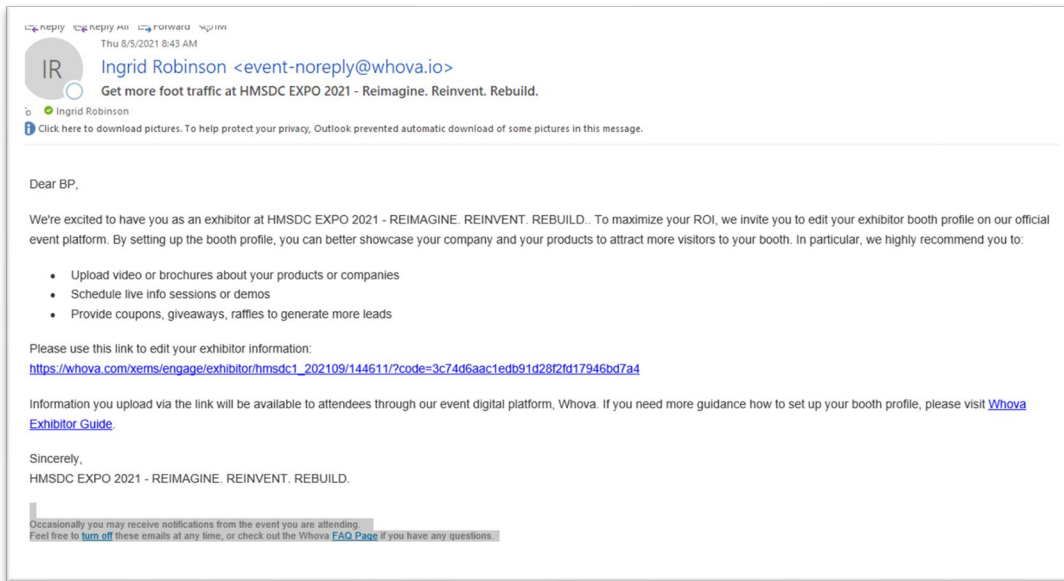
TRADE SHOW

Sponsor/Exhibitor Booth Setup

You will receive an email on Monday morning from Whova's platform inviting you to set up exhibit booth. The email will contain a personalized link to your company's exhibitor page. It will also contain a link to the [Whova Exhibitor Guide](#), which provides step by step instructions to assist you with your booth set up.

The link will look something like this example:

“<https://whova.com/xems/engage/exhibitor/eventID/letters1234567/>”



BEST-IN-CLASS RECEPTION

Due to COVID-19, these scholarships have already been awarded, but we believe it is important to recognize those corporations who have invested in developing minority-owned businesses and to recognize those MBEs who seek to build capacity of their companies through business education development.

Each year, HMSDC awards scholarships to minority business enterprises (MBEs) to attend HMSDC developmental initiatives and will consider scholarship applications to attend outside programming on a case-by-case basis. Past recipients have used scholarships to attend the MBE Leadership Academy, CEO Conversations, Dartmouth College Amos Tuck School of Business, and various other trade specific trainings.

The purpose of the HMSDC Scholarship Program is to strengthen the management skills of a MBE member whose success could be enhanced by attending educational seminars, to expand public awareness of minority-owned businesses, and to reward involvement of members in the Houston Minority Supplier Development Council.



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Corporations will present scholarships to MBEs during this year's reception. We will also recognize those corporate members and MBEs who submitted procurement spend reports to help us understand how we are moving the needle in creating business opportunities for MBEs.

CHIEF PROCUREMENT OFFICER SUMMIT

September 16, 2021 | Virtual Platform – Zoom

The CPO Summit is designed to engage senior procurement leaders representing industries from the greater Houston community in a forthright and high-energy discussion on supplier diversity effectiveness and inclusion solutions. The CPO Summit brings Houston's top CPOs together to share insight and strategies in supplier diversity while establishing an important professional network of CPOs. The CPO Summit consists of information sharing from one of Houston's leading economist, followed by a spirited exchange of ideas, challenges and best practices in supplier diversity and supplier development.

- Please submit complete contact information for your CPO or most senior purchasing person for the invitation to the Chief Procurement Officer Summit. Unfortunately, this is a closed meeting, Supplier Diversity professionals cannot attend this meeting. This information will be used for the following purposes:
 - Extend email invitation to the CPO Summit
 - Create a contact list to be shared with other attendees
(a request from last year's participants)
 - Send CPO Summit Summary and follow up action items
(a request from last year's participants)
- Update CPO Information [here](#). If you have problems with the link, go to <https://forms.office.com/r/Mjky8RgsRS>

Corporate America's Leading Connector to Minority Business Growth

EXPO Business Opportunity Marketplace

September 15-16, 2021 | Virtual Platform

EXPO is one of the most successful events of its kind and is Texas' largest minority business trade-fair, supporting the advancement of the minority business community across its service territory area. EXPO serves as a vital link between minority-owned businesses, as the leading connector to major corporations, prime suppliers, educational institutions and government agencies who need their products and services provided.

Sponsorship Level	Corporate Platinum \$10,000	Corporate Gold \$8,000	Corporate Silver \$6,000	Corporate Bronze \$2,500	MBE Gold \$2,000	MBE Silver \$1,000	MBE Bronze \$500
Virtual Trade Show Exhibit Booth	1	1	1	1			
EXPO Trade Show Tickets	Unlimited	Unlimited	Unlimited	Unlimited	4	3	2
Recognition in the EXPO Marketplace Program	Logo Front Cover	Logo Front Cover	Logo Back Cover	Logo Back Cover	Inside Logo	Inside Listing	Inside Listing
Advertisement in Official Marketplace Program	4 Color – Full page	4 Color – Full page	4 Color – Half page	4 Color – Half page	4 Color – Half page	Quarter page	Quarter page
Company Exhibitor Profile in Program	X	X	X	X			
Rigel Awards Program Recognition	Welcome Address	Logo	Logo	Listing	Listing	Listing	Listing
Rigel Awards Tickets	16	14	12	10	4	3	2
Commemorative Sponsors Awards	Presented Rigel Awards	Presented Rigel Awards	Presented Rigel Awards	Presented Rigel Awards	BOC Reception	BOC Reception	BOC Reception
Best of Class Reception Tickets	10	8	6	4	8	6	4
Recognition on the HMSDC website	Logo	Logo	Logo	Logo	Logo	Logo	Listing
Marketing Material, Social Media and Press Releases	Logo	Logo	Listing	Listing	Logo	Listing	Listing
Keynote Speaker Sponsor - \$5,000	<ul style="list-style-type: none"> • Introduction of Keynote Speaker • Recognition on keynote marketing materials • Recognition in the EXPO Marketplace Program • 1 – Virtual Trade Show Exhibit Booth • 4 – EXPO Trade Show Tickets • 6 – Rigel Awards Tickets • 2 – Best of Class Reception Tickets 						
One-to-One Matchmakers - \$1,000	<ul style="list-style-type: none"> • Recognition in the EXPO Marketplace Program • 1 – Virtual Trade Show Exhibit Booth • 2 – EXPO Trade Show Tickets • 2 – Rigel Awards Tickets • 2 – Best of Class Reception Tickets 						