

Connect with opportunities, resources and diverse Wisconsin businesses

MARKETPLACE, the Governor's Conference on Diverse Business Development, will be taking place online from Dec. 8-10, 2020. In response to the pandemic, this event is being offered in a virtual format for the first time in its 39-year history.

This flagship annual event focuses on building capabilities, capacity and sales opportunities for small businesses, and in particular minority-, woman-, veteran- and LGBTQ-owned businesses. The conference brings a unique offering of training, education, networking and mentoring, as well as the opportunity to participate in one-on-one meetings with federal, state and local government representatives and corporate buyers to forge connections, develop relationships, discuss current and future opportunities and requirements, and even make deals on the spot.

The conference serves businesses of all sizes, with a special focus on helping small businesses get connected with resources, knowledge and expertise. In this year's virtual format, the conference will take place over a three-day period, giving companies from across the state more time to connect, learn and network through virtual workshops, panel discussions, buyer meetings and much more. The virtual format will also bring a broader range of resources, experts, decision-makers and buyers to participate and interact with attending businesses.

2019 Conference Summary Report

TOTAL NUMBER OF ATTENDEES

MARKETPLACE
once again set a new
attendance record.

2019

 **821**

NETWORKING AND SALES

110

Number of exhibitors

42

Buying organizations



795

One-on-one
meetings

EDUCATION

Small Business
Academy



148
Registered



12 workshops
3 seminars

The event agenda includes:

- The Contracting Academy, which will provide technical training to current and developing government prime contractors and subcontractors
- One-on-one buyer meetings with government and corporate sector representatives
- A celebration recognizing Wisconsin's diverse businesses' accomplishments and award presentations
- Panel discussions with government and corporate representatives
- Inspiration and mentoring from fellow business owners
- Opportunities to connect with a variety of technical and financial resources

Learn more and register at marketplacewisconsin.com.