



THE NATIONAL
SUMMIT

CONVENED BY:

DETROIT ECONOMIC CLUB

MARRIOTT RENAISSANCE CENTER
DETROIT, MI
JUNE 15-17, 2009

The National Summit

June 15 - 17, 2009

Marriott Renaissance Center, Detroit, Michigan

The Detroit Economic Club's Proud Past Inspires a Forum for the Future

The Detroit Economic Club (DEC) is a non-partisan, non-profit organization with a rich tradition that dates back to 1934.

The Club has hosted every sitting U.S. President since Richard Nixon. DEC speakers range from CEOs of Fortune 500 and other influential companies to U.S. Cabinet members and senior national and international government officials.

Recognized as one of the "Top 10 Executive Speaking Forums in America" and one of the world's "Most Valuable Podiums for CEOs and C-Suite Executives," the DEC is committed to dialogue to further the national debate.

In keeping with this commitment, the DEC will convene The National Summit on June 15 -17, 2009 at the Marriott Renaissance Center in Detroit, Michigan. This unprecedented gathering will engage top business, government, academic and other leaders with Summit participants to focus on four issues of vital importance to America's future in the global economy – Technology, Energy, Environment and Manufacturing.

Key feature events include:

- Kick Off – Each day starts with a General Session featuring a panel of nationally recognized, cross-industry business, government, academic and other leaders who discuss Technology, Energy, Environment and Manufacturing in the context of a global economy. These forward-looking conversations will set the stage for the dialogue that is the mission of The National Summit.
- Town Hall of Town Halls – Concurrent Town Halls, each comprised of 200 to 300 in-person participants, focus on Technology, Energy, Environment and Manufacturing issues. A four-person leadership team, comprised of two CEOs, a senior government official and an academic or other expert lead the discussion. A prominent journalist serves as moderator. Town Halls run for 90 minutes – 20 minutes for collective speaker remarks, 60 minutes for discussion and engagement, and 10 minutes for audience response. The audience, both in-person and online, respond electronically to a series of questions to help shape the outcomes of each session.
- CEO Summit – A private Renaissance Center ballroom will serve as the invitation-only venue for the CEO Summit, where Town Hall leaders meet to debrief, debate and determine outcomes – and prepare for the afternoon's daily "Summit Up" closing session. These by-invitation off-line working sessions are held in a private hospitality room of the Marriott Renaissance Center.



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DETROIT ECONOMIC CLUB

MARRIOTT RENAISSANCE CENTER
DETROIT, MI
JUNE 15–17, 2009

- “Summit Up” – The daily closing sessions, comprised of cross-industry CEOs, senior government officials and other prominent leaders, summarize the ongoing discussion and report out on the electronic voting data collected at the Town Halls. The outcomes will be published at the conclusion of The National Summit – and will serve as the foundation upon which to build the agenda for The National Summit for 2010.
- Innovation Expo – Corporations, entrepreneurs, universities and others across America showcase and celebrate their breakthrough ideas for the future at The National Summit Innovation Expo. Our goal is to match entrepreneurs, capital and research to create real economic value at The National Summit. Innovation is sought from wherever it lives – from the boardroom to the dorm room.
- C-Suite – The invitation-only CEO Hospitality Suite at the Marriott Renaissance Center is the site of The National Summit C-Suite, where Town Hall leaders, speakers, sponsors and invited dignitaries enjoy exclusive meeting, networking and hospitality opportunities.

Most importantly, direct access to top business, government and academic leaders will be a key hallmark of The National Summit, providing unparalleled opportunities to listen, learn and interact with the nation’s most innovative and forward-thinking executives and scholars.



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MARRIOTT RENAISSANCE CENTER
DETROIT, MI
JUNE 15-17, 2009

THE NATIONAL SUMMIT SPONSORSHIP OPPORTUNITIES

Corporations and associations are invited to serve as sponsors of The National Summit, providing unprecedented affiliation with, and access to, our country's leadership. Packages offered include:

The Peak Performer Sponsorship Opportunity - \$100,000

This highest level of sponsorship provides a select number of organizations maximum exposure with the following benefits:

Sponsor Status: Lead Sponsor

- The National Summit Name and Logo Use: Right to use The National Summit trademark in promotion and publicity materials created by sponsor company in support of The National Summit. Use of logo to be approved by representatives of The National Summit prior to implementation.
- Corporate Acknowledgement: Company to be acknowledged as a lead sponsor of The National Summit with the highest level of recognition provided in marketing, public relations, website and on-site feature events and activities.
- C-Level Programming: Opportunity for CEO to participate in private C-level discussions. More than 200 CEOs are expected to attend.
- CEO Summit Participation: Opportunity for CEO to have access to designated area where Town Hall leaders meet to debrief, debate and prepare for the day's closing sessions. These invitation-only, off-line working sessions are held in the private CEO Hospitality area at the Marriott Renaissance Center.
- C-Suite Engagement: C-Level executives are invited to the CEO Hospitality area at the Marriott Renaissance Center where Town Hall leaders, speakers, sponsors and invited dignitaries enjoy exclusive meetings and networking opportunities.

Feature Event Affiliation:

- General Session Sponsor: Company name and logo to be collectively acknowledged during the three daily general sessions. All participants attend the general sessions. Approximately 4,000 people are expected to attend.



MARRIOTT RENAISSANCE CENTER
DETROIT, MI
JUNE 15-17, 2009

- Video Screen Messages During General Session: Opportunity to post a video message or commercial to be seen by all participants on the video screens located at designated areas of the Marriott Renaissance Center.

Executive Access:

- C-Suite Access: Access for six people to attend the invitation-only C-Suite area on a daily basis.
- VIP Concierge Services: Special parking, building access and concierge services provided for sponsor company executives.
- VIP Hospitality Area Opportunity: Ability to use a designated hospitality area at the Marriott Renaissance Center for the duration of The National Summit.
- C-Suite Business Center: Access to private business center offering complimentary communication, Internet and general office services.
- National Summit Media Center: Credentialed access for six (6) people to visit the event's Media Center. 250 national and international journalists are expected to attend.

Website Acknowledgement:

- Sponsor Page: Prominent recognition as a lead sponsor on The National Summit sponsor page with hyperlink to sponsor's website.
- Website Streaming Video: Opportunity to post a message from your CEO in rotation on the sponsor web page (as approved by The National Summit).
- Website Home Page Recognition: Sponsor's corporate message and logo will be displayed on The National Summit home page in rotation with other lead sponsors.

Public Relations & Publicity Benefits:

- Publicity Acknowledgement: Company recognition in publicity releases and press kit materials developed by The National Summit's public relations team.
- Press Kit/DVD Distribution: Opportunity to provide pre-approved



MARRIOTT RENAISSANCE CENTER
DETROIT, MI
JUNE 15-17, 2009

press materials and corporate information to The National Summit Media Center for distribution.

- Press Conference Recognition: Logo recognition during scheduled press conferences planned in advance of The National Summit and during The National Summit activities.
- Press Conference Opportunity: A limited number of corporate press conferences to be scheduled subject to schedule availability and content as reviewed by National Summit representatives.
- Media Center Speaker Playback: Company CEO message and/or The National Summit address to be played on Media Center screens.
- Broadcast: CEO message to be shown on select cable and public access networks as well as PBS affiliates. Exact schedule of broadcast subject to change and availability.

Additional Acknowledgement:

- Marriott Renaissance Center Video Message Display: Company message and/or logo displayed electronically on a designated video screen in the Marriott Renaissance Center.
- Daily News Brief: Listing in daily news brief produced each of the three days providing an overview of the day's discussions and activities. 4,000 to be produced.
- C-Suite Recognition & Other On-Site Signage: Company to be recognized on signage located in the C-Suite area. Listing in signage posted throughout key program areas as a lead sponsor.
- Welcome Bags: Opportunity to provide a premium gift to be included in the registration bags provided to all participants.

Display:

- Innovation Expo: Company is permitted to host a display booth to showcase future company products and services. Display to be located in a prominent, priority location.



MARRIOTT RENAISSANCE CENTER
DETROIT, MI
JUNE 15-17, 2009

Credentials:

- The National Summit Credentials: Twenty (20) credentials to the three-day summit in a defined VIP seating section.
- Student Credentials: Thirty (30) credentials (10 per day) to permit a high school and/or college student to attend the general and Town Hall sessions. Students to be selected by The National Summit leadership in association with Sponsor.
- C-Suite Credentials: As indicated earlier, sponsor to receive six (6) C-Suite access passes.
- Working Staff Passes: Sponsor to receive two (2) C-Suite working passes and four (4) Innovation Expo working passes.

Additional Unparalleled Benefit:

- Detroit Economic Club Memberships: We are pleased to include in this sponsorship package ten (10) individual memberships to the DEC, entitling each guest of The National Summit the opportunity to attend regular DEC meetings at the membership rate with priority seating. Members also receive a bi-monthly e-newsletter and upcoming meeting announcements. The DEC membership is valid for one year.

CONTRIBUTION REQUESTED: \$100,000

MARRIOTT RENAISSANCE CENTER
DETROIT, MI
JUNE 15-17, 2009

The Innovator Sponsorship Opportunity - \$75,000

This level of sponsorship provides a select number of organizations recognition in association with the C-Suites as well as significant VIP access and affiliation.

Sponsor Status: Town Hall Sponsorship

- The National Summit Name and Logo Use: Right to use The National Summit trademark in promotion and publicity materials created by sponsor company in support of The National Summit. Use of logo to be approved by representatives of The National Summit prior to implementation.
- Corporate Acknowledgement: Company to be acknowledged as a co-sponsor of designated daily Town Hall sessions with recognition of this sponsorship provided in marketing, public relations, website and on-site feature events and activities.
- C-Level Programming: Opportunity for CEO to participate in private C-level discussions. More than 200 CEOs are expected to attend.

Feature Event Affiliation:

- Town Hall Sponsor: Company name and logo to be acknowledged at the Town Hall sessions that complement the company's core product and/or service. All participants in The National Summit will attend selected Town Hall meetings. More than 100 Town Hall meetings planned.
- Logo Acknowledgement on Video Screen: Logo acknowledgement on video and/or projection screens on a rotating basis at the designated Town Hall sessions selected.

Executive Access:

- C-Suite Access: Access for four people to attend the invitation-only C-Suite area on a daily basis.
- VIP Concierge Services: Special parking, building access and concierge services provided for company's executives.
- VIP Hospitality Area Opportunity: Option to use a designated hospitality area at the Marriott Renaissance Center for the duration of The National Summit for an additional charge.



MARRIOTT RENAISSANCE CENTER
DETROIT, MI
JUNE 15-17, 2009

- VIP Business Center: Access to private VIP business center offering complimentary communication, Internet and general office services.
- The National Summit Media Center: Credentialed access for four people to visit the event's Media Center. 250 national and international journalists are expected to attend.

Website Acknowledgement:

- Sponsor Page: Recognition as a sponsor on The National Summit sponsor page with hyperlink to Sponsor's website.
- Website Streaming Video: Opportunity to post a message from your CEO in rotation on the sponsor web page (as approved by The National Summit).

Public Relations & Publicity Benefits:

- Publicity Acknowledgement - Company recognition in publicity releases and press kit materials developed by The National Summit's public relations team.
- Press Kit/DVD Distribution: Opportunity to provide pre-approved press materials and corporate information to The National Summit Media Center for distribution.
- Press Conference Recognition: Listing/Acknowledgement during scheduled press conferences planned in advance of The National Summit and during The National Summit activities.

Additional Acknowledgement:

- Marriott Renaissance Center Video Message Display: Company message and/or logo displayed electronically on a designated video screen in the Marriott Renaissance Center.
- Daily News Brief - Listing in daily news brief produced each of the three days providing an overview of the day's discussions and activities. 4,000 to be produced.
- Town Hall Recognition & Other On-Site Signage - Company to be recognized on signage located at the Town Hall meetings.



MARRIOTT RENAISSANCE CENTER
DETROIT, MI
JUNE 15-17, 2009

Display:

- Innovation Expo - Company is permitted to host a display booth to showcase future company products and services.

Credentials:

- The National Summit Credentials: Fourteen (14) credentials to the three-day summit in a defined VIP seating section.
- Student Credentials: Twenty (20) credentials (10 per day) permitting high school and/or college students to attend the general and Town Hall sessions. Students to be selected by The National Summit leadership in association with Sponsor.

Additional Unparalleled Benefit:

- Detroit Economic Club Memberships: We are pleased to include in this sponsorship package seven (7) individual memberships to the DEC entitling each guest of The National Summit the opportunity to attend regular DEC meetings at the membership rate with priority seating. Members also receive a bi-monthly e-newsletter and meeting announcements. The DEC membership is valid for one year.

CONTRIBUTION REQUESTED: \$75,000



MARRIOTT RENAISSANCE CENTER
DETROIT, MI
JUNE 15-17, 2009

The Change Agent Sponsorship Opportunity - \$50,000

This level of sponsorship provides a cost-effective combination of benefits that provide affiliation recognition and a productive level of VIP access.

Sponsor Status: VIP Hospitality & Strolling Dinner Sponsorship

- The National Summit Name and Logo Use: Right to use The National Summit trademark in promotion and publicity materials created by your company in support of The National Summit. Use of logo to be approved by representatives of The National Summit prior to implementation.
- Corporate Acknowledgement: Company to be acknowledged as a co-sponsor of the VIP Hospitality area, shared by sponsors. Recognition of this sponsorship provided in marketing, public relations, website and on-site feature events and activities. Company also to be positioned as a sponsor of the VIP Strolling Dinner planned during The National Summit on-site at the Marriott Renaissance Center.

Executive Access:

- C-Suite Access - Access for two people to attend the invitation-only C-Suite area on a daily basis.
- VIP Concierge Services - Special parking, building access and concierge services provided for company's executives.
- VIP Hospitality Area Opportunity: Option to use a designated hospitality area at the Marriott Renaissance Center for the duration of The National Summit for an additional charge.
- VIP Business Center - Access to private VIP business center offering complimentary communication, Internet and general office services.
- The National Summit Media Center - Credentialed access for two executives to visit the event's Media Center. 250 national and international journalists are expected to attend.



THE NATIONAL
SUMMIT

CONVENED BY:

DETROIT ECONOMIC CLUB

MARRIOTT RENAISSANCE CENTER
DETROIT, MI
JUNE 15-17, 2009

Website Acknowledgement:

- Sponsor Page - Recognition as a sponsor on The National Summit sponsor page with hyperlink to Sponsor's website.

Public Relations & Publicity Benefits:

- Publicity Acknowledgement - Company listing in publicity releases and press kit materials developed by The National Summit's public relations team.

Additional Acknowledgement:

- Marriott Renaissance Center Video Message Display: Company message and/or logo displayed electronically on a designated video screen in the Marriott Renaissance Center.
- Daily News Brief - Listing in daily news briefs produced each of the three days providing an overview of the day's discussions and activities. 4,000 to be produced.
- On-Site Signage - Signage to be posted with sponsor logo/listing in the VIP Hospitality area and at key dinner locations.

Display:

- Innovation Expo - Company is permitted to host a display booth to showcase future company products and services.

Credentials:

- The National Summit Credentials: Ten (10) credentials to the three-day event in a defined VIP seating section.
- Student Credentials: Ten (10) credentials to permit a high school and/or college students to attend the general and Town Hall sessions on any single day. Students to be selected by The National Summit leadership in association with Sponsor.



THE NATIONAL
SUMMIT

CONVENED BY:

DETROIT ECONOMIC CLUB

MARRIOTT RENAISSANCE CENTER
DETROIT, MI
JUNE 15-17, 2009

Additional Unparalleled Benefit:

- Detroit Economic Club Memberships: We are pleased to include in this sponsorship package five (5) individual memberships to the DEC entitling each guest of The National Summit the opportunity to attend regular DEC meetings at the membership rate with priority seating. Members also receive a bi-monthly e-newsletter and upcoming meeting announcements. The DEC membership is valid for one year.

CONTRIBUTION REQUESTED: \$50,000



THE NATIONAL
SUMMIT

CONVENED BY:

DETROIT ECONOMIC CLUB

MARRIOTT RENAISSANCE CENTER
DETROIT, MI
JUNE 15-17, 2009

The Patriot Sponsorship Opportunity - \$25,000

This level of sponsorship provides a cost-effective combination of benefits that provide affiliation recognition and access.

Sponsor Status: Supporting Sponsorship

- The National Summit Name and Logo Use: Right to use The National Summit trademark in promotion and publicity materials created by your company in support of The National Summit. Use of logo to be approved by representatives of The National Summit prior to implementation.
- Corporate Acknowledgement: Company to be acknowledged as a supporting sponsor of The National Summit. Recognition of this sponsorship provided in Summit marketing, public relations, website and on-site feature events and activities.

Executive Access:

- C-Suite Access: Access for one person to attend the invitation-only C-Suite area on a daily basis.
- VIP Concierge Services: Special parking, building access and concierge services provided for company's executives.
- VIP Hospitality Area Opportunity: Option to use a designated hospitality area at the Marriott Renaissance Center for the duration of The National Summit for an additional charge.
- VIP Business Center: Access to private VIP business center offering complimentary communication, Internet and general office services.
- The National Summit Media Center: Credentialed access for one person to visit the event's Media Center. 250 national and international journalists are expected to attend.

Website Acknowledgement:

- Sponsor Page: Recognition as a sponsor on The National Summit sponsor page.



THE NATIONAL
SUMMIT

CONVENED BY:

DETROIT ECONOMIC CLUB

MARRIOTT RENAISSANCE CENTER
DETROIT, MI
JUNE 15-17, 2009

Public Relations & Publicity Benefits:

- Publicity Acknowledgement: Company listing in publicity releases and press kit materials developed by The National Summit's public relations team.
- Press Conference Recognition: Signage acknowledgement during scheduled press conferences planned in advance of The National Summit and during The National Summit activities.

Additional Acknowledgement:

- Marriott Renaissance Center Video Message Display: Company message and/or logo displayed electronically on a designated video screen in the Marriott Renaissance Center.
- Daily News Brief: Listing in daily news brief produced each of the three days providing an overview of the day's discussions and activities. 4,000 to be produced.
- On-Site Signage: Signage to be posted with sponsor logo/listing in key locations.

Display:

- Innovation Expo: Company is permitted to host a display booth to showcase future company products and services.

Credentials:

- The National Summit Credentials: Six (6) credentials to the three day Summit in a defined VIP seating section.
- Student Credentials: Ten (10) credentials permitting high school and/or college students to attend the general and Town Hall sessions on any single day. Students to be selected by The National Summit leadership in association with Sponsor.

Additional Unparalleled Benefit:

- Detroit Economic Club Memberships: We are pleased to include in this sponsorship package two (2) individual memberships to the DEC entitling each guest of The National Summit the opportunity to attend regular DEC meetings at the membership rate with



THE NATIONAL
SUMMIT

CONVENED BY:
DETROIT ECONOMIC CLUB

MARRIOTT RENAISSANCE CENTER
DETROIT, MI
JUNE 15-17, 2009

priority seating. Members also receive a bi-monthly e-newsletter and upcoming meeting announcements. The DEC membership is valid for one year.

CONTRIBUTION REQUESTED: \$25,000



MARRIOTT RENAISSANCE CENTER
DETROIT, MI
JUNE 15-17, 2009

The National Summit Supplemental Sponsorship Opportunities

\$25,000 Sponsor participants (and those at higher sponsorship levels), also may select a variety of additional opportunities for affiliation including:

- Media Center – Title Sponsorship
- CEO Hospitality Lounge – Title Sponsorship
- C-Suite Business Center – Title Sponsorship
- General Business Center – Title Sponsorship
- Lanyards – Sponsor Name imprinted on lanyard and/or credential pouch
- Business Totes – Opportunity to include a commemorative gift
- Sponsorship of The National Summit Volunteers
- Media Lounge – Title Sponsorship
- Network Café – Title Sponsorship
- Student Reception
- VIP Program – Title Sponsorship

Contributions Requested Vary Depending Upon Location & Services

\$10,000 - \$35,000 Opportunities

For more information about any of these sponsorship opportunities, please contact Tavi Fulkerson,
tavi@fulkersongroup.com, 248-593-9740



THE NATIONAL
SUMMIT

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DETROIT ECONOMIC CLUB

MARRIOTT RENAISSANCE CENTER
DETROIT, MI
JUNE 15-17, 2009

The National Summit Innovation Expo

At the epicenter of The National Summit is **Innovation Expo**. Innovation Expo is a national call for ideas and innovation. Corporations, entrepreneurs, universities, the Chamber of Commerce, venture capital firms and others across America will network with each other as they showcase and celebrate breakthrough ideas at The National Summit Innovation Expo. Innovation from wherever it lives – from the boardroom to the dorm room – will be on display.

Our goal is to foster an environment that seeks to connect research/IP with entrepreneurs and venture capital. Also important to The National Summit is the Innovation Expo.

Partners in the Innovation Expo include:

U.S. Chamber: (national reach, business, entrepreneurs)

The world's largest business federation representing more than 3 million businesses of all sizes, sectors and regions.

Detroit Regional Chamber: (business, entrepreneurs)

The Detroit Regional Chamber, representing more than 23,000 businesses across the Detroit region, has launched a unique software technology coined Open Innovation – a direct result of a \$5 million grant from the U.S. Department of Labor to implement regional workforce development, economic expansion and entrepreneurial growth initiatives. This application matches research, intellectual property and ideas with entrepreneurs and capital.

URC –University Research Corridor (academics, research)

The University Research Corridor is an alliance of Michigan's three leading research institutions: Michigan State University, the University of Michigan and Wayne State University. Each feature complete graduate and undergraduate education, as well as professional degrees in medicine, business and the law. Their research laboratories produce hundreds of patents each year. Their vision is to work proactively to attract the knowledge economy business that can find the research activity that feeds new enterprise, educates the workforce and plants the seeds for the new industries of tomorrow. The combined experience and know-how of the URC universities produce new ideas and bright young minds to lead us all to a better future.



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MARRIOTT RENAISSANCE CENTER
DETROIT, MI
JUNE 15-17, 2009

Where: Marriott Renaissance Center, Detroit, Michigan
When: June 15 – 17, 2009

Date/Time:

<i>Installation Dates</i>	Saturday, June 13 & Sunday, June 14
<i>Show Dates</i>	Monday June 15, 2009 Tuesday June 16, 2009 Wednesday June 17, 2009
<i>Dismantle</i>	Wednesday, June 17, 2009

In an effort to maintain an orderly installation and dismantle schedule, targeted move in and move out dates will be assigned to exhibitors and sponsors participating in the Innovation Expo. Breakfast and Lunch will be available to all participants from the concession stations located on the main concourse of the Marriott Renaissance Center where the Expo will be located.

What: Display spaces that range from 10x10, 10x20 and 20x20 (or larger based on need. Additional space ordered over 20 x 20 will be billed at \$15 per square foot).

Exhibitor Demographics: Participating Sponsors; Exhibit Only Participants; Summit/EXPO Participants; Academics; Entrepreneurs, Intellectual Capital, Innovators, Corporations, Venture Capital

Audience Demographics: Participating Sponsors; Summit Attendees; Academics; General Public, Entrepreneurs, Intellectual Capital, Innovators, Corporations, Venture Capital



MARRIOTT RENAISSANCE CENTER
DETROIT, MI
JUNE 15-17, 2009

Exhibit Pricing:

- **20 x 20 Booth Space - \$10,000**
 - 20 x 20 Area carpet
 - Wastebasket
 - Chart stand sign
 - (1) 6' Skirted table
 - (4) Credentials to the three day Summit

- **10 x 20 Booth Space - \$5,000**
 - 10 x 20 Drape Back wall with grey area carpet
 - (1) Wastebasket
 - (2) 7" x 44" ID signs
 - (2) 6' Skirted tables
 - (4) Chairs
 - (2) Credentials to the three day Summit

- **10 x 10 Booth Space - \$2,500**
 - 10 x 10 Draped Back wall with grey area carpet
 - (1) Wastebasket
 - (1) 7" x 44" ID sign
 - (1) 6' Skirted table
 - (2) Chairs
 - (1) Credential to the three day

Exhibit Opportunities: Innovation Expo will bring together the best and brightest in business under one roof. Exhibiting companies will range from blue chip companies to budding entrepreneurs. Exhibitors are encouraged to display products or ideas in one of the following areas:

Feature Market Area:

Showcasing best-in-class, industry-changing products currently in the marketplace.

Criteria to participate: Products, ideas or services relevant to technology, energy, environment and/or manufacturing industries that present innovative solutions to current challenges.

Near to Market Area:

Debuting innovative products and ideas under patent and ready for market application. Innovation Inauguration will allow attendees and the media to learn more about these



THE NATIONAL
SUMMIT

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DETROIT ECONOMIC CLUB

MARRIOTT RENAISSANCE CENTER
DETROIT, MI
JUNE 15-17, 2009

cutting edge innovations.

Criteria to participate: Industry relevant companies with a new-to-market product are eligible to participate. Products launched commercially to market more than 30 days prior to The National Summit will not be eligible.

Incubator Products or Ideas:

Ideas and prototypes still in research and development stages.

Criteria to participate: Open to corporations, academic institutions, research labs, innovators and entrepreneurs; Products or ideas relevant to technology, energy, environment and/or manufacturing industries; Products or ideas must not be currently available in the marketplace and still in incubator stages.

It is important to note that it is incumbent upon the exhibitor/sponsor to ensure all intellectual property or ideations associated with near to market or incubator ideas has been properly trademarked, patented or copy righted prior to participation in the Innovation Expo.