



One-on-One

Buyer Meetings

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Day of Event Contact:
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Thank you for registering for the December 7th one-on-one buyer meetings, managed by the Wisconsin Procurement Institute as part of Marketplace WI: The Governor’s Conference on Diverse Business Development. Below is important information about:

- One-on-One Buyer meeting times and location
- Buyer meeting process
- Hotel and parking accommodations
- Other conference benefits, opportunities included with your buyer registration

One-on-One Buyer Meeting Times and Location:

The **in person** one-on-one buyer meetings will be held on December 7th from 9:15 AM – 4:00 PM at the Baird Center (535 W. Well Street, Milwaukee, WI 53203). **This is not a virtual event.**

The meetings area is in the exhibit hall on the first floor. When you arrive, please visit the main registration table to receive your nametag and other event materials. Registration table staff will direct you to the buyer check-in table, where you will receive buyer meeting specific information and a badge. The badge must be worn at all times while in the buyer meeting space.

Schedule for Thursday – December 7, 2021

6:30 a.m.	Registration and Check-in
7:30 a.m. – 9:00 a.m.	Breakfast General Session/Business Panel (included)
9:15 a.m. – 11:45 a.m.	Expo Hall Opens – Buyer Meetings Begin
12:00 p.m. – 1:30 p.m.	Awards Luncheon (included)
1:45 p.m. – 4:00 p.m.	Expo Hall Reopens - Buyers Meetings Resume
4:15 p.m.	Conference Closing Remarks

Buyer Meeting Process:

Buyer meetings start at 9:15 AM. Meetings are NOT pre-scheduled. WPI staff will be assisting businesses with identifying opportunities and accompanying them to your tables. We plan to keep each meeting to no more than 10 minutes and will be monitoring time to ensure flow.

You will each have a sign in sheet for attendees. It is very important that each attendee you meet SIGNS IN. Pens are provided. We will be picking up the sign in sheets during lunch and at the end of the day.

Do not take them with you. We will provide you with a copy of the sign sheet after the event or you may take a picture of the sheet with your phone.



You are welcome to take breaks as the flow of attendees allows. Refreshments (and a power station) will be provided near the One-on-One area during both the morning and afternoon sessions. Wifi is also provided. Please see the check-in table for the password.

The table will only accommodate small tabletop exhibits. Floor standing banners are not permitted. A standard tablecloth and table skirt are provided.

If you have any questions the day of the event or if you need to leave early, WPI's Jack Laufenberg will be onsite the day of the event. Please contact him at 414-412-1103.

Hotel and Parking Accommodations:

Discounted parking is available at the Hilton Milwaukee City Center for \$10 a day/\$18 overnight. The parking structure is covered and has a skywalk to the Baird Center. To receive your discounted parking voucher, please visit the main registration table.

Marketplace has also negotiated with the Hilton Milwaukee City Center to provide rooms at \$119 a night. Please call 1-414-935-5940 and mention "WEDC Marketplace Conference" to book your room.

Alternatively, please visit https://www.hilton.com/en/hotels/mkemhhf-hilton-milwaukee-city-center/?SEO_id=GMB-AMER-HH-MKEMHHF&y_source=1_MTIyMDkxOS03MTUtbG9jYXRpb24ud2Vic2l0ZQ%3D%3D

Other Conference Benefits, Opportunities:

Because you completed the buyer registration, you have no-cost access to the full conference, including meals. This includes access to virtual [The Contracting Academy](#) (TCA) on December 5th and the [exhibitor space, networking reception, and educational sessions](#) on December 6-7th. [Click here](#) to view the full conference agenda.

You will receive a confirmation email from Marketplace once a staff member from WPI logs your buyer registration with the Marketplace organizers.

If you registered to attend TCA or participate in the small group discussions with U.S. Trade, you will receive a follow-up email from WPI for TCA and a representative from U.S. Trade for the small group discussions.

If you have any questions **pre-event**, please don't hesitate to reach out to me at JackL@Wispro.org or 414-270-3600. If **on event day** you cannot attend or need to leave early/arrive late, please contact Jack at 414-412-1103.

Thank you for supporting Marketplace Wisconsin 2023 and we look forward to seeing you at future events!