

The Wisconsin Procurement Institute (WPI) would like to invite you to participate as a buyer at this year's [Marketplace Wisconsin: The Governor's Conference on Diverse Business Development](#). **The in person one-on-one buyer-supplier meetings will be held on Thursday, December 12th** at the Baird Center in downtown Milwaukee (535 W. Wells Street, Milwaukee, WI 53203).

During the one-on-one buyer meetings, you and others representing federal, state, and local governments will have the opportunity to meet with small and diverse businesses attending the event. This is **not** a virtual event! Last year, 40 different buying organizations were able to have over 600 one-on-one meetings with the conferences 770 attendees. Because of last year's demand, the exhibit hall and buyer-supplier area has been expanded, so we look forward to connecting you with more suppliers.

To register as a buyer, please click here: <https://forms.office.com/r/UjYk7NmvMt> – **please do not register through the Marketplace website.**

Each person attending from your organization must complete their own registration.

There is no cost for buyers to attend. Breakfast and lunch are provided. By completing the buyer registration, you will also gain no-cost access to the full conference, which runs from December 10-12th. This includes access to virtual [The Contracting Academy](#) on December 10th and access to view the [exhibitor space, networking reception, educational sessions, and industry roundtable discussions](#) on December 11-12th. [Click here](#) to view the full conference website.

As part of the registration, we ask that you provide complete information regarding what types of businesses you are targeting. This information will be posted for attending businesses [to the Marketplace buyer webpage](#) prior to the event and onsite within the buyer space the day of the event.

December 12th Buyer Meeting Schedule:

7:00 a.m. -8:00 a.m.	Registration and Check-in
8:00 a.m. – 9:15 a.m.	General Session/Breakfast Business Panel
9:30 a.m. – 11:45 a.m.	Expo Hall Opens – One-on-One Buyer Meetings Begin
12:00 p.m. – 1:30 p.m.	Awards Luncheon
1:45 p.m. – 4:00 p.m.	Expo Hall Reopens for One-on-One Buyers Meetings
4:15 p.m.	Conference Closing Remarks

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. Marketplace has also negotiated with the Hilton Milwaukee City Center to provide discounted room rates. Please call 1-414-935-5940 and mention "WEDC Marketplace Conference" to book your room or [click here](#).

If you have any questions, feel free to contact me.

I hope that you will be able to participate in this outstanding event!