

# MarketPlace

opening doors to success

Learn new skills, network with service providers and other entrepreneurs and discover what works for your small business and community!



<http://www.cfra.org/marketplace/home>

## Request for Presentation Proposals

The Center for Rural Affairs and their many partners invite you to submit a proposal to present at the 6<sup>th</sup> Nebraska MarketPlace: Opening Doors to Success Conference. We are looking for how-to content, best practices and thought-provoking ideas—all with a focus on how to reach new levels of performance and to enhance and develop job creation. We challenge you to submit new, interactive session ideas and demanding content to connect potential and existing small business owners with high-quality professional development opportunities, information to start or expand their business, and offer education on the latest trends and proven best practices in the field of entrepreneurship, community development and more.

The 6<sup>th</sup> Nebraska MarketPlace will take place on Tuesday, February 21, 2012 and Wednesday, February 22, 2012 at the Ramada Convention Center, Kearney, Nebraska.

### ABOUT the PRESENTING ORGANIZATION:



The Center for Rural Affairs was established in 1973 as an unaffiliated nonprofit corporation under IRS code 501(c)3. The Center for Rural Affairs was formed by rural Nebraskans concerned about family farms and rural communities, and we work to strengthen small businesses, family farms and ranches, and rural communities. The Center for Rural Affairs has evolved

into one of the nation's leading rural organizations known for our pioneering work to rebuild rural America and our national work to reform federal policy.

### CONTACT INFORMATION:

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For more information on the presenting organization, check out the Web sites at: [www.cfra.org](http://www.cfra.org)

### Check out the social media web sites as well for more information on the Nebraska MarketPlace:



[Facebook.com/nebraskamarketplace](https://www.facebook.com/nebraskamarketplace)



[Twitter.com/NEMarketPlace](https://twitter.com/NEMarketPlace)



Go to [linkedin.com](http://linkedin.com) to find our group, Nebraska MarketPlace!

“The Center for Rural Affairs is an Equal Opportunity Provider and Employer.”

## GENERAL INFORMATION

**Primary categories for topics being considered for the 2012 program include:**

- **Marketing** - Unique approaches to help entrepreneurs prosper through innovative marketing (examples: branding and packaging products or services, niche marketing, etc.)
- **Businesses of the Future**- unique and innovative ideas that can create new opportunities for rural small business development
- **Agriculture** – Exceptional opportunities available as an agricultural business (examples: agri tourism, direct marketing of local foods, high value products)
- **Financing** – Educational tools to increase knowledge (examples: cash is king, financing your business)
- **Community Development** – Innovative community offerings to enhance unique entrepreneurial approaches (examples: how's and why's of being an entrepreneurial community, public policy, renewing your community, youth retention/attraction, investment clubs)
- **Technology** –Extraordinary ways to increase business using technology anywhere you live (examples: podcasting, off and online businesses)
- **Business Development** – Programs that build business competency levels, creating awareness, improving business skills (examples: risk management, legal issues, customer service)
- **Youth** – Introduce entrepreneurial experiences and concepts encouraging career exploration and opportunities
- **Policy** - How does policy (both national and local) work? How does it impact small business and community?

**NOTE:** Following is a sample of how the team will choose sessions offered at the upcoming conference.

- Do the title and abstract clearly describe the session?
- Is the proposed topic timely and/or appropriate?
- Are session outcomes clearly defined?
- Will this session positively contribute to the conference?
- Does the presentation offer hands-on / interactive information engaging attendees to implement immediately?
- Is this the first time the presentation has been offered in Nebraska?
- Relevance to the conference attendee demographics.
- Does the session spotlight latest trends, innovative ideas and encourage proactive thinking and learning?
- Completeness of submitted proposal.

**Proposal Submission Deadline:** Wed, June 15, 2011

*Presentations received after deadline date may not be reviewed.*

## Request for Presentation Proposal

**Session Title:** (6 words or less) \_\_\_\_\_

Please indicate which Session Category your presentation is most suited for, as well as the appropriate session level for attendees. The descriptions follow:

**Session Category:**

- Financial
- Marketing
- Business Development
- Agriculture
- Community Development
- Technology
- Youth
- Businesses of the Future
- Policy
- General Session Keynote Speaker

**Target Audience(s):** (Check ALL appropriate boxes)

- Potential business owners
- Existing business owners
- Service providers
- Store front / home based
- Agricultural operators (farm and ranch)
- Students
- Teachers
- Community and Economic Developers

**Time Recommendation for Presentation**

- 3 Hrs. Offered on Tues. Feb. 21<sup>st</sup> only
- 1 hour – Offered on Wed. Feb. 22<sup>rd</sup> only

**Session Level:**

- Beginner (Requires little or no previous knowledge of the topic)
- Intermediate (Requires some knowledge of the topic)
- Advanced (Requires a working knowledge of the topic; focus is on implementation)

Will this session be hands on learning experience?     Yes     No

Have you given this presentation before?

Yes     No

If yes, when and where: \_\_\_\_\_

**Session Description:** Describe your session in a manner that will “market” your session to the participants. This description will be used to promote the program and will be included in the conference program. (300 maximum characters)

**Session Goals and Learning Objectives:** (300 maximum characters) provide a description of what attendees will gain by participating in your session and explain the learning objectives and potential for a deeper understanding of the topic.

## PRESENTER INFORMATION

**NOTE:** A Maximum of Three Presenters Accepted per Proposal  
Required for All Proposed Presenters upon Submission of Proposal

### PRESENTER 1

**Last Name:** \_\_\_\_\_ **First Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Business / Organization:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **St:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Mobile:** \_\_\_\_\_

**E-Mail:** \_\_\_\_\_ **Web Site:** \_\_\_\_\_

**Biography (75 words maximum):** Biography must be in narrative format as opposed to bullet or resume format.

Please send me more information as a potential: Exhibitor Sponsor Store Vendor Food Vendor

### PRESENTER 2

**Last Name:** \_\_\_\_\_ **First Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Business / Organization:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **St:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Mobile:** \_\_\_\_\_

**E-Mail:** \_\_\_\_\_ **Web Site:** \_\_\_\_\_

**Biography (75 words maximum):** Biography must be in narrative format as opposed to bullet or resume format.

Please send me more information as a potential: Exhibitor Sponsor Store Vendor Food Vendor

### PRESENTER 3

**Last Name:** \_\_\_\_\_ **First Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Business / Organization:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **St:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Mobile:** \_\_\_\_\_

**E-Mail:** \_\_\_\_\_ **Web Site:** \_\_\_\_\_

**Biography (75 words maximum):** Biography must be in narrative format as opposed to bullet or resume format.

Please send me more information as a potential: Exhibitor Sponsor Store Vendor Food Vendor

## MUTUAL AGREEMENT

### Before submitting your proposal, please read the following:

- Your proposal(s) will be considered only for the 2012 Nebraska MarketPlace: Opening Doors to Success Conference in Kearney, Nebraska, Feb.21-22, 2012.
- Submission does not guarantee inclusion in the conference.
- MarketPlace may record its conference presentations and the recordings may be used in marketing future conferences. Speakers who grant MarketPlace permission to record their presentations will be given preference in the selection process.
- While the exact schedule is not yet confirmed, we anticipate sessions will, on average, accommodate up to 30 or more attendees.
- All proposals must be individually submitted electronically. Check your submission to ensure all necessary information is provided. Proposals missing required information will result in delay and may lead to rejection.
- You agree to work cooperatively to refine the presentation and integrate it with other presentations as requested by advisory team.
- Collaborate with the MarketPlace Staff on the written description of your session(s) to be included in promotional materials, as well as the format, length and level of the presentation.
- Provide a master copy of the PowerPoint presentation to the MarketPlace Staff by Feb. 1, 2012 to be included in the conference proceedings.
- Provide a photograph electronically in JPEG, PDF or TIF formats for use in marketing materials.
- ***Refrain*** from using the platform, audio-visual materials or handout materials to promote your business or product, however, utilize your expertise to educate and inform attendees of best practices. The MarketPlace team has the authority to reject or eliminate improper materials as deemed necessary.
- MarketPlace presenters will receive a complimentary registration to the entire conference.
- Presenters will not be compensated for their presentation. This is your opportunity to network and build relationships through your quality presentation to entrepreneurs and service providers.

By electronically signing below, you agree to accept the conditions within this document.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

**Proposal Submission Deadline: Wed., June 15, 2011**

### ***To submit the document:***

- 1) Click on the Save Button below and attach as a file in an e-mail
- Or
- 2) Click on the e-mail button to e-mail directly to Joy Marshall at [joym@cfra.org](mailto:joym@cfra.org)

If you have problems with the file, please call 402-614-5558 to request the file in MS Word format

**2012 Nebraska MarketPlace: Opening Doors to Success**  
**Conference Agenda at a Glance -Tuesday, February 21, 2012**

Registration Area Opens - Noon - 7:00pm

1:00 pm - 1:45 pm	Keynote					
Session Time	Session Code	Tracks	Session Title	Speakers	Moderator	Room
2:00 pm - 5:30 pm	TP-1					
	TP-2					
	TP-3					
	TP-4					
Exhibit Area - 5:30pm -7:00pm						
Positively Nebraska Reception - 5:30pm - 7:00pm ----- Resource Zone						

**2012 Nebraska MarketPlace: Opening Doors to Success**

**Agenda at a Glance - Wednesday, February 22, 2012**

Exhibit Area Opens 7:30am						
8:30am - 9:30am	Welcome-Keynote					
BREAKS: 9:30am - 9:45am (Visit Exhibitors) - Refreshments						
Session Time	Session Code	Tracks	Session Title	Speakers	Moderator	Room
9:45am - 10:45am	A1-1					
	A1-2					
	A1-3					
	A1-4					
	A1-5					
	A1-6					
	A1-7					
BREAKS: 10:45am - 11:00am (Visit Exhibitors)						
11:00am - Noon	A2-8					
	A2-9					
	A2-10					
	A2-11					
	A2-12					
	A2-13					
	A2-14					
BREAK: Noon - 12:40 Networking & Visit Exhibitors						
Lunch: 12:30 - 1:30 - CFRA Presentation & Keynote						
Break: 1:30 - 2:00 Visit booths						
2:00 pm - 3:00pm	P1-15					
	P1-16					
	P1-17					
	P1-18					
	P1-19					
	P1-20					
BREAK: 3:00pm - 3:30pm (Visit Exhibitors) - Refreshments						
3:30pm - 4:30pm	P2-22	General Session				
Final Wrap up: 4:30pm - 5:00pm - Stay Around - There's an Exciting END to Round out the DAY! DRIVE SAFE!						

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