

**FOR IMMEDIATE RELEASE**

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**Call for Exhibitors - Innovators & Entrepreneurs Invited to Join “MidMichigan Innovators: Heading for the Big Leagues” Event May 27, 2010**

*Deadline for Exhibitor Applications: April 30, 2010*

**Mid-Michigan** (April 12, 2010) – Expand your networks and be part of an outstanding event to be held in our area this spring. MidMichigan Innovation Center (MMIC) is accepting exhibitor applications for its second annual innovation and entrepreneurial success celebration: **MidMichigan Innovators: Heading for the Big Leagues** presented by MMIC and the Dow Chemical Company. The event will be held Thursday, May 27, 6-9 p.m., inside Dow Diamond, in Midland.

For this special event, the concourse at Dow Diamond will be transformed to a technology and innovation showcase for promising and successful companies from around the mid-Michigan region. With an expected attendance of more than 350, this successful event will provide 40 exhibitors the opportunity to display and demonstrate their innovative products to potential investors and key business, community, and political leaders.

**Event Details**

**New this year:** MMIC will be awarding the first “**Ted Doan Spirit of Innovation Award**” to an individual who embodies some of the key qualities exemplified by Ted Doan: Vision, Integrity, Character and Generosity.

**Keynote Speaker:** Dwight Carlson, Chair and CEO of Coherix, Inc., a longtime successful entrepreneur, he has worked toward his vision of teaming universities, government and industry to solve complex challenges. Mr. Carlson will talk about his experiences as an entrepreneur and about the importance of private and public sectors working together.

**Special Recognition:** Event organizers will also recognize individuals and organizations contributing to the growing support network for innovators and entrepreneurs in the mid-Michigan region.

**VIP Reception:** Prior to the main program, a VIP reception will be held from 5 to 6 p.m. in the suite lobby area of Dow Diamond. Tickets for the VIP reception are available for \$100. One VIP/event admission is included in the exhibitor package.

**Exhibitor Registration**

Entrepreneurial-related companies interested in exhibiting should visit [www.mmic.us](http://www.mmic.us) for more information. The exhibitor fee is \$200 and includes exhibit space, one ticket to the event, and recognition in the event program. **Deadline to register is April 30. Space for this event was sold out last year, and is limited to 40 booth spaces.** To apply, contact Carman Phillips at (989) 839-2334 or [www.mmic.us](http://www.mmic.us).

**Current Sponsors**

MMIC recognizes and thanks our returning “Grand Slam” event sponsor, The Dow Chemical Company. Additional information regarding sponsorship is available at [www.mmic.us](http://www.mmic.us).

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**About MidMichigan Innovation Center**

The *MidMichigan Innovation Center* is a private, non-profit organization created to provide entrepreneurs and start-up companies a supportive and collaborative environment. MMIC connects you with critical resources, valuable services, flexible facilities, and entrepreneurial training and education that will help you develop your business venture. As an MMIC partner, you will receive the support needed to ensure your company’s success.