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2023 ICIC Annual Conference • December 11th-12th • Miami, FL

[2023 ICIC Annual Conference: Business Growth Marketplace Information Packet](#)

WELCOME!

Hello Business Growth Marketplace exhibitors!

Thank you for participating in ICIC's 2023 Annual Conference (#ICICAnCon2023) on December 11th & 12th at the Hyatt Regency Miami. We are so happy to have you with us. With an expected crowd of 800+ attendees, ICIC's AnCon is the premier event for small business leaders from throughout North America. The conference brings together a robust audience of our program participants and alumni, economic development practitioners, thought leaders, major corporate stakeholders, policy makers, and more.

We've prepared this packet to provide you with details exhibiting at the Business Growth Marketplace. If you have any questions about the logistics of the Business Growth Marketplace or day of assistance, please reach out Carolin Mejia (cmejia@icic.org or 617-238-3062).

BUSINESS GROWTH MARKETPLACE: KEY DETAILS

WHEN: The Business Growth Marketplace (BGM) is taking place on **Tuesday, December 12th** from **1:15 - 5 PM ET**. All vendors should report to their assigned booth in the pre-function area for set-up by **12:00 pm ET** and begin to take down starting at **4:45pm ET**.

WHO: The marketplace will feature 15 high-growth companies and partners showcasing their quality services and products, including Intuit, Bank of America, and Santander Bank.

WHERE: The BGM will take place in the pre-function area of the Hyatt Miami Downtown. See the [floor plan here](#) to find the pre-function area.

MATERIALS: All exhibitors will be equipped with a 6' table with 2 chairs, a tablecloth, and 1 electrical outlet. The booth must be staffed by at least 1 person at all times and should be set up with promotional items to highlight your company's products/services (e.g. printed materials, branded table cloth, banner, company swag, etc.). Businesses are responsible for providing and transporting their own promotional materials.



Opportunity to Participate in the Business Growth Marketplace Passport! We are encouraging attendees to visit the Business Growth Marketplace by hosting a raffle. Conference attendees can only get Passport stickers in the Business Growth Marketplace. Each BGM exhibitor will be equipped with stickers to affix to conference attendee's passports once they have visited your booth. Conference attendees who collect 10 or more stickers will be entered into a raffle for prizes to be distributed after the conference.

Raffle Gifts: Join the excitement of our event by contributing a prize valued up to \$50 for our raffle! Your generous participation not only enhances attendee engagement but also showcases your brand to a captivated audience. Make a lasting impression and be a part of the raffle!

Disclaimer for Food-Based Businesses: Food-based businesses wishing to participate in the Business Growth Marketplace can provide only fully packaged food samples and must sign a food safety waiver in advance. By registering, food businesses agree to comply with this requirement.

Before You Go:

1. **Sign the food safety waiver:** Food-based businesses providing packaged food samples, must sign [the food safety waiver](#) and submit to cmejia@icic.org by Friday December 7th.
2. **Help us spread the word!** As a participant and event exhibitor, we ask that you be our "brand ambassador" by raising awareness and helping spread the word about the conference within your personal and/or professional networks.

In your social media posts about the Annual Conference, don't forget to tag us @icicorg and use our event hashtag #ICICAnCon2023! Please contact Jasmine Martin (jmartin@icic.org) with any communications-related questions or needs.