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**Dear IACBE Member, November 4th, 2019**

The IACBE is excited to announce some exciting changes to the annual student competition to be held during the 2020 Annual Conference and Assembly Meeting (ACAM) March 31-April 2, 2020 at the Westin Galleria in Dallas, Texas, USA. This year the IACBE is partnering with [CapSource](https://capstonesource.com/) to offer your students a resume worthy experience and competition.

As always, the goal for the case competition is to include students in the IACBE ACAM to help them develop professionally as they compete with peers from around the world. As in past years, teams will present real solutions to business executives based on real-world business challenges. We strongly believe this experiential learning format will provide students with the training, exposure, and resume worthy experience that they need to set themselves apart upon entering the workforce.

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| **YOUR STUDENTS ARE CORDIALLY INVITED TO JOIN!** |
| **What**: IACBE-CapSource 10th Annual Live Business Case Competition **Where**: IACBE’s Annual Conference & Assembly Meeting   @ The Westin Galleria, 13340 Dallas Pkwy, Dallas, TX 75240  **When**: March 31th – April 2nd  **Teams**: 4 Students (Undergrad or Grad, Competing Separately)  **Registration available at:** [**10th Annual Live Business Case Competition**](https://capstonesource.com/iacbe-acam/) |

This competition is open to graduate and undergraduate teams across IACBE member and non-member schools. Each team must have a faculty mentor in attendance at the IACBE conference – a separate registration is required. Register by December 31st for early bird pricing. More info about the schedule, pricing, and deadlines is included on the next page.

For more information on how to be a part of this exciting event, please contact Jordan Levy via email at [jordan@capstonesource.com](mailto:jordan@capstonesource.com) or by calling +1 (631) 729-0745.

We look forward to having your students participate in this exciting event!

Phyllis Okrepkie Jordan Levy

President, IACBE Executive Director, CapSource

**What’s included with registration?**

* Case competition registration for one team of 4-students
* Admission to all conference sessions (does not include meals)
* Welcome Reception
* $ 400 total - $100 Visa gift card per student for meals
* Access to special student networking and professional development sessions
* A student-only off-site experience

**Competition Schedule\*:**

* **$2,000\*\* Early Bird Registration Deadline**: Tuesday, December 31st @ 5:00 PM ET
* **$2,200\*\* Official Registration Deadline**: Friday, February 14th @ 5:00 PM ET (Student rosters final)
* **Case Access Granted**: Wednesday, February 26th @ 9:00 AM ET
* **Webinar Competition Kickoff**: Monday, March 2nd @ 12 PM ET
* **Student Office Hours**: Week of March 16th (30-min session with host company leadership)
* **Students Deliver**: Sunday, March 29th by 5 PM ET (Final presentation and 2-page memo)

**The Conference Schedule\*:**

* **Opening Session**: Tuesday, March 31st from 1:00-5:00 PM
* **Welcome Reception**: Tuesday, March 31st from 5:30-7:00 PM
* **Wednesday Keynote**: Wednesday, April 1st @ 9 AM, The Wright Institute
* **Competition Presentations**: Wednesday, April 1st from 10:30 AM – 6:00 PM
* **Thursday Keynote Session & Winners Announced**: Thursday, April 2nd @ 9:45 AM
* **Winning Team Exhibition & Competition Debrief**: Thursday, April 2nd @ 10:00 AM
* **Networking Lunch:** Thursday, April 2nd @ 11:30-2:00 PM
* **Off-Site**: Thursday, April 2nd @ 2:00 – 5:00 PM

**What will the winning teams receive?**

* $1,000 per team – one undergraduate team and one graduate team
* Engraved Winners Plaque

**Ready to get started?** [**REGISTER TODAY!**](https://capstonesource.com/iacbe-acam/)

**Want to see similar cases from prior years?**

* [Fall 2019: Fall Virtual Munevo Live Business Case](https://capstonesource.com/charter/usa-go-to-market-strategy-for-medical-product-munevo-drive/)
* [Spring 2019: Ecree Live Business Case](https://capstonesource.com/portfolio/ecree-iacbe-live-business-case/)
* [Spring 2018: ClassPulse/EdSights Live Business Case](https://capstonesource.com/portfolio/classpulse-live-business-case/)

\*All times subject to change

\*\*Does not include IACBE conference registration for faculty mentor. Each team faculty mentor will receive $100 off of the conference registration rate at the time he/she registers. Registration will open for faculty in early December on the [IACBE Annual Conference](https://iacbe.org/events/annual-conference-and-assembly-meeting/) website