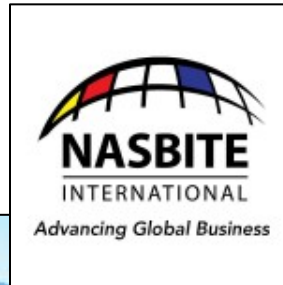


NASBITE INTERNATIONAL

2019 Student Case Competition



Team Information & Registration Packet

NASBITE International

9 Newport Drive, Suite 200, Forest Hill, Maryland 21050

Phone (443) 640-1064 Email casecompetition@nasbite.org Web www.nasbite.org



NASBITE International 2019 Student Case Competition Team Information & Registration

April 8-9, 2019 - The DeSoto Savannah - Savannah, Georgia

The NASBITE International Student Case Competition

The 2019 NASBITE International Student Case Competition is an exciting learning and networking opportunity for undergraduate students attending two-year and four-year colleges and universities which offer an academic business program. The Competition brings together undergraduate business and/or marketing students to solve a real-world international marketing challenge posed by a top U.S.-based exporter.

The goals of the NASBITE International Student Case Competition are:

- To provide undergraduate college and university students the opportunity to work collaboratively on a creative solution to a real-world international marketing challenge, and to put their presentation and networking skills to work.
- To provide the sponsoring company access to the very best undergraduate business and marketing students presenting potential solutions to their international marketing challenges.
- To provide a solid foundation for student involvement and participation within NASBITE International.

2019 Competition Format

Up to 18 student teams will compete by presenting live during a Preliminary Round on Monday, April 8, 2019. Teams will have up to a maximum of 30 minutes to present their proposed solutions to a real exporting challenge faced by the sponsor and subject company AdEdge Water Technologies. Details of the specific challenge will be revealed to registered teams on or before February 15, 2019. A written summary of the team's proposed solution is required to be submitted at the time of the presentation.

Team presentations will be scored based on a rubric by a panel of judges representing the sponsoring company and NASBITE membership. The rubric will be furnished to registered teams with the written case by February 15, 2019.

At the conclusion of the Preliminary Round on April 8, all participating teams will gather for a Team Mixer dinner and social, during which four Finalist teams will be announced. The four Finalist teams will then be called individually before the judges on the morning of Tuesday, April 9 to defend their case and answer questions.

The team selected as 2019 Case Competition Champions will be announced during the National Small Business Exporter Summit Luncheon on April 9. All teams are invited to participate in the luncheon.

The team registration fee of \$750 provides for participation for one instructor and up to four students, and includes the April 8 Team Mixer dinner and social, and the luncheon on April 9.

The team registration fee does NOT include registration for the National Small Business Exporter Summit on April 9, nor the NASBITE Annual Conference on April 10-11. However, deeply-discounted Student registration fees for the Annual Conference are available (see details below).

The team fee does not include travel or lodging expenses or meals other than the April 8 dinner and the April 9 luncheon. Registered teams are eligible for the special NASBITE hotel rate of \$179/night plus tax at the DeSoto Savannah in Savannah, GA. Teams must submit a completed Team Registration form and the Team Registration Fee must be paid by February 1, 2019 in order to receive the case on February 15 and hold a spot in the Case Competition.



NASBITE International 2019 Student Case Competition Team Information & Registration

April 8-9, 2019 - The DeSoto Savannah - Savannah, Georgia

2019 Case Competition Sponsor & Case Subject Company: AdEdge Water Technologies



Founded in 2002 and headquartered just north of Atlanta, Georgia, AdEdge Water Technologies specializes in the design, development, fabrication, and supply of water treatment solutions, specialty medias, legacy and innovative technologies that remove a wide range of contaminants from water.

AdEdge’s mode of work and technologies allow its customers to understand how to manage the elements in a variety of industries with outstanding results. These industries include drinking water, industrial process, mining, dewatering, construction, chemical, remediation, and general tertiary wastewater treatment.

AdEdge has extensive experience in the removal of arsenic, iron, manganese, hydrogen sulfide, fluoride, nitrate, and uranium from water, and has sold hundreds of water systems ranging from 5 gpm to over 20 MGD in North America and locations throughout the world including Canada, India, Africa, and countries in Latin America.

AdEdge recently expanded its engineering and manufacturing capabilities to design and build all systems in its manufacturing facility. The USEPA awarded AdEdge 12 arsenic demonstration projects, more than any company in the industry. AdEdge works with 75% of the top 12 design firms in the United States and with hundreds of engineering firms throughout the world.

For more information, visit <https://adedgetech.com/>

2019 Case Competition Timeline & Competition Schedule

- Monday, November 5, 2018..... Team Registration Opens
Teams will be confirmed on a first-come, first-served basis; the Competition is limited to 18 teams
- Friday, February 1, 2019..... Deadline for Team Registration Form and Payment of Team Registration Fee
- Friday, February 15, 2019..... Written case released to registered teams

Competition Schedule:

- Monday, April 8, 2019..... Case Competition Preliminary Round Team Presentations
(presentations to be scheduled between 8am – 12pm and 2pm-4pm)
- Monday, April 8, 2019..... Case Competition “Team Mixer” and announcement of teams advancing to Finals (7pm – 10pm)
- Tuesday, April 9, 2019..... Case Competition Championship Round Team Presentations (8am-11am)
- Tuesday, April 9, 2019..... Luncheon/Case Competition Championship Awards Ceremony (12noon-1pm)

Team Budgeting Estimates

- Team Registration Fee: \$750.00 – must be submitted with completed, signed Team Registration Form
- Lodging: 2 nights at hotel (April 7 and April 8) @ \$179/night + tax, for the number of rooms needed for one instructor and up to four students. Hotel rooms can accommodate up to four people per room. The hotel will offer government per-diem rates but requires proof of eligibility for this reduced rate at check-in.
- Airfare: Roundtrip airfare for 1 instructor and up to 4 students (some teams may choose to drive to Savannah)
- Ground Transportation: Airport to hotel: approximately \$30/ one way for taxi/Uber
- Meals & Incidentals: The Team Registration fee includes dinner on Monday night and lunch on Tuesday. All other meals and incidental expenses are the team’s responsibility.
- Optional: Instructor and/or students may choose to register for and participate in the following events (will require additional hotel nights): 2019 National Small Business Exporter Summit (April 9) and NASBITE International 2019 Annual Conference (April 10-11)



NASBITE International 2019 Student Case Competition Team Information & Registration

April 8-9, 2019 - The DeSoto Savannah - Savannah, Georgia

National Small Business Exporter Summit

April 9, 2019

The third annual National Small Business Exporter Summit will bring together top small and medium-sized exporters from across the United States, providing them with an opportunity to exchange and share best practices and lessons learned that have contributed to their export success. This forum serves as a premiere event for companies focused on export growth. Registration fee is \$235 per person (no early-bird pricing or member discounts).

Note that Student Case competition Teams are already invited to the Summit luncheon for the Case Competition Championship Awards Ceremony, but all-day attendance at the Summit requires a separate Summit registration and fee.

NASBITE International 32nd Annual Conference

April 10-11, 2019

The NASBITE Annual Conference is a meeting of the minds from across the spectrum of international business and trade. Conference attendees are educators at two-and four-year institutions; they are international trade specialists affiliated with SBDCs, World Trade Centers, and the like; they are practitioners from industry, particularly SMEs. The conference features a multi-track series of speakers covering items such as:

- Best practices in international business or international trade education;
- Tools and resources for teaching international business or international trade;
- Best practices in international trade training;
- Tools and resources for international trade training;
- Continuing education, new developments, and deep dives in topics such as compliance, documentation, and government regulations.

The focus of all sessions is educational, that is, with an emphasis on informing attendees of best practices, resources, or developments in the field.

Note that the Annual Conference will also include an Educational Partners session for schools participating in or interested in participating in the CGBP Student Pathway Program (more detail to follow).

Student Registration fees for Conference:

- One-Day student fee (Wednesday 4/10) is \$150 (Member) or \$200 (non-Member) before 3/18/19 – after that date, add \$50. Includes breakfast, lunch, breaks, all Sessions, exhibits.
- One-day student fee (Thursday 4/11) is also \$150 (Member) or \$200 (non-Member) before 3/18/19 – after that date, add \$50. Includes breakfast, lunch, breaks, all Sessions, exhibits, and closing reception.

Instructors Registration fees for Conference:

- Instructors may register for Full Conference (\$595 – Member / \$795 non-Member) before 3/18/19 – after that date, add \$100 or they can use the 1-day rates:
- One-day (Wednesday 4/10) is \$325 (Member) or \$450 (non-Member) before 3/18/19 – after that date, add \$100. Includes breakfast, lunch, breaks, all Sessions, exhibits.
- One-day (Thursday 4/11) is \$375 (Member) or \$500 (non-Member) before 3/18/19 – after that date, add \$100. Includes breakfast, lunch, breaks, all Sessions, exhibits, and closing reception.



NASBITE International 2019 Student Case Competition

Team Information & Registration

April 8-9, 2019 - The DeSoto Savannah - Savannah, Georgia

Team Eligibility & Case Competition Rules

- The 2019 NASBITE International Student Case Competition is open to teams from colleges and universities that offer an academic business degree program at the undergraduate level.
- Teams must consist of a minimum of three, and a maximum of four, undergraduate-level students, plus one instructor. Student team members must be currently-enrolled undergraduate students pursuing a business or marketing degree.
- By participating in the Case Competition, all team members agree to keep all information in the written case confidential.
- Presentations and written summaries of presentations become the exclusive property of the sponsor/subject company and NASBITE International.
- To be eligible to receive the case and to be assigned a time slot to present in the Preliminary Round, teams must complete and submit a Team Registration Form and submit payment of the full \$750 Team Registration fee to NASBITE International no later than February 1, 2019.
 - Registration includes a Student Team Mixer dinner on April 8, 2019 and luncheon on April 9, 2019 for instructor and registered students.
 - The team fee does not include travel or lodging expenses. Registered Teams are eligible for discounted hotel rates at the DeSoto Savannah hotel if reservations are made before the hotel reservation cut-off date (March 18, 2019) or before the discounted room block is full, whichever comes first.
- Case presentations will be judged in accordance with a scoring rubric. The scoring rubric will be distributed with the written case on February 15, 2019, and will be used by a panel of judges. Each case presentation will be viewed by multiple judges, whose scores are averaged together to produce one overall score for the presentation.
- **Students must not receive any paid professional advice, critiques, or assistance in the development of their written case entry. However, students are permitted guidance from their faculty instructors, advisors and professors to develop the team case/presentation, and may seek and use information from publicly-available, non-paid sources to develop their case/presentation.**
- Neither students nor instructors may directly contact the corporate sponsor, its marketing or advertising agencies, or any company specifically highlighted by the sponsor.
- All questions regarding the case shall be submitted via email to the case organizers at casecompetition@nasbite.org. Telephone calls will not be accepted. Case organizers will respond directly to the originator of the question.
- The **Preliminary Round Presentations** by registered and confirmed teams will be held on **Monday, April 8, 2019** between 8:00 am and 4:00 pm local time, at the DeSoto Savannah Hotel, located at 15 E. Liberty, Savannah, GA 31401.
 - Teams will be assigned a presentation time slot for the Preliminary Round at the time they receive the written case and scoring rubric on February 15.
 - **PLEASE NOTE:** Preliminary Round presentation times are subject to change if deemed necessary by NASBITE, and any such changes will be communicated by email to the team Instructor.
 - Teams that miss their scheduled presentation times will be rescheduled only as time allows, and only for cases of unavoidable travel delays out of the team's control when the scheduled arrival date was no later than Sunday, April 6.
 - A written summary of the team's proposed solution is required to be submitted at the time of the presentation.
 - Team presentations may not exceed 30 minutes. Time starts when the first slide (other than the title slide) appears or when a presenter begins speaking. Time ends at the 30-minute mark. Team members may request either a one- or two-minute warning from the timekeeper. The presentation is followed by up to 10 minutes of questions from the judges.
 - Instructors may observe their own team's Preliminary Round presentation, but must remain silent and are expressly forbidden to provide coaching or verbal or silent cues or convey any information to the team during the presentation.
 - Once a team has completed its Preliminary Round presentation, the team members are permitted to observe subsequent presentations, however, under no circumstances will they be permitted to ask questions to the remaining team(s) during the Q&A portion of their presentation. If they choose to observe subsequent team presentations, they must remain silent.
- **Finalist teams** will be called before the judges for an interview and Q&A session on **Tuesday, April 9, 2019** between 8:00 am and 12:00 noon local time. Times of the finalist team interviews will be provided when finalist teams are announced on April 8.



NASBITE International 2019 Student Case Competition Team Information & Registration

April 8-9, 2019 - The DeSoto Savannah - Savannah, Georgia

- A podium, a data projector, a remote control slide advancer, and a laptop with internet access will be available at the presentation site for the Preliminary and the Final Rounds. Teams should bring a USB drive with the presentation saved in PowerPoint 2013.
- Teams may use up to four presenters, who shall be students registered as team members, and not including the instructor. If a team wishes to have a person assist with technical or logistical issues, this person is considered one of the four presenters. All four presenters are permitted to speak, but not all are required to do so. All presenters must have worked on the case and have been listed on the original Team Registration Form submitted no later than February 1, 2019.
- Audience members may include but are not limited to case coordinators, NASBITE International members and Conference attendees, and other dignitaries. Parents, friends, and other supporting members of your college/university may be present during the team presentation, but must communicate their intent to be present to NASBITE International staff via e-mail at casecompetition@NASBITE.org by March 1, 2019.
- Presentations may be video/audio recorded and/or live streamed by NASBITE International. Teams registered for the Case Competition provide their consent for their image and/or voice to be recorded and used by NASBITE International for the purposes of judges' review, broadcasting the competition, and promoting future competitions.

RELEASE AND OWNERSHIP TRANSFER AND CONFIDENTIALITY AGREEMENT

In connection with, and as consideration for, your participation in the 2019 NASBITE International Student Case Competition (the "Competition"), by participating in the competition, you agree that any and all materials relating to presentations, documents and any other aspect of the case entry ("Materials") you will submit shall become the sole and exclusive property of *AdEdge Water Technologies* to use in any manner that it deems fit. Accordingly, you hereby assign outright to *AdEdge Water Technologies* the entire right, title and interest both in the United States and abroad, to such Materials without payment or compensation. In addition, you hereby authorize *AdEdge Water Technologies* to use your name with any and all of these Materials for informational, historical or commercial (including advertising) purposes in any and all forms of media including, without limitation, television, print, internet, etc.

As a participant in the Competition, you may receive "Confidential Information" relating to *AdEdge Water Technologies*, including, by way of example and without limitation, new products, commercial plans, data, know-how, formulae, processes, designs, sketches, photographs, plans, drawings, specifications, samples, reports, customer, pricing information, studies, findings, inventions and ideas. To the extent practical, Confidential Information shall be disclosed by *AdEdge Water Technologies*, if at all, in documentary or tangible form marked "Proprietary" or "Confidential". In the case of disclosures in non-documentary form made orally or by visual inspection, *AdEdge Water Technologies* shall have the right, or if requested in writing by you in advance of the disclosure, the obligation to confirm in writing the fact and general nature of each disclosure.

In the event that *AdEdge Water Technologies* discloses Confidential Information to you, you agree that you: (1) will hold the Confidential Information in confidence by using the same degree of care, but not less than a reasonable degree of care, as you use or would use to protect your own confidential information; (2) will take such steps as may be reasonably necessary to prevent disclosure of the Confidential Information to others; (3) will not commercially utilize the Confidential Information without having obtained the written consent of *AdEdge Water Technologies*; (4) upon request, will return Confidential Information to *AdEdge Water Technologies*; and (5) shall promptly notify *AdEdge Water Technologies* in the event that you are legally required to disclose any portion of the Confidential Information, so that *AdEdge Water Technologies* may take steps to protect its Confidential Information.

The confidentiality and non-use commitments set forth above shall not extend to any portion of Confidential Information which is known to you at the time of your receipt of such information from *AdEdge Water Technologies*; which is or becomes generally available to the public through no fault of yours; which corresponds in substance to that furnished you by any third party having a bona fide right to do so and no confidential obligation to *AdEdge Water Technologies* with respect to the information; or which corresponds to that furnished by *AdEdge Water Technologies* to any third party on a non-confidential basis.

You further agree that: (1) neither you nor *AdEdge Water Technologies* has any obligation to purchase any service or item from each other; (2) neither you nor *AdEdge Water Technologies* has an obligation to offer for sale products using or incorporating Confidential Information; and (3) you and *AdEdge Water Technologies* do not intend that any agency or partnership relationship is created.



NASBITE International 2019 Student Case Competition Team Information & Registration

April 8-9, 2019 - The DeSoto Savannah - Savannah, Georgia

DEADLINE FOR TEAM REGISTRATION & PAYMENT OF TEAM FEE: February 1, 2019

College/University: _____

Mailing Address: _____

Instructor Name: _____

Instructor Phone: _____ Instructor Email _____

1st Student Name: _____ 1st Student Email: _____

2nd Student Name: _____ 2nd Student Email: _____

3rd Student Name: _____ 3rd Student Email: _____

4th Student Name: _____ 4th Student Email: _____

Special Dietary Restrictions/Food Allergies: Please indicate requirement(s) that must be accommodated regarding special dietary restrictions or food allergies, along with the name of the person(s) requiring accommodation: _____

Compliance with Competition Rules; Release and Ownership Transfer and Confidentiality Agreement: By signing and dating this Registration Form, the Instructor, representing the College/University and all Student competitors, acknowledges that he/she has reviewed, and agrees on behalf of the College/University and all Team participants to comply with Competition Rules, Release and Ownership Transfer and Confidentiality Agreement for the NASBITE International 2019 Student Case Competition.

TEAM REGISTRATION FEE & POLICIES: The Team Registration Fee of \$750 must be submitted with signed and dated form no later than February 1, 2019 in order for the team to be eligible for the 2019 Case Competition. There is a limit of eighteen (18) teams for the 2018 Competition; Teams will be confirmed on a first-registered/paid, first-confirmed basis. Should a team submit completed form and payment after eighteen Teams have been confirmed, even if prior to the Registration Deadline, Team will be notified and Team Fee will be returned or held on a wait list. In the event a confirmed Team subsequently cancels or does not appear, with or without notification to NASBITE, for the Competition, no refunds will be made. The Team fee covers the following, for one Instructor and up to four undergraduate Students: Team Mixer dinner event on April 8, 2109 and luncheon on April 9, 2019. The team fee does not include travel or lodging expenses; discounted hotel room rates at the DeSoto Savannah are available to registered teams.

PAYMENT INFORMATION:

Check (payable to NASBITE International) VISA/MasterCard American Express Purchase Order # _____

Card #:	Expiration Date:
Billing Address:	
Name on Card:	Cardholder Signature:

If paying by Purchase Order, please submit a copy of your PO with billing instructions along with this registration form. Return payment & completed form to NASBITE at: 9 Newport Dr., Suite 200, Forest Hill, MD 21050; Fax: 443-640-1031 or by email to casecompetition@nasbite.org

Instructor Signature

Date