

# Our Attendees

More than **300** attendees

From over **90** Texas cities

Conference exceeded  
**98%**  
of expectations

**96%**  
of attendees acquired  
new techniques and ideas  
to apply to their profession

*"The conference is a good investment for small business. The speakers were amazing and were individuals that we would not ordinarily meet."*

— GLORIA VASQUEZ, AACOG



The Texas Rural Challenge is the largest state event of its kind. The conference is hosted annually by UTSA's Institute for Economic Development – SBDC Rural Business Program and the Office of the Governor. The conference focuses on business and economic development, community development, and statewide issues including energy and healthcare access. Every year, the conference provides a wide range of opportunities, best practices, and live workshops and presentations by primary leaders and innovators from across state and federal agencies.

**UTSA**

**Texas Rural Challenge**  
UTSA Institute for Economic Development  
SBDC Rural Business Program  
501 W. César E. Chávez Blvd.  
San Antonio, Texas 78207-4415

Learn more or register at [texasruralchallenge.org](http://texasruralchallenge.org)

**UTSA** Institute for Economic Development  
The University of Texas at San Antonio



**TEXAS** WIDE OPEN  
FOR BUSINESS



 /TexasRuralChallenge



[texasruralchallenge.org](http://texasruralchallenge.org)

**June 29-30, 2017**  
**Waco Convention Center & Hilton Waco**  
100 Washington Ave | Waco | Texas | 76701

**UTSA**

Institute for Economic Development  
The University of Texas at San Antonio

Southwest Texas Border  
Small Business  
Development Center Network  
Rural Business Program

**TEXAS** WIDE OPEN  
FOR BUSINESS







# You're Invited

This summer, join us in the heartland of Texas for the 8th Annual Texas Rural Challenge (TRC). The 2017 conference will focus on business, community and economic development, and statewide issues including but not limited to energy, housing, healthcare, and cultural tourism.

With an emphasis on business best practices, collaborative opportunities, and 'how-to' learning experiences aimed at putting your ideas into practice, the TRC is your one-stop-shop for rural growth. Explore new ideas during presentations and workshops by top innovators and change agents from across state and federal agencies and the private sector. The conference is hosted by the UTSA Institute for Economic Development – SBDC Rural Business Program and the Office of the Governor. TRC provides valuable opportunities for everyone involved, focusing on job creation through the expansion of small businesses in rural communities. We invite you to join us in Waco, Texas and engage in our efforts to build a stronger rural Texas at the 2017 Texas Rural Challenge!

Gilbert "Gil" Gonzalez  
Director  
SBDC Rural Business Program

[texasruralchallenge.org](http://texasruralchallenge.org)

## TEXAS STUDENT CHALLENGE

The Texas Student Challenge (TSC) is a business plan competition that encourages entrepreneurship and technological innovation among college students in Texas. As a part of the Texas Rural Challenge, the TSC aims to foster high-quality business ventures and tech innovations that will benefit rural communities. The competition is open to undergraduate and graduate students majoring in any area, attending any Texas college or university. In addition to a monetary prize, winners will receive in-kind services from the SBDC Network to make their business venture a reality!

*"Competing in the Texas Student Challenge was a wonderful experience through which I gained such valuable insight on how college students can become successful in business."*

— MANISH PATEL  
CLEAR BLUE  
2016 3RD PLACE WINNER

## TEXAS STRONG SMALL BUSINESS PROUD

The Texas Strong Committee is seeking SBDC clients from across the great state of Texas, who with the help of local SBDC networks, have developed an innovative product or service that could potentially benefit rural Texas communities. Eight finalists, two from each SBDC network in Texas, will be selected as the "Best of Texas Strong" and invited to compete in the Texas Strong Fast Pitch Competition for cash prizes; amounts will vary based on sponsorships. Finalists will also have the chance to win a Governor's Small Business Award. Winners are selected by the Governor's Office and the selection process is conducted separately from the Texas Strong Fast Pitch Competition.

*"Texas Strong opened my eyes to all the amazing things happening in our rural communities and made me proud to be from a rural community."*

— ROBERT LIKARISH —  
IRONROOT REPUBLIC DISTILLERY  
2016 1ST PLACE WINNER



## Your Ticket to Success

Early Bird Registration starts February 1, 2017  
Regular Registration starts May 1, 2017

Regular Registration	\$249
Early Bird Registration	\$199
Non-Profit Organization	\$149
Student Registration	\$99

## Partnership Opportunities

RETURN ON INVESTMENT	PREMIER \$15,000	PLATINUM \$7,000	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,500	EXHIBITOR \$750
One 6ft exhibit table	✓	✓	✓	✓	✓	✓
Passes to conference	8	6	4	3	2	2
Logo on select collateral, website & program	✓	✓	✓	✓	✓	Listed on website & program
Special mention from podium	✓	✓	✓	✓	✓	
Marketing collateral included in conference attendee bags	✓	✓	✓	✓		
Opportunity for either Keynote Intro or 3 minute video	✓	✓	✓	✓		
Texas Student Challenge	✓		✓			
Texas Strong	✓	✓				
Opportunity to judge competitions	✓	✓	✓			
Reserved table for eight	✓					
Slido / Charging Station		✓				
Present <u>one</u> of the following for both days Breakfast   Lunch   Digital Wall	✓					

ONLY 3 PREMIER LEVEL OPPORTUNITIES AVAILABLE | PLEASE CONTACT US FOR ADDITIONAL INFORMATION | PHONE: 210.458.2460