

NASBITE INTERNATIONAL

2020 Student Case Competition



Team Information & Registration Packet

NASBITE International

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

WE'RE MOVING! After December 13, 2019, please send mail to:

2331 Rock Spring Road, Suite 1, Forest Hill, MD 21050

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



NASBITE International 2020 Student Case Competition

Team Information & Registration

March 24-25, 2020 - Graduate Annapolis Hotel - Annapolis, Maryland

The NASBITE International Student Case Competition

The NASBITE International Student Case Competition is an exciting learning and networking opportunity for undergraduate students attending two-year and four-year colleges and universities that offer an academic business program. The Competition brings together undergraduate international business students to solve a real-world challenge posed by a 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 business challenge, and to put their research, presentation and networking skills to work.
- To provide the sponsoring company access to the very best undergraduate international business students presenting potential solutions to their international business challenges.
- To provide a solid foundation for student involvement and participation within NASBITE International.

Competition Format

Up to 18 student teams will compete by presenting live during a Preliminary Round on Tuesday, March 24, 2020. 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. Details of the specific challenge will be revealed to registered teams on or before February 10, 2020. A written executive 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.

Following the conclusion of the Preliminary Round on March 24, all participating teams will gather for a Team Mixer and social, during which four Finalist teams will be announced. The four Finalist teams will then do their presentations before the judges and all participating Case Competition teams on the morning of Wednesday, March 25, and will answer final questions from the judges. The team selected as Case Competition Champions will be announced during the National Small Business Exporter Summit Luncheon on March 25. All teams are invited to participate in the luncheon.

The team registration fee of \$850 provides for participation for one instructor and up to four students, and includes the Team Mixer and social on March 24, and the Luncheon on March 25.

The team registration fee does NOT include registration for the National Small Business Exporter Summit nor the NASBITE Annual Conference. 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 Team Mixer dinner and social on March 24, and the Summit Luncheon on March 25). Registered teams are eligible for the special NASBITE hotel rate. Teams must submit a completed Team Registration form and the Team Registration Fee must be paid by February 3, 2020 in order to receive the case on February 10, 2020 and confirm a Preliminary Round presentation time slot in the Case Competition.



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2020 Case Competition Timeline & Competition Schedule

Monday, February 3, 2020 Deadline for Team Registration Form and payment of Team Registration Fee

Monday, February 10, 2020 Written case is released to registered teams

Competition schedule:

Tuesday, March 24, 2020 Case Competition Preliminary Round Team Presentations (8am – 1pm/2pm-6pm)

Tuesday, March 24, 2020 Case Competition Team Mixer and announcement of teams advancing to Finals
(7:00 p.m. – beverages and light buffet)

Wednesday, March 25, 2020 Case Competition Championship Round Team Presentations (8am-11am)

Wednesday, March 25, 2020 Luncheon/Case Competition Championship Awards Ceremony (12noon-1pm)

Team Budgeting Estimates

Team Registration Fee: \$850.00 – must be submitted with completed, signed Team Registration Form
Lodging: Recommended: 2 nights at hotel (Monday, March 23 and Tuesday, March 24) @ \$149/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. Teams must confirm their own hotel reservations in the NASBITE group room block at the Graduate Annapolis Hotel on or before February 28, 2020 or until room block is full, whichever comes first.

Airfare (if necessary): Roundtrip airfare for 1 instructor and up to 4 students
Ground Transportation: Airport to hotel: approximately \$50/ one way for taxi/Uber
Meals & Incidentals: The Team Registration fee includes light reception fare on March 24 (7:00 pm Team Mixer) and lunch on March 25. 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): 2020 National Small Business Exporter Summit (March 25) and NASBITE International 2020 Annual Conference (March 26-27)



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National Small Business Exporter Summit

March 25, 2020

The fourth 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 Annual Conference

March 26-27, 2020

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.

Student Registration fees for NASBITE International Annual Conference:

- One-Day student fee (Thursday, March 26, 2020):
 - \$225 (Member) or \$325 (non-Member) before February 28, 2020 – after that date, add \$50.
 - Includes breakfast, lunch, breaks, all Sessions, exhibits.
- One-day student fee (Friday, March 27, 2020):
 - \$275 (Member) or \$325 (non-Member) before February 28, 2020 – after that date, add \$50.
 - Includes breakfast, lunch, breaks, all Sessions, exhibits, and closing reception.

Instructors Registration fees for the NASBITE International Annual Conference:

- Instructors may register for:
 - Full Conference (March 26 and March 27) at \$595 – Member / \$795 non-Member) before February 28, 2020 – after that date, add \$100
 - Or, see the 1-day rates:
 - One-day (Thursday, March 26, 2020) is \$325 (Member) or \$475 (non-Member) before February 28, 2020 – after that date, add \$100. Includes breakfast, lunch, breaks, all Sessions, exhibits.
 - One-day (Friday, March 27, 2020) is \$375 (Member) or \$475 (non-Member) before February 28, 2020 – after that date, add \$100. Includes breakfast, lunch, breaks, all Sessions, exhibits, and closing reception.



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Team Eligibility & Case Competition Rules

- The 2020 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, marketing, or related degree.
- By participating in the Case Competition, all team members agree to keep confidential all information received from the company as part of the case.
- Presentations, presentation files and videos, 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 \$850 Team Registration fee to NASBITE International no later than **Monday, February 3, 2020**.
- The team registration fee of \$850 provides for participation for one instructor/advisor, and up to four students, to participate in the Competition events including the March 24 Team Mixer and the luncheon on March 25.
- The team fee does not include travel or lodging expenses. Registered Teams are eligible for discounted hotel rates if guest room reservations are made directly with the hotel, before the hotel reservation cut-off date (**February 28, 2020**), 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 10, 2020, and will be used by a panel of judges. Each case presentation will be viewed by at least two judges, whose scores are averaged together to decide which teams will advance to the finals. The case company representative(s), with input from the other judges, selects the winning team. Teams are recognized as participants or as finalists, but are otherwise not publically ranked.
- Students must not receive any paid professional advice, critiques, or assistance in the development of their written case entry except as provided by NASBITE International. 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. Further, resources that require subscriptions may be used by teams if those resources are provided by their school libraries or by their school-associated business assistance centers, and only if those resources would be available at no cost to students or to businesses in the community receiving assistance from the centers.
- Neither students nor instructors may directly contact the corporate sponsor, its marketing or advertising agencies, or any company specifically highlighted by the sponsor. In addition to the written case, a live webinar with the case competition leader and the case company representative will be held (date to be announced when case is distributed) that will allow all teams the opportunity to ask questions of the company. The webinar will be recorded and will be archived for participants that cannot participate live. Further questions for the company or the organizers after the webinar 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. It is at the discretion of the company whether to respond to any additional questions posed in writing through this process.
- The **Preliminary Round Presentations** by registered and confirmed teams will be held on Tuesday, March 24, 2020 between 8:00 am and 6:00 pm local time, at the Graduate Annapolis Hotel, located at 126 West Street, Annapolis, MD 21401.
 - Teams will be assigned a confirmed presentation time slot for the Preliminary Round at the time they receive the written case and scoring rubric.
 - 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.
 - 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.



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- Instructors and any team-identified guests may observe their own team's Preliminary Round presentation, but must remain silent and are expressly forbidden to provide coaching, verbal, or silent cues or convey any information to the team during the presentation. Recording of the presentation by team representatives is allowed. The Preliminary Round presentations are not open to other teams.
- Teams selected for the final round will have verbal feedback from the judges on their Preliminary Round presentation and may make adjustments to their presentation before they present in the final round. All case competition teams not presenting in the final round are encouraged to observe the final presentations, however, under no circumstances will they be permitted to ask questions to the remaining teams during the Q&A portion of their presentation. Finalist team members, once they have presented, may observe subsequent final team presentations, but they too must remain silent.
- Finalist teams will present on Wednesday, March 25, 2020 between 8:00 am and 11:00 am local time, with individual presentations not to exceed 30 minutes each. Judges will be provided up to 15 minutes for questions after the presentation. Specific time slots for the finalist team presentations will be provided when finalist teams are announced on March 25.
- 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 to be saved to the provided laptop's Desktop area. Teams are also welcome to use their own laptop computer but must provide an interface cable to connect the team's laptop to the data projector using either HDMI or VGA.
- 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 3, 2020.
- Audience members may include but are not limited to case coordinators, NASBITE International members, 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 February 28, 2020.
- 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.



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RELEASE AND OWNERSHIP TRANSFER AND CONFIDENTIALITY AGREEMENT

In connection with, and as consideration for, your participation in the 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 *NASBITE International* to use in any manner that it deems fit. Accordingly, you hereby assign outright to *NASBITE International and its assigns*, 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 *NASBITE International and its assigns*, 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" 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, 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, *NASBITE International* 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 *NASBITE International* 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 *NASBITE International*; (4) upon request, will return Confidential Information to *NASBITE International*; and (5) shall promptly notify *NASBITE International* in the event that you are legally required to disclose any portion of the Confidential Information, so that *NASBITE International* 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 *NASBITE International*; 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 *NASBITE International* with respect to the information; or which corresponds to that furnished by *NASBITE International* to any third party on a non-confidential basis.

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



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DEADLINE FOR TEAM REGISTRATION & PAYMENT OF TEAM FEE: Monday, February 3, 2020

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 2020 Student Case Competition.

TEAM REGISTRATION FEE & POLICIES: The Team Registration Fee of \$850 must be submitted with signed and dated form no later than **February 3, 2020** in order for the team to be eligible for the 2020 Case Competition. There is a limit of eighteen (18) teams for the 2020 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 for the Competition, with or without notification to NASBITE, no refunds will be made. The Team fee covers the following, for one Instructor and up to four undergraduate Students: Team Mixer event on March 24, 2020 and luncheon on March 25, 2020. The team fee does not include travel or lodging expenses; discounted hotel room rates at the NASBITE host hotel, the Graduate Annapolis Hotel, 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

WE'RE MOVING! After December 13, 2019, send mail to: 2331 Rock Spring Road, Suite 1, Forest Hill, MD 21050

or by email to casecompetition@nasbite.org

Instructor Signature _____

Date _____