

October 21, 2025
8:00 AM – 7:00 PM



**The Hotel at the
University of Maryland**

TEDCO's Entrepreneur Expo Staff Prep Overview



Agenda At A Glance

7:00 AM - 8:00 AM	Exhibitor Registration & Set-up				
8:00 AM - 8:30 AM	Attendee Registration & Networking — Complimentary Breakfast				
8:30 AM - 9:30 AM	Keynote Session (Crossland Ballroom) SPEAKERS: Niccolo de Masi, Chairman and CEO, IonQ Darryl Pines, President, University of Maryland, College Park Troy LeMaile-Stovall, CEO, TEDCO Remarks: Ellen Flowers-Fields, College of Southern Maryland, and TEDCO Board Chair				
TRACK	Leading Innovation to Market	Capital & Global Connections	From Lab to Market	Resource Pathways	Future Builders
ROOM	Wayne K Curry Room	Jim Henson Room	Harriet Tubman Room	Francis Scott Key Room	Charles Carroll Room
9:45 AM - 10:45 AM	AI Doesn't Mean Automatic Investment: How to Separate Your Company From the AI Noise	Access to Capital: Different Funding Sources for Startup	Bold Moves for the Baltimore Tech Hub: Funding Innovation from Colleges and Universities to Meet Industry-led Challenges	DefTech Voices	Reverse Engineering Your Exit: Growth with the End in Mind
10:45 AM - 11:00 AM	NETWORKING BREAK / EXHIBIT HALL (Calvert Ballroom)				
11:00 AM - 12:00 PM	Thinking Like an Investor: What Founders Often Miss	Funding the Future: Life Sciences and Emerging Technologies	The Innovation Flywheel: How Early Technology Transfer Wins Ignite Entrepreneurial Culture in Research Labs	SBIR/STTR Winners	AI Strategy Unlocked!



Agenda At A Glance (Cont.)

12:00 PM - 1:30 PM	LUNCH - GRAB A BOX! EXPAND YOUR CIRCLE (<i>Crossland Ballroom</i>)				
	Keynote Session (<i>Crossland Ballroom</i>) Tom Sadowski, MEDCO Dana Stebbins Troy LeMaile-Stovall, TEDCO Special Remarks: Governor Wes Moore Sponsored by: Maryland Department of Commerce				
1:30 PM - 2:30 PM	From First Pitch to Product-Market Fit: The Founder's Early Playbook	Concept Capital Pitch Competition	AI's Role in the Next Era of Regenerative Medicine	BRIDGE Talks: A capital conversation	Student Entrepreneur Survival Guide: Building While Balancing
2:30 PM - 2:45 PM	NETWORKING BREAK / EXHIBIT HALL (<i>Calvert Ballroom</i>)				
2:45 PM - 3:45 PM	Investing in Maryland's Future: SSBCI in Action	Concept Capital Pitch Competition	Regulating at the Speed of Science	Limited Resources? The Smart Path to Customers, Cash, and Scale	Future Founders: University Pitch Competition
3:45 PM - 4:00 PM	NETWORKING BREAK / EXHIBIT HALL (<i>Calvert Ballroom</i>)				
4:00 PM - 5:00 PM	Investing in Maryland's Future: SSBCI in Action	Fireside Chat: South Korea and Maryland - Accelerating Growth Through Cross-Border Investments	Rooted in the Community: How the Orioles Build a Brand People Cheer For	2026 Policy & Budget Outlooks: Shaping Maryland's Innovation Economy & Regional Competitiveness	Navigating the Road to Clinical Trials in Regenerative Medicine
5:00 PM - 7:00 PM	ENTREPRENEUR EXPO RECEPTION (<i>Exhibit Hall / Main Foyer</i>)				

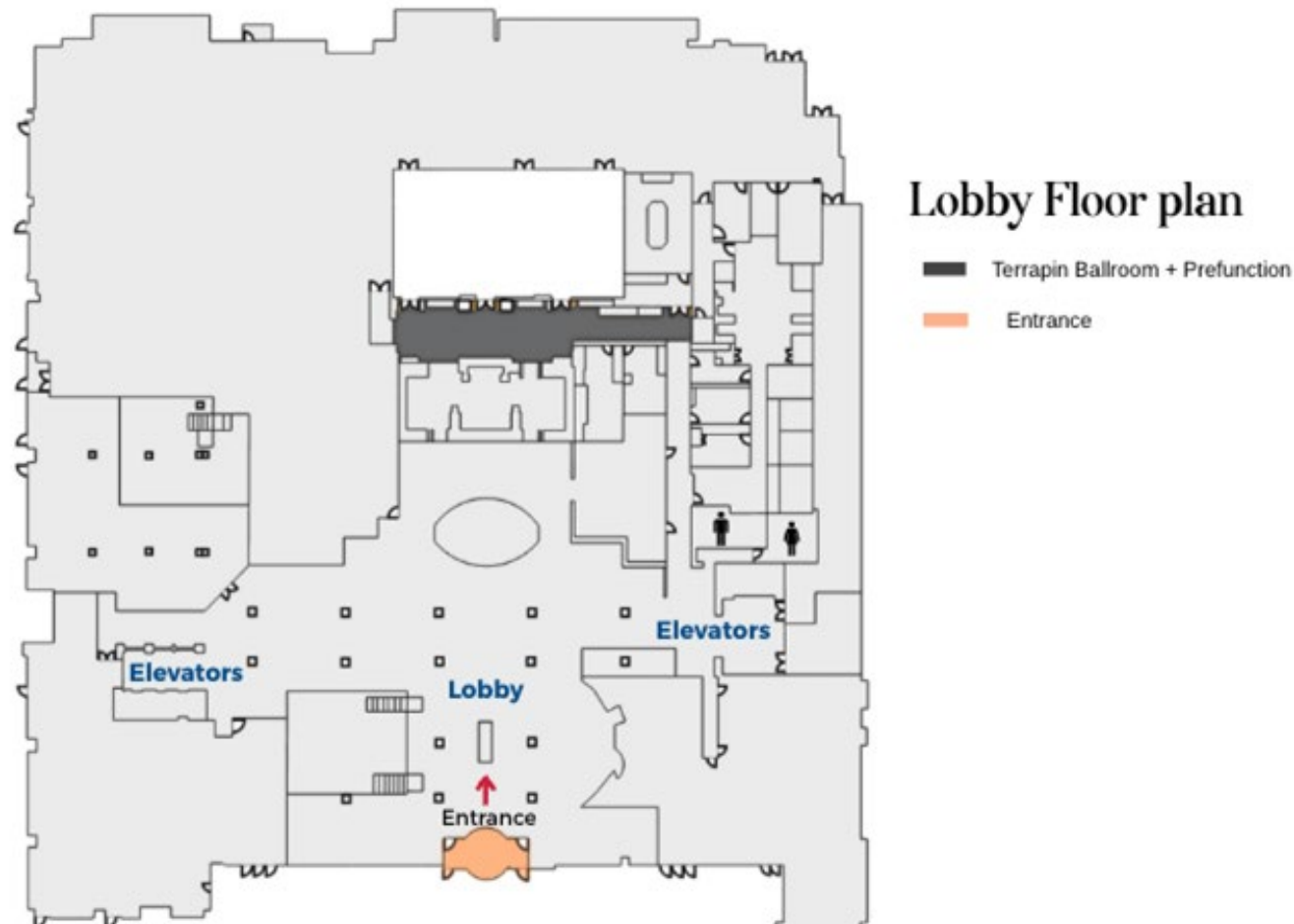
*Floorplan to be updated



Expo Floorplan 1st Floor - Lobby Level

October 21, 2025

The Hotel at The University of Maryland

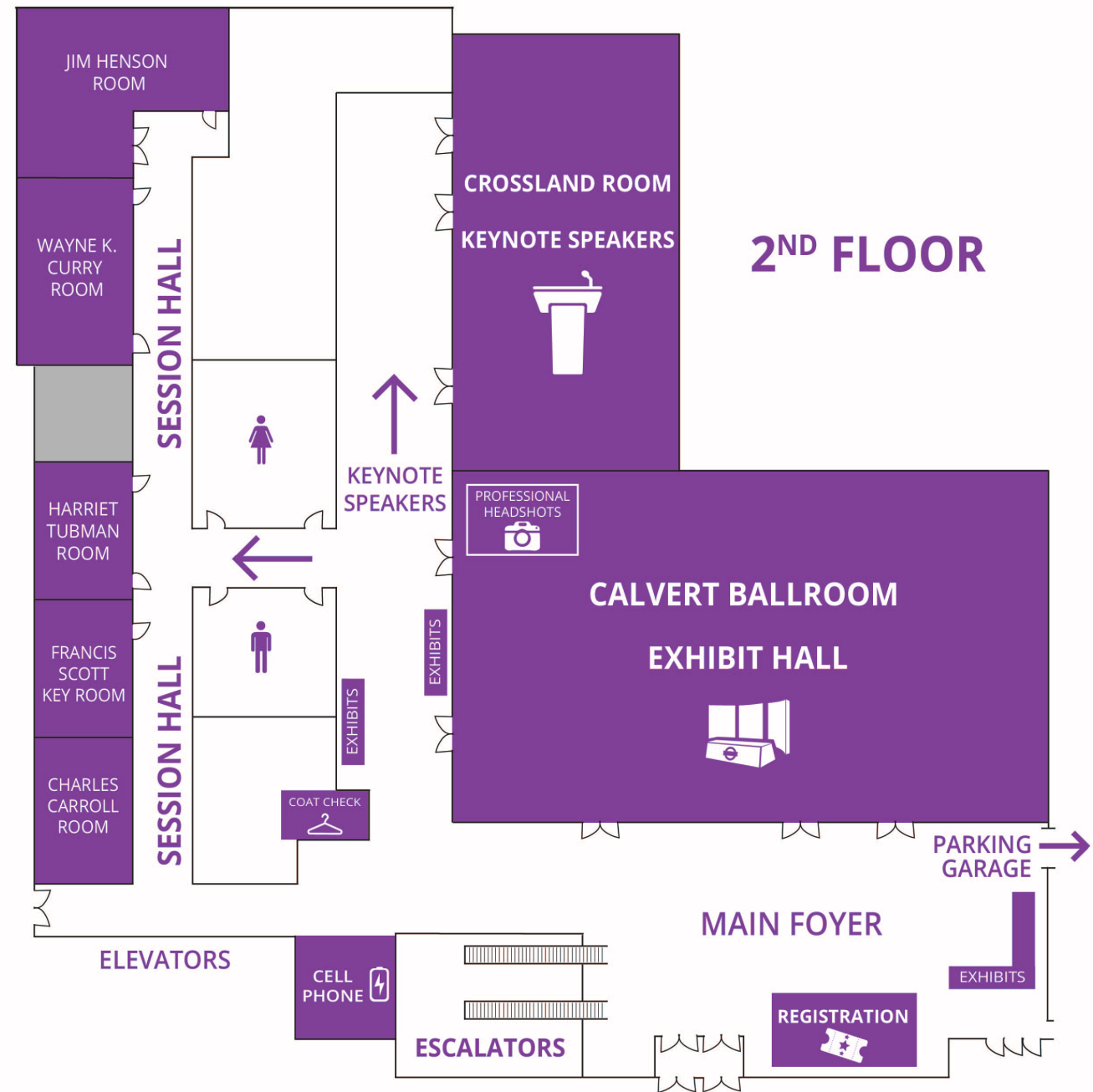




Expo Floorplan 2nd Floor - Conference Level

October 21, 2025

The Hotel at The University of Maryland



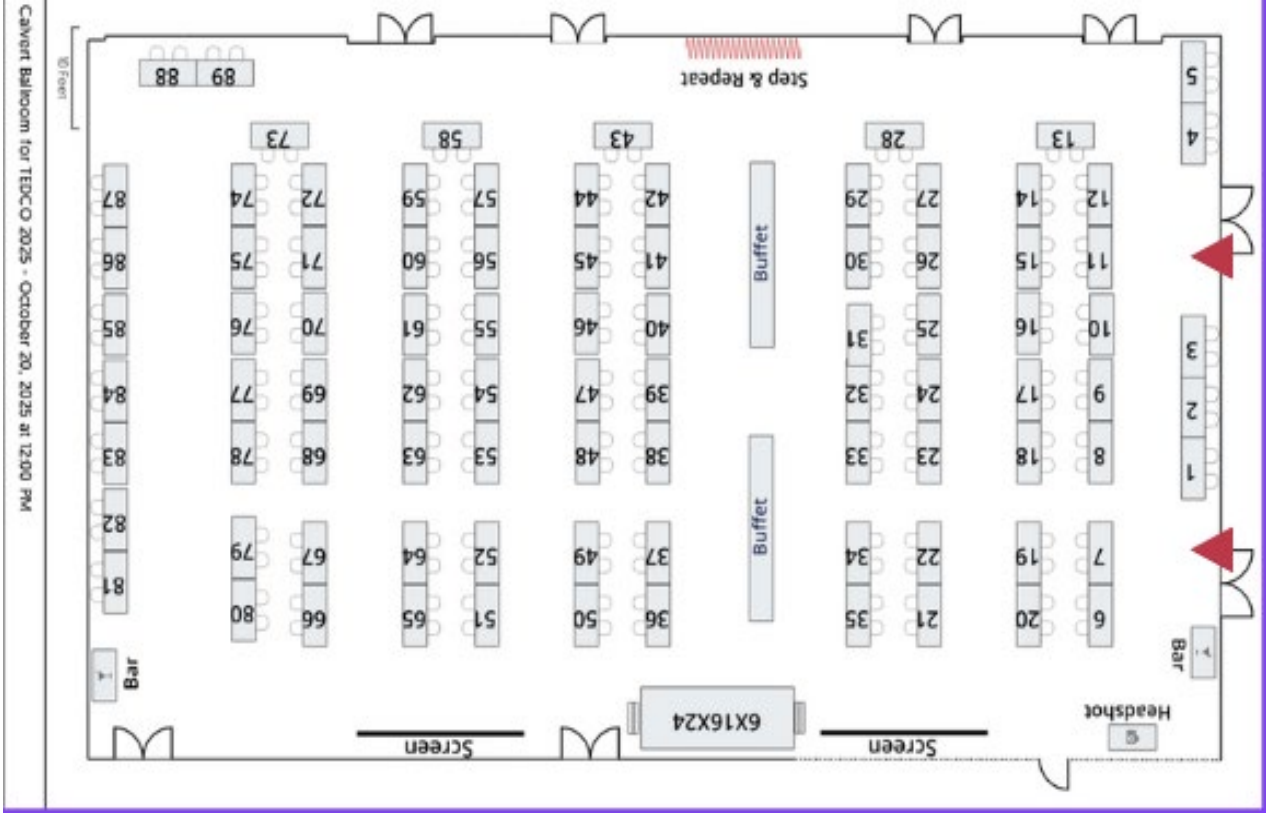
*Floorplans subject to change



Exhibit Hall Floorplan

October 21, 2025

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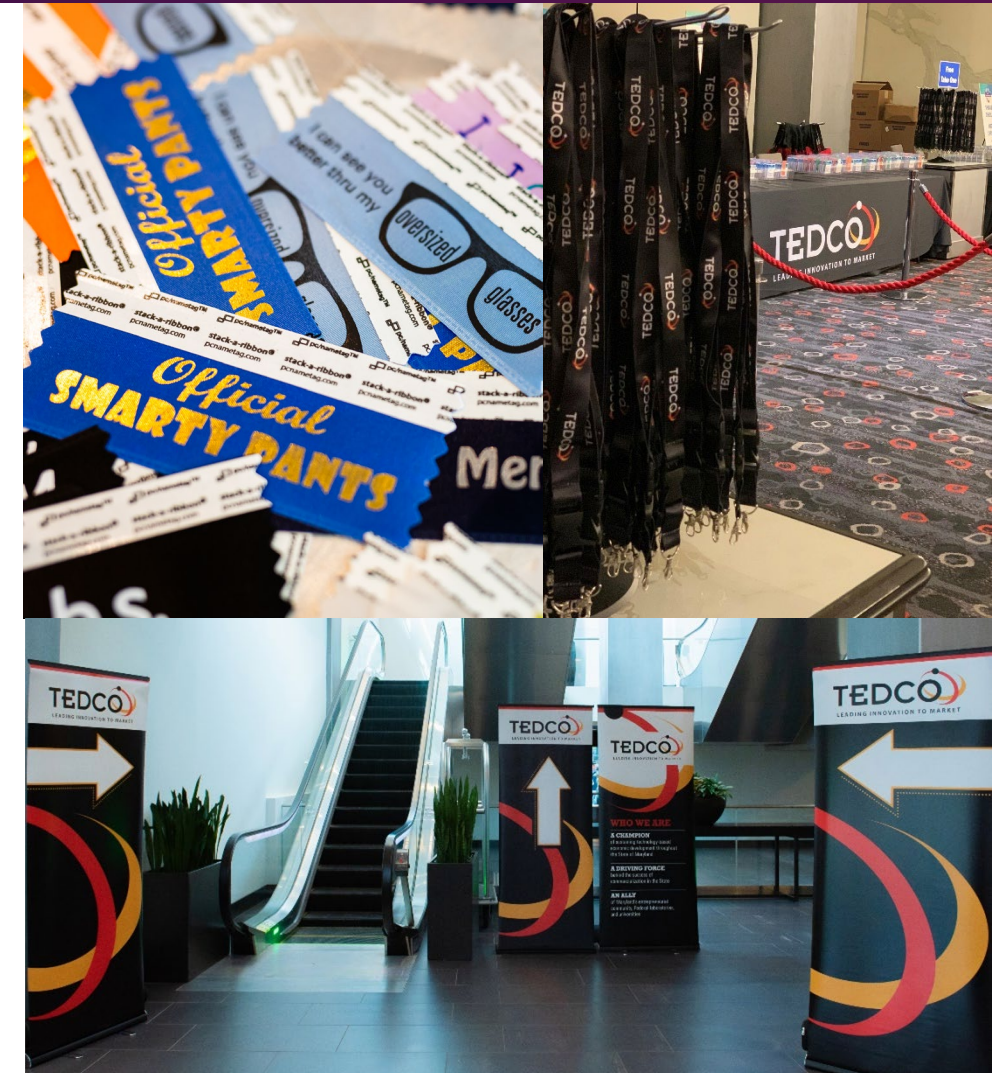


TEDCO Staff Assignments

**REMINDER:
ONLY POSITIVE VIBES**

Day Before Expo | October 20, 2025

- **All staff are required to work the full day.**
- We will meet on the 2nd floor of the hotel at **9:00 AM**
 - Assigned activities include, but are not limited to:
 - Venue Walkthrough
 - Registration table setup
 - Attendee swag bag stuffing
 - Exhibitor check-in/setup
 - Set up TEDCO banners
 - Confirm assigned session rooms are ready
- We will be providing lunch for all staff during setup
- All staff are invited to join us for a dinner the night of setup; this will be held in the GrillMarx on the 1st floor of The Hotel
- If you requested a hotel room for the night of October 20:
 - Check-in starts at 4:00 PM
 - We'll send confirmation numbers out this week





Day of Entrepreneur Expo

Day of Expo | October 21, 2025

- **All staff are required to be at Expo to support through assigned activities for the full day (7 AM – 8 PM)**
 - Activities include, but are not limited to:
 - Registration table
 - TEDCO exhibit table
 - Session room assistant: make sure speakers are present, manage flow of the speakers, setup slides (if needed)
 - Directing attendees/exhibitors
 - Introduce session / Moderate / Speak on panel
 - Post on social media (using #TEDCOExpo hashtag) to highlight Expo activities throughout the day
 - Breakdown banners, registration table, and any other TEDCO supplies
- Badges ***must*** be worn to ensure access to the entire event.





Managing Your Sessions

Moderators and Speakers

- **Logistics for Speakers:** Please ensure you've met with your panel and provided information to them in advance.
 - They will receive the "Know Before You Go" with details about parking, directions, and links to the agenda, floorplans, and program.
 - There will be someone at registration checking in all speakers; moderators and room assistants will check with registration to make sure all speakers have arrived.
 - At registration, speakers will be given their room location, their time to be in place, and who the point of contact is.
- **Room Setup:**
 - **Concurrent Sessions:** No podiums; high-top table to hold laptop; barstools for panelists; handheld mics in all rooms
 - **Fireside Chats:** Barstools for speakers; handheld mics in all rooms
 - **Competition Sessions:** Judges will sit in front row of general seating; presenters can stand in front of room (depends on what the facilitators want to do)



Managing Your Sessions (cont.)

- **Presentations:** If speakers will be using a visual during the panel, you will need to collect everything from them and save it on a flash drive to bring to the hotel. You will be responsible for bringing these to Expo and pulling them up for speakers during the session.
 - Note: we will have AV support at the hotel the day before; please make sure to test everything in advance.
- **Moderator/Speaking Cue Cards:** Any TEDCO staff who will be moderating or speaking in a session – 10 cue cards were placed in your mail folder. Let us know if you need more.
 - These are for you to use however you choose while you're speaking, to showcase the TEDCO logo as much as possible in our photos.





Notable Highlights

Giveaways

We will have giveaways for attendees during the morning keynote. Attendees, speakers, and exhibitors are all eligible to win; however, ***they must be present to win.***



Apps Featured at Expo:



Attendees can participate in challenges that encourage them to engage more throughout the event.

For every challenge completed, Givhero will donate \$1 to the American Red Cross, for a total of up to \$500 in donations.



Attendees will have access to this accessibility that will allow visually impaired guests to see various aspects of the event that may be more challenging for them.

Notable Highlights

Libations / Featured Snacks / Food

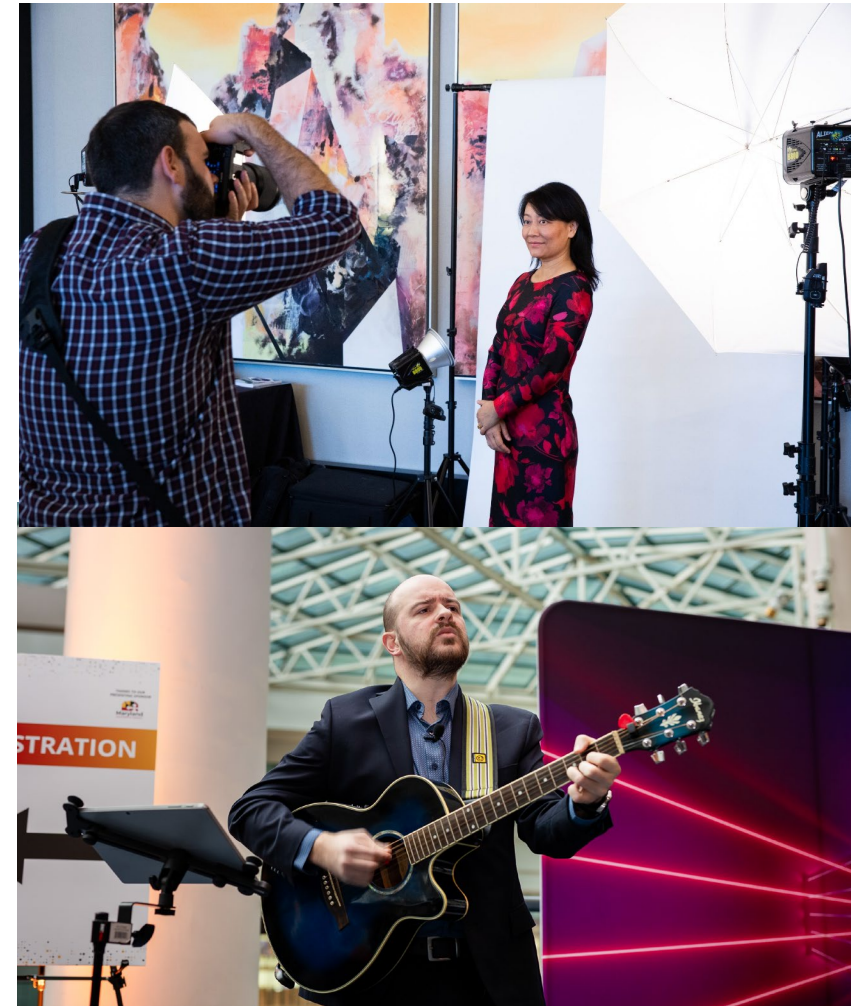
- **Morning Keynote:** Mimosas & orange juice
- **Fireside Chats:** Choice of red or white wine
- **Afternoon/Fireside Chats:** Freshly popped popcorn
- **Evening Reception:** Lamb Chops, Crab Dip, & Delicious Desserts

Music

- **Pied Piper Saxophonist:** Leading attendees to and from the Keynote Room to the sessions
- **Live Band:** Performing during the evening reception

Free Headshot Lounge

- All attendees can get their headshots done by a professional photographer





Additional Information

- **Photography & Videography:**

We will have numerous photographers and videographers throughout the event capturing photos and b-roll

- **Recorded Sessions:**

Only the keynote sessions will be recorded





Parking

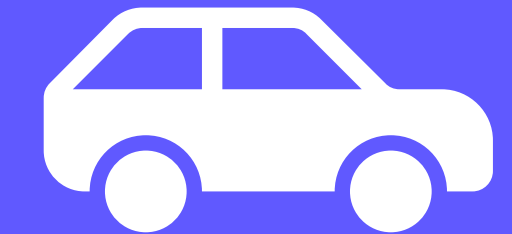
Parking at The Hotel

- **All staff will receive a QR Code to scan for parking to be covered by TEDCO.**
- **One-Time Sign-Up Required:**
Visit www.metropolis.io/join to create an account.
- You'll need to enter your name, phone number, ZIP code, credit card, and license plate number.
- We recommend signing up in advance; however, you may also sign up upon arrival.

If asked, all speakers, attendees, and exhibitors will need to pay for parking at the discounted rate.

Day of Expo Self-Parking: \$7 per car

Overnight Self-Parking: \$10 per car



↑↑ metropolis



Important Reminders

- All staff must make sure that they excuse themselves from any investment-related discussion between potential investors and attending companies.
- SEC Regulations – anyone moderating or judging a pitch competition at the event, please make sure to read the OAG Memo Demo Days document.

Further questions on this information can be directed to the Legal team.



WANTED



**If you see this person,
please inform DevMar
and hotel security**



Questions?

