

# Heartland Challenge Startup Competition Startup Expo - Saturday, April 13, 2024

**LOCATION:** The Ledger  
**ADDRESS:** 240 S Main Street, Bentonville, AR 72712  
**SCHEDULE:**

- **4:15-6:00pm**      **Shuttles from Hotel to The Ledger**
- **5-6pm**              **Table Setup**
- **6-7pm**              **Startup Expo**

All teams will participate in a Startup Expo event prior to the awards dinner on Saturday evening at The Ledger in Bentonville. During this event, teams can generate interest in their businesses by discussing them with judges, investors, entrepreneurs, members of the community and others who may not have seen the other elements of the competition.

Teams will have access to a 6-foot table covered with a tablecloth, a container for votes, and a balloon that designates your table as a startup team in the event. Feel free to bring props, product demos, marketing materials. If you need access to a plug, please let Maddy know in advance. At least one member of your team should always staff the table.

Each attendee at the Startup Expo will be given two coins to distribute to the team(s) of their choosing. The team with the most coins at the end of the event will receive the \$5,000 prize. The Startup Expo runs from 6-7pm with the awards ceremony immediately following.