

July 9, 2013

Dear Partner:

Hello, my name is Michael Vasconcelos and I am the Vice-President of Delegate Relations for the 32nd Manitoba International Marketing Competition and Conference (MIMC) hosted in Winnipeg, Manitoba Canada in January 2014. I would like to extend an invitation to you for this amazing event!

MIMC is an undergraduate competition that begins in October 2013 with a Capstone simulation that is focused on marketing, business strategy, and management decision making. Teams of three to five students compete in an online simulation against schools from around the world. The simulation lasts 8 weeks, where each week represents a year in the case simulation. Teams are ranked by a combination of simulation performance, a strategy statement and their case presentation (which takes place in January 2014).

MIMC provides participants with tremendous networking opportunities, as well as an arena to demonstrate professional marketing strategies and compete against some of the best schools from around the world today.

The conference portion of the event will engage even more students. Competition delegates will attend informative and interactive seminars and listen to compelling speakers all in an effort to connect global marketing minds.

If you feel this invitation is more appropriate for someone else at your University, we would please ask that you forward this to them.

We are more than happy to send you a package of further information regarding the competition, which will be available mid-July.

For more information do not hesitate to email me at mvasconcelos@asper-mimc.com or go to our website www.asper-mimc.com.

Thank you very much and we look forward to hearing from you!

Michael Vasconcelos
Vice-President of Delegate Relations