



News Release

Highlight Midwest
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Highlight Midwest comes to Des Moines

- Networking conference brings together technology and new media companies to showcase work and businesses that are growing in the Midwest.

Des Moines, Iowa - Highlight Midwest will pull into Des Moines on October 23 and serve as a way to highlight Midwest companies who are innovative in their approach to business. The day will include presentations from actual business owners and entrepreneurs talking about their business services and sharing their insights about managing their company.

In its second year, Highlight Midwest is a revolving conference that rotates city locations; Kansas City (2008), Des Moines (2009). The 2010 location is still to be determined. This year's event will be held at 1312 Locust Street in downtown Des Moines.

Highlight Midwest is a platform for small business owners, technology companies, entrepreneurs, freelancers and those looking to start their own business in the Midwest. Anyone looking to learn more about entrepreneurship and wanting to discover innovations coming out of the Midwest are welcomed to join.

"There is a lot happening here in the fields of technology and new media," said Rob Jensen, Highlight Midwest's Planning Director, "There is no fly-over state in the Midwest."

The event is provided at no cost to support entrepreneurs and increase awareness of the companies and innovations happening in the Midwest.

"Highlight Midwest is a very cool opportunity and moment for people who are changing the idea landscape to share with their peers and other professionals," said Leann Jacobson, president of the Technology Association of Iowa. "By strengthening these relationships between the three core cities, we hope to bring the Midwest to the forefront of national buzz and commerce."

"We know that a lot is being done in the Midwest," Jensen said, "This conference will be great proof of these efforts."

Speaking and sponsorship opportunities are still available. For more information email the planning committee at highlightmidwest@gmail.com or visit www.highmidwest.org.