

## About Opportunity Exchange

### When and where is Toyota's Opportunity Exchange?

This year Opportunity Exchange will be held on Tuesday, November 15<sup>th</sup> and Wednesday, November 16<sup>th</sup> at the Duke Energy Center, in Downtown Cincinnati, Ohio. On Tuesday, seminars will run from approximately 1:30 pm to 5:30 pm with registration starting at 12:30 in the afternoon. On Wednesday, we will kick-off the day with registration at 7:00 a.m., followed by a breakfast with a keynote address, followed by the tradeshow which will conclude by 12:30 p.m.

You can also access event information by visiting [www.toyotaopportunityexchange.com](http://www.toyotaopportunityexchange.com).

### What is Opportunity Exchange?

Our annual Opportunity Exchange (OE) is one of several ways we help Tier I suppliers meet Toyota's Tier II sourcing expectations. This annual trade fair and seminar brings together our Tier I suppliers, who participate as exhibitors, and MBEs who attend as our guests. We believe this one-of-a-kind event demonstrates our commitment to lead by example and pushes the importance of applying creativity to the business of Supplier Diversity.

### How do I know if I should participate in OE?

#### Tier I's:

Toyota Tier I suppliers are strongly encouraged to participate as exhibitors. Tier I suppliers must participate in OE in order to be eligible for Supplier Diversity awards and/or certificates presented at Toyota's Annual Supplier Business Meeting and Awards Ceremony.

Additionally, there is a large gamut of minority business suppliers that will be in attendance that supply multiple products and services that your company may purchase, ranging from vehicle parts and materials to staffing and marketing services.

#### MBEs

Toyota's one-of-a-kind Opportunity Exchange trade show provides you with a unique sales opportunity. We ask our direct or Tier I Suppliers to participate as exhibitors in order to build business relationships with minority-owned companies...companies like yours. The majority of exhibiting companies directly supply Toyota with vehicle parts and materials, however there are companies that provide indirect product and services, too, such as health care, cafeteria services, maintenance, etc...Suppliers in attendance represent a wide range of purchasing needs.

#### Non-Minority Companies

Our annual Opportunity Exchange (OE) is one of several ways we help Tier I suppliers meet Toyota's Tier II sourcing expectations. TEMA hosts Opportunity Exchange (OE), a forum that helps facilitate the initiation of relationships between our Tier I suppliers and NMSDC certified Minority Business Enterprises (MBEs). Our Tier I suppliers, participate as exhibitors, and MBEs attend as our guests.