

RALLY INDIANAPOLIS CASE STUDY



The cross-sector innovation experience brought together disparate stakeholders from across the globe to Indianapolis, Indiana with the goal to break down industry silos, spur innovation and create opportunities to connect and collaborate. RALLY 2023 sparked creative collisions between thought leaders, startups, venture capitalists, government officials, higher education institutions, corporations, students and more. Innovation and entrepreneurship is the marriage that enables creative solutions to solve new challenges and we are excited that RALLY will help lead the way.

THE LARGEST GLOBAL CROSS-SECTOR INNOVATION CONFERENCE

- Indianapolis, Indiana
- August 29-31, 2023
- 3,500+ attendees
- 100+ sessions
- 300+ speakers
- 50+ startups

OPPORTUNITY

Our collaborators in producing Rally Indianapolis were motivated by a desire to dispel the notion that Indiana was merely a "flyover state." Their aim was to reshape the perception of the region, presenting Indiana as an attractive destination for business opportunities.

SPECIALIZED TRACKS

The sectors of focus within the Conference were specially chosen to reflect the area and create impact from the stakeholders that we brought into the community.

- Software
- Ag & Foodtech
- Sportstech
- Hardtech
- Healthcare
- Entrepreneurship

BENEFITS

Significant Economic Impact

Rally generated a significant direct and indirect economic impact in Indianapolis equalling to an estimated \$14.3 Million.



Diverse Attendance

Participants and attendees spanned from:

- 15 countries
- 39 US States
- 5 Canadian Provinces

The event also attracted applications from 44 different countries.

Large Online Following

- Impressions (Sponsored): 1,539,236
- Impressions (Organic): 134,066
- LinkedIn Page Views: 10,545
- LinkedIn Unique Visitors: 5,470



"You all (Adeo InterActive) were such an integral part in helping us shape what Rally is and can be in the future. Content. Pitch Competition. Logistics. Partnering Groups. Demo. Marketing. Vision. Your team is first-class, and I truly appreciate the blood, sweat, and tears you all put into this. We wouldn't have been able to accomplish what we did without all of you and I'm more grateful than you'll ever know. Thank you!"

Erica Schweyer
Chief Operating Officer
Elevate Ventures