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**SONY**

## Eligibility

- Participants must be enrolled in a United States (or North American) Business School and be at least 21 years of age to participate.
- The competition is open to 1<sup>st</sup> year, 2<sup>nd</sup> year and Accelerated **full-time** MBAs only.
- Ideally, the participants should be interested in exploring sales and marketing positions with Sony Electronics.
- Each school is limited to 5 MBA participants.

## Rules

- Teams of five (5) will be randomly assigned from the pool of participants.
- A copy of the case will be given to each participant at their team's allotted start time on Saturday, March 28.
- Upon receiving their team assignment, each team will have no more than 5 hours to work on the case.
- During the first two hours of each team's preparation, a Sony Electronics representative will be available to answer questions for 15 minutes.
- There will be at least one computer in each room for teams to use. Teams are allowed to use the internet in preparation of their recommendation and presentation. In the event of any technical problems, the organizer should be notified immediately.
- ~~PowerPoint~~ Presentations should be in PowerPoint format. A flash drive will be provided and collected. No previously completed Powerpoints can be used.
- Each team will have 10 minutes to present recommendations to the panel of judges. The judges will then have up to 10 minutes to ask questions.
- There are no rules or regulations as to how many team members must present. It is recommended that each team member be prepared to answer questions.
- A time-keeper will automatically cut off the presentation and Q&A at 20 minutes.
- Attire for the competition is business formal.

\*\*Note: The Neeley School of Business thanks the Simon Marketing Association at the University of Rochester's Simon School of Business for providing the Case Competition Rules Model that will be used in the Sony Case Competition.