



**CONVERGE™**  
**SOUTH 2026**  
POWERED BY FLYWHEEL

**A PREMIER STARTUP EXPO  
& CAPITAL SUMMIT**

August 27–28, 2026

Innovation Quarter & 500 West 5th  
Downtown Winston-Salem, North Carolina



# Where Innovation Connects

Presented by



PEGASUS  
TECH VENTURES



# About the Conference



Now in its 10th year, ConverseSouth has grown into one of the Southeast's largest and most respected showcases of scalable, investable startups.

The conference is organized into three market vertical tracks, each featuring two full days of programming, including expo halls, pitch stages, keynotes, and workshops led by industry experts.

## 2026 Market Tracks

- HealthTech & Biotech
- Artificial Intelligence & B2B SaaS
- Food, Beverage & AgTech



ConverseSouth is proud to partner with Pegasus Tech Ventures to host the [Startup World Cup](#) Southeast Regional competition. The winner of the ConverseSouth 2026 Title Rounds will advance to the Startup World Cup semi-finals in San Francisco in November 2026, competing for a **\$1,000,000 investment**.

Johnson & Johnson is the title sponsor this year of the HealthTech & Biotech track, and will be attending the conference as well as contributing speakers and programming.

More than 500 founders, investors, and ecosystem leaders will convene to spotlight emerging innovation across the Carolinas and the broader Southeast, with a focus on deal flow for investors with vertical-specific interests.

## By the Numbers

**500+**  
Attendees

**150+**  
Growth-Stage Startups

**125+**  
Active Investors



# The Venues



## Innovation Quarter: Biotech Place



Expo Hall



Mainstage



Pitch Stage 2

## Innovation Quarter: Bailey Power Plant



Turbine Hall



Workshop Room 1



Workshop Room 2

## 500 W 5th



Atrium



Flywheel



Winston Starts

Together, these venues form one of the largest downtown master-planned research and innovation districts in the United States—creating an unmatched environment for connection, discovery, and deal-making.

# Why Sponsor ConverseSouth?



ConverseSouth is all about **forging meaningful connections, fostering relationships, and engaging** with growth capital sources across the Southeast. By partnering with the event, your brand will get in front of innovative founders leading emerging high-growth companies and the investment capital that is their rocket fuel.

## Sponsors Gain



Direct relationship building with founders and investors



Thought leadership opportunities on stage and in workshops



Ownership of curated experiences where real connections happen



Visibility before, during, and after the event through digital campaigns and media

A background image showing a group of people in a professional setting, engaged in conversation. The image is overlaid with a blue tint.

This is where partnerships are built—across demo tables, pitch stages, and shared conversations that continue long after the event.

# Sponsorship Levels



Conference Title Sponsor  
All Venues

**\$15,000 | One Available**

- ConverseSouth 2026, presented by [Brand] lockup across all conference materials
- Logo on all media and promotions
- Title slide on all mainstage and pitch stage displays
- Introduction of at least one keynote speaker each day
- Welcome bag inclusion
- Recognition at Investor Reception
- Full access to the digital attendee list
- 10 All-Conference Passes

Investor Reception Sponsor  
Rooftop @ 500 West 5th

**\$10,000 | One Available**

- Investor Reception presented by [Brand] lockup on event materials
- 18th-floor rooftop venue overlooking the Appalachian range
- High visibility to angel investors, VCs, fund managers, and LPs
- Logo on all media and promotions
- Advance access to the reception registration list
- Welcome bag inclusion
- 5 All-Conference Passes

Kickoff Event Sponsor  
Wiseman Brewery

**\$7,5000 | One Available**

- Kickoff presented by [Brand] lockup on event materials
- Intimate setting to meet founders and investors
- Logo on all media and promotions
- Advance access to the Kickoff registration list
- Welcome bag inclusion
- 4 All-Conference Passes

# Sponsorship Levels



Office Hours Room Sponsor  
Biotech Place & 500 West 5th

**\$5,000 | Twelve Available**

- Dedicated room with logo signage for 1:1 meetings with founders
- Logo on website and conference app
- Dedicated media posts Recognition at the Investor Reception
- Full access to exhibitor list, profiles, and pitch decks
- 3 All-Conference Passes

Title Round Sponsor  
Biotech Place & 500 West 5th

**\$3,500 | Three Available**

- Livestreamed and in-person plenary audience
- Title slide on Title Round presentation
- 3-minute presentation at the beginning of the round
- Introduce the MC for the Title Round
- Logo on website and conference app
- Dedicated media posts
- Recognition at the Investor Reception
- Full access to exhibitor list, profiles, and pitch decks
- 2 All-Conference Pass

Lunch Sponsor  
Biotech Place, 500 West 5th & Sparg

**\$3,000 | Five Available**

- Recognition at lunch service
- Logo on website and conference app Dedicated media posts
- Invitation to Investor Reception
- 2 All-Conference Passes

# Sponsorship Levels



**Keynote Sponsor**  
Biotech Place, 500 West 5th & Sparq

**\$2,000 | Five Available**

- Livestreamed and in-person plenary audience
- Title slide before keynote deck
- 2-minute presentation before the keynote
- Introduction of the keynote speaker
- Logo on website and conference app
- Dedicated media posts
- Invitation to Investor Reception
- 2 All-Conference Passes

**Mastermind Session Sponsor**  
500 West 5th & Sparq

**\$1,500 | Eight Available**

- Title slide before speaker deck
- 2-minute presentation before the speaker
- Introduction of the speaker
- Logo on website and conference app
- Dedicated media posts
- Invitation to Investor Reception
- 2 All-Conference Passes

**Mobile App Sponsor**

**\$1,000 | One Available**

- Logo on website and conference app
- Conference app sponsored by [Brand] callout in all mainstage decks
- Dedicated media posts
- Invitation to Investor Reception
- 2 All-Conference Passes

# Sponsorship Levels



Coffee Bar Sponsor  
Biotech Place, 500 West 5th & Spargo

**\$750 | Three Available**

- Recognition at coffee bar
- Logo on website and conference app
- Dedicated media posts Invitation to Investor Reception
- 2 All-Conference Passes

Community Partner  
Exclusively for Nonprofit Ecosystem Partners

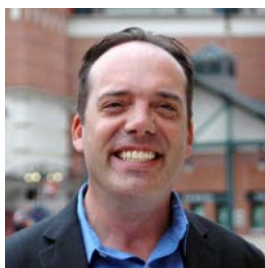
**\$500 | Ten Available**

- Sponsor table on demo floor
- Recognition in all mainstage presentations
- Logo on website and conference app
- Dedicated media posts Invitation to Investor Reception
- 2 All-Conference Passes



# Meet the Organizers

ConvergeSouth is produced by the Flywheel Foundation in collaboration with institutions and Entrepreneurship Service Organizations across the Carolinas.



Scott Shepherd  
J&J Labs



Eric Davis  
Pegasus Tech Ventures



Ellis Keifer  
Greater Winston-Salem Inc.



Nancy Johnston  
NC Biotech



Mike Buckovich  
Vision to Venture



Genevra Kelly  
Wake Forest Institute for  
Regenerative Medicine



Isaac Perry  
Wake Forest Innovations



Alan Younger  
NC IDEA



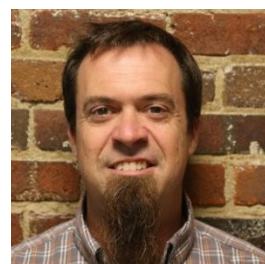
John Ujvari  
SBTDC



Rob Moser  
SCRA



Juan Garzon  
Innovate Charlotte



Tom Snyder  
RIoT

# Meet the Organizers



Peter Marsh  
Flywheel Foundation  
Founding Board Member



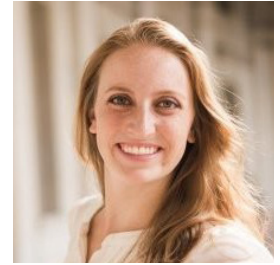
Suresh Gopalan  
Flywheel Foundation Board Chair  
Winston-Salem State Univ.



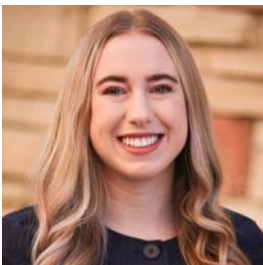
Lou Anne Flenders-Stec  
Flywheel Foundation Board  
Dean, High Point University



Josh McGee  
Flywheel Foundation Board  
Member, Y'all Company CEO



Sara Freeman  
Flywheel Operations  
Manager



Rebecca Schumann  
Flywheel Community  
Manager



Kristie Staton  
Creative Force



Grant Colgan  
Flywheel Foundation  
Program Manager



Tyler Senecal  
StartupVerse



# JOIN US

Be part of the Southeast's  
most focused startup and  
capital gathering.



**CONVERGE™  
SOUTH 2026**  
POWERED BY FLYWHEEL

Learn More  
[ConvergeSouth.com](https://ConvergeSouth.com)

Sponsorship Inquiries  
[info@convergesouth.com](mailto:info@convergesouth.com)

  
**CONVERGE™**  
**SOUTH**  
POWERED BY  
FLYWHEEL