

UMSL | Supply Chain
& Analytics
University of Missouri–St. Louis

ASCM ASSOCIATION FOR
SUPPLY CHAIN
MANAGEMENT

 Inchainge

2026 MIDWEST GATEWAY SUPPLY CHAIN STUDENT CASE COMPETITION

Presented By

ASCM Midwest Gateway Chapter

UMSL Supply Chain & Analytics

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SPONSOR GUIDE

OVERVIEW

University student teams will compete to find the best solution to a compelling supply chain management case study using **The Fresh Connection** business simulation. The teams will experience the challenges and rewards of managing a complex supply chain and practice making critical Sales & Operations Planning decisions in a hands-on learning environment. The teams will prepare and present the results of their solution to a panel of judges testing not only their quantitative analysis of the situation but also their communication and influencing skills.

Location:	University of Missouri – St. Louis Anheuser-Busch Hall 1 University Blvd. St. Louis, MO 63121
Dates:	Friday, February 20, 2026 – <i>Simulation Rounds</i> Saturday, February 21, 2026 – <i>Team Presentations</i>
Competition Format:	The teams will compete to find the best solution to a Supply Chain Management case using The Fresh Connection business simulation. The members of each team will act in specific roles related to the case. Unlike more traditional academic case studies, The Fresh Connection business simulation offers a fast paced and dynamic learning experience in which variables related to the case change in each successive round. Teams are tested in their ability to perform as cross-functional leaders making real-time decisions impacting the success of their business.

On **Day 1** of the competition, the teams will conduct three live rounds of simulation, making new decisions based on the results and changing conditions of each round.

On **Day 2**, the teams will make a presentation giving their assessment of their performance:

- How they approached the case and the changing dynamics of each round
- How they organized themselves as a team within their assigned roles
- How and why they made the decisions they did
- What they learned from their experience participating in the competition

The presentations will be scored by a panel of judges based on content and delivery. Final scores will be a combination of the simulation results and the presentations.

2026 Case Description:	Teams will once again take the lead in managing <i>The Fresh Connection</i> , a virtual fruit juice company, as it navigates financial challenges. This iteration of the simulation emphasizes carbon footprint optimization, tasking teams with developing strategies to reduce CO ₂ emissions and minimize waste. Participants will engage in cross-functional, real-world decision-making across the entire value chain, receiving near real-time feedback on both financial outcomes and environmental impact.
Sponsor Levels:	<u>Gold (2): \$1,000</u> • Prominent on-screen and in-room name/logo placement and recognition • One seat on the judging panel (optional) <u>Silver (2): \$800</u> • <i>On-screen and in-room name/logo placement and recognition</i> <u>Bronze (2): \$500</u> • <i>On-screen and in-room name/logo placement and recognition</i> <u>Supporter: \$350</u> • <i>Table-top name/logo placement during one meal break (Friday: breakfast, lunch; Saturday: breakfast, lunch, closing reception)</i>

SPONSOR REGISTRATION LINK

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