

# SPONSOR PROSPECTUS

The Premier UAS Event in the Upper Midwest



ADVANCING  
COMMERCIALIZATION

11th Annual  
**UAS  
SUMMIT  
& EXPO**

August  
21-23  
2017

ALERUS CENTER  
GRAND FORKS,  
NORTH DAKOTA

## Sponsorships Cultivate Strong ROI

As a sponsor of the 2017 UAS Summit & Expo, you will have an opportunity to position your organization as a leader and supporter of the UAS industry in important international markets. For pricing and additional information, please contact your BBI International Account Executive at (866) 746-8385 or [service@bbiinternational.com](mailto:service@bbiinternational.com).

Contact Us:

P: 866-746-8385

E: [service@bbiinternational.com](mailto:service@bbiinternational.com)

[www.theUASsummit.com](http://www.theUASsummit.com)

Produced & Organized by *UAS Magazine*  
& Red River Valley Research Corridor

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Partner Level		Sold To
Event Partner		
<b>Platinum Level</b>		
Fly Zone & Ice Cream Social		
Conference Bag	<b>SOLD</b>	Spectrum Aeormed
Name Badge Lanyard	<b>SOLD</b>	Northrop Grumman Systems Corporation
Expo Grand Opening & Welcome Reception	<b>SOLD</b>	Grand Sky Business & Technology Park
Networking Reception		
General Session & Main Stage	<b>SOLD</b>	Grand Forks Region Economic Development Corporation
Pocket Agenda		
WiFi Sponsor		
Expo Sponsor	<b>SOLD</b>	ND Department of Commerce / Northern Plains UAS Test Site
<b>Gold Level</b>		
reCharge Lounge	<b>SOLD</b>	Harris Corporation
Lunch Sponsor - Tuesday	<b>SOLD</b>	Greater Grand Forks Convention & Visitors Bureau
Lunch Sponsor - Wednesday	<b>SOLD</b>	UND Division of Research & Economic Development
Water & Coffee Stations	<b>SOLD</b>	General Atomics
Aisle Sponsor		
Social Network & App	<b>SOLD</b>	Insitu Inc.
Breakfast Sponsor - Tuesday		
Breakfast Sponsor - Wednesday		
Refreshment Break - Tuesday AM		
Refreshment Break - Wednesday AM		
Refreshment Break - Wednesday PM		
<b>Add On</b>		
Lead Retrieval		
Floor Directional Decals		
Student Access Day - Platinum		
Student Access Day - Gold		GFEDC
Student Access Day - Silver		

**Partner Level**

**Platinum Level**





Marketing/Branding Opportunities	Partner	Platinum	Gold
One complimentary (10 X 20) premium exhibit space in the expo	✓		
One complimentary (8 X 10) premium exhibit space in the expo		✓	✓
Two e-mail blasts to all conference attendees	✓	✓	✓
One piece insert in all conference bags	✓	✓	✓
Full page advertisement in onsite program guide	✓	✓	
Two time use of conference mailing list	✓	✓	✓
<b>Top placement</b> of company logo and link to company website on every page of the conference website	✓		
Company logo and link to company website on every page of the conference website		✓	✓
Introduction to keynote speakers and elected officials	✓		
Sponsor Spotlight: Company logo and 50 word description featured in "Sponsor Spotlight" on the home page of the conference website	✓	✓	✓
Company logo (linked to company website) on every e-mail blast promoting the event. Campaign has potential of more than 600,000 impressions	✓	✓	✓
Company literature at designated sponsor table in high traffic area	✓	✓	✓
Logo and 50-word description in onsite program guide	✓	✓	✓
<b>Top placement</b> and visual recognition on signage; verbal and visual recognition in general session sponsor slide presentation	✓		
Visual recognition on signage; verbal and visual recognition in general session sponsor slide presentation		✓	✓
Opportunity to promote separate side event to conference attendees through the conference website	✓	✓	✓
<b>Complimentary Registrations</b>			
Seven complimentary full conference registrations	✓		
Five complimentary full conference registrations		✓	
Three complimentary full conference registrations			✓
<b>Hotel Room Upgrade</b>			
Complimentary room upgrade at the conference hotel	✓	✓	
One complimentary hotel room night at the conference hotel	✓	✓	
<b>Executive Boardroom Use</b>			
Executive boardroom available for private meetings	✓	✓	

## Gold Level



# Platinum Level Sponsors

## Grand Opening & Welcome Reception (1 available)

An opportunity to meet and mingle with industry representatives, the Grand Opening reception is located at the most exciting and highly attended area of the event and offers maximum exposure and visibility to your company at the start of the event and through promotional materials.

### Recognition

- Expo ribbon
- Company logo on signage displayed at event
- Tabletop event cards displaying company logo on buffet tables
- Company logo on napkins displayed on buffet tables
- Logo on agenda online prior to show and on UAS Connect
- Koozies with company logo

**SOLD**

## Evening Networking Reception (1 available)

An opportunity to meet and mingle with industry representatives, the evening receptions are located in the Expo and are highly attended. These sponsorships offer maximum exposure and include prime marketing opportunities at the event and through promotional materials.

### Recognition at Networking Reception

- Company logo on signage displayed at event
- Tabletop event cards displaying company logo on buffet tables
- Company logo on napkins displayed on buffet tables
- Logo on agenda online prior to show and on UAS Connect
- Koozies with company logo

## Name Badge Lanyard (1 available)

Get all conference attendees to have your company logo on their name badge lanyard. By investing in this sponsorship, your company name will be constantly viewed and literally worn by all attendees throughout the event. This is one of the best ways to ensure your company is visible throughout ALL areas of the event.

### Recognition

- Company logo on all attendees' name badge lanyards

**SOLD**

## WiFi Sponsor (1 available)

This may be one of the best sponsorships available to companies looking to drive people to their website and build recognition. Your brand and company name will be displayed to conference attendees every time they log in to the internet provided by you.

### Recognition on WiFi Sponsor

- Signage with required password throughout the expo hall. Attendees will need the password to use the Wi-Fi connection
- User's browser redirected to your website after connection established. An example of this would be when you connect to Internet in hotel room

## General Session & Main Stage Sponsor (1 available)

Your company's name will be displayed during the General Session and during all the presentations at the conference. This sponsorship allows you to take advantage of the largest audience at the event. The most anticipated part of the conference is the General Session. Your sponsorship is promoted before, during, and after the session through emails, advertisements, and social media. Your sponsorship will be the first to begin.

### Recognition

- Logo on big signage displayed at event and during each presentation
- 30 second spot during each presentation to promote your product
- Naming rights to the "General Session"
- Any time the General Session is promoted in conference marketing materials, your name will be included

**SOLD**

## Fly Zone & Ice Cream Social (1 available)

You'll have your logo displayed in one of the most exciting areas of the entire event. Exhibitors will demonstrate their unmanned air vehicles as the attendees of the conference watch. As the Fly Zone sponsor, you'll have your company name on signage throughout the fly area and on a blimp that will be flying around the Fly Zone. Become the Fly Zone sponsor and see how high your name will soar!

### Recognition on Fly Zone & Ice Cream Social

- Name on large signage around the fly zone
- Name and logo on blimp, flying around the fly zone
- Logo on expo map
- Naming rights to the Fly Zone
- Displayed on all agendas during the event

## Conference Bag (1 available)

Are you looking for high visibility throughout the event? This sponsorship ensures that your company's name stands out from the beginning to the end of the conference. Your name will be visible throughout the conference, well beyond the end of the conference show.

### Recognition

- Company logo on all attendees' conference bags

**SOLD**

## Pocket Agenda (1 available)

Keep your company in the pocket of every attendee. This is a highly sought after guide that attendees reference again and again throughout the conference. In addition to placing your logo on the pocket guide, you will also have an opportunity to place an advertisement in one section of the piece.

### Recognition with the Pocket Agenda

- Logo on front page of pocket guide
- One page ad placement within pocket guide



# Gold Level Sponsors

## reCharge Lounge (1 available)

Give your company's brand an boost by becoming a reCharge lounge sponsor. A self-service mobile device charging kiosk, complimentary coffee and tea, and company tabletop graphics customized with your logo and contact information. It is located in the heart of the expo hall.

- Recognition at reCharge Lounge**
- Recognition on reCharge Lounge signage
  - Hanging banner in the lounge area
  - Exclusive access to reCharge Lounge materials in the lounge area
  - For perusal by attendees
  - Table graphics displaying company/services

**SOLD**

## Lunch Sponsor (2 available)

Regarded as one of the most coveted sponsorships, a Lunch Sponsorship allows attendees to associate your brand with their lunch experience. Your company will be promoted to the attendees through the following:

**Available: Tuesday and Wednesday**

- Recognition at Lunch Sponsorship**
- Company logo on signage
  - Tabletop graphics
  - Company logo on signage
  - Verbal recognition by staff
  - Opportunity to address lunch attendees
  - Logo on agenda online prior to show and on UAS Connect

**SOLD**

## Breakfast Sponsor (2 available)

Start the day off right with your company's brand displayed at the morning breakfast buffet. This sponsorship gives your company the opportunity to be the first in the eyes and on the minds of the conference attendees.

**Available: Tuesday and Wednesday**

- Recognition at Breakfast**
- Tabletop event cards displaying company logo on buffet tables
  - Company logo on napkins displayed on buffet tables
  - Company logo on signage displayed at event
  - Logo on agenda online prior to show
  - Option to upgrade to hot breakfast available

## Refreshment Break (3 available)

As a Refreshment Break sponsor, you'll gain exclusive access to conference attendees as they network, sip coffee, eat cookies and reflect on the sessions they just attended. Your company logo will be exclusively displayed on buffet tables, napkins and signage during the break. Only four available.

**Tuesday AM, Wednesday AM, Wednesday PM**

- Recognition at Refreshment Break**
- Tabletop cards displaying company logo on buffet tables
  - Company logo on napkins displayed on buffet tables
  - Company logo on signage displayed at event
  - Logo on agenda online prior to show and on UAS Connect

## Social Network & App (1 available)

UAS Connect is an exclusive online social network for attendees of the UAS Summit & Expo and is the perfect platform for your company's consulting service or supplier. Your company logo will be prominently displayed on the site before, during and after the event. This sponsorship provides a maximum exposure for your company's brand and services.

- Recognition at Social Network & App**
- Company logo prominently displayed in the header
  - Logo on company profile page on UAS Connect
  - Logo sent to attendees via email and on UAS Connect



**SOLD**

## Water & Coffee Station

Your current and potential customers will appreciate the convenience of water cooler stations and coffee service. This sponsorship provides a maximum exposure for your company's brand and services.

- Recognition at Water & Coffee Station**
- Logo on signage
  - Logo on signage
  - Opportunity to address attendees next to water & coffee stations

**SOLD**

## Aisle Sponsor (5 available)

This has become one of the most popular sponsorships, due to the heavy traffic and exposure you receive as an aisle sponsor. This is an excellent opportunity to have your company's brand displayed for hundreds of attendees in the expo halls.

- Recognition on Aisle Signage**
- Company logo prominently displayed over the expo floor beneath the aisle signage on the expo floor.



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## +Add Ons

### Lead Retrieval Service

Scan Directly from Your Smart Phone  
Download Free App at Your App Store

#### Benefits

- Generate more leads from event
- More face-to-face conversations
- Higher return on your investment
- Rate leads and form a strong pipeline
- Add notes about your lead for more accurate follow up
- All staff members get access to the scanning app
- Scan badges in your booth and at all networking events

#### How it Works

- Onsite Booth Lead Retrieval: Unlimited number of booth staff can scan the badge of an attending using the UAS Connect app on their smart phone (available at App Store and Google Play)
- Active Internet Connection Not Necessary. Lead scanning app works offline or online
- Activity Report: Admin can see which staff member scanned a specific badge

#### Questions

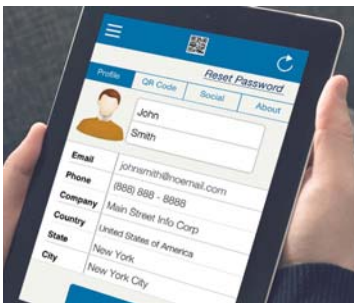
Please contact an account manager for more information:

**Marty Steen:** msteen@bbiinternational.com

**Andrea Anderson:** aanderson@bbiinternational.com

**Austin Maatz:** amaatz@bbiinternational.com

**Call:** 866-746-8385



Example

### Conference Program Guide Ad

Enhance your visibility and drive attendees to your booth at the UAS Summit & Expo

Statistics show that attendees come to an exposition with a set agenda of exhibits to visit. Make this your most successful conference by inviting attendees to your booth through the use of an advertisement in the conference program guide. The program guide is given to all 400+ attendees at registration and includes the conference schedule and a complete list of all exhibitors and sponsors, and the exhibit hall map. Attendees refer to the guide often, not only onsite at the meeting but throughout the year, which gives your advertisement repeated exposure. Exclusive only to exhibitors only.

#### Deadlines:

Insertion - July 20, 2017

Artwork - July 27, 2017

For more info:

service@bbiinternational.com, 866-746-8385



Example

### Floor Direction Decals

Enhance your visibility and drive attendees to your booth at the UAS Summit & Expo

Follow your floor decal road! Two foot diameter floor decals with your booth number and logo leading the way to all conference points of interest.

#### Availability is limited and will sell out fast!

Recognition on Floor Direction Decals

- Logo and booth # prominently displayed on five (5) floor decals

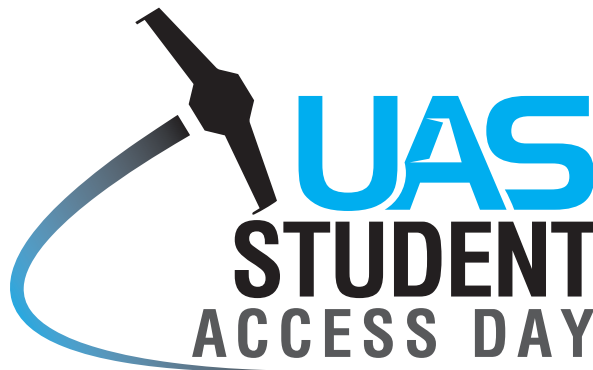


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In conjunction with the UAS Summit & Expo

**PLATINUM SPONSOR** 1 available

Sold to:

**Benefits of a Platinum Sponsor**

- Receive contact info of all attendees to the UAS Student Access Day
- Receive and sponsor 16 student registration passes for students to attend the UAS Summit & Expo
- 30-minute speaking opportunity
- Featured in event handout to students
- Large-size logo featured on on-site signage
- Large-size logo and URL on conference website
- Large-size logo included on all conference emails
- Student Sponsored Passes Can be Purchased for \$300 each by exhibiting companies

**GOLD SPONSOR** 1 available

Sold to:

**Benefits of a Gold Sponsor**

- Receive and sponsor 10 student registration passes for students to attend the UAS Summit & Expo
- 15-minute speaking opportunity
- Featured in event handout to students
- Medium-size logo featured on on-site signage
- Medium-size and URL on conference website
- Medium-size included on all conference emails
- Student Sponsored Passes Can be Purchased for \$300 each by exhibiting companies



**SILVER SPONSOR** 1 available

Sold to:

**Benefits of a Silver Sponsor**

- Receive and sponsor 6 student registration passes for students to attend the UAS Summit & Expo
- 10-minute speaking opportunity
- Featured in event handout to students
- Small-size logo featured on on-site signage
- Small-size Logo and URL on conference website
- Small-size Logo included on all conference emails
- Student Sponsored Passes Can be Purchased for \$300 each by exhibiting companies