

SPONSORSHIP PROSPECTUS 2018

**ELEVATING
COMMERCIALIZATION**

12th Annual
**UAS
SUMMIT
& EXPO**
August
20-22
2018
ALERUS CENTER
GRAND FORKS,
NORTH DAKOTA

Sponsorships Cultivate Strong ROI

As a sponsor of the 2018 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.

Produced & Organized by



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11th Annual
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ELEVATING
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Partner Level		Sold To
Event Partner		
Platinum Level		
Fly Zone & Ice Cream Social		
Conference Bag		
Name Badge Lanyard		
Expo Grand Opening & Welcome Reception		
Networking Reception		
General Session & Main Stage		
Pocket Agenda		
WiFi Sponsor		
Expo Sponsor		
Gold Level		
reCharge Lounge		
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Lunch Sponsor - Wednesday		
Water & Coffee Stations		
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Breakfast Sponsor - Tuesday		
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Student Access Day - Platinum		
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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	✓	✓	✓
Top placement 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	✓	✓	✓
Top placement 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	✓	✓	✓
Complimentary Registrations			
Seven complimentary full conference registrations	✓		
Five complimentary full conference registrations		✓	
Three complimentary full conference registrations			✓
Hotel Room Upgrade			
Complimentary room upgrade at the conference hotel	✓	✓	
One complimentary hotel room night at the conference hotel	✓	✓	
Executive Boardroom Use			
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 entryway of the Expo Hall and is one of the most exciting and highly attended receptions. This sponsorship offers maximum exposure and includes prime marketing opportunities at the start of the event and through promotional materials.

Recognition at Grand Opening & Welcome Reception

- Expo ribbon-cutting ceremony and Expo welcoming remarks honors
- 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

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 become a walking billboard for your company. By investing in this exclusive advertising, your brand will be constantly viewed and literally worn around the neck of every person at the event. This is one of the best ways to have your company's name viewed throughout ALL areas of the conference. Tremendous bang for your buck!

Recognition on Name Badge Holder & Lanyard

- Company logo printed on name badge lanyards for all attendees

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

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

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 congregation of attendees and the most anticipated part of the conference. In addition, anytime the General Session is promoted before, during or after the conference in marketing emails, advertisements and mailings, your name will be included. This sponsorship will allow you to reach a large number of people, even before the event begins.

Recognition on General Session

- Logo on big screen before and after the general session and during each presentation
- 30 second speaking spot, during the general session to promote your product
- Naming rights – example "Your Name General Session"
- Any time the General Session is promoted in conference marketing materials, your name will be included

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? This investment ensures that your company's name stands out at the conference. Distributed at the beginning of the event, all attendees receive a show bag and use it throughout the conference. We've even discovered that many attendees use it long after the conference has ended. Put your company's brand on every conference show bag and make your investment count.

Recognition on Conference Bag

- Company logo printed on conference bag given to all attendees

Expo Hall (1 available)

The Expo Hall Map sponsorship allows you to have your logo placed on all references of the Expo Hall. Your company logo will be placed online, in the program guide and on large expo hall signage throughout the event.

Recognition on Maps

- Company logo placed next to Expo Hall Map on the website
- Company logo placed next to Expo Hall Map on all signage throughout the Event
- Company logo placed next to Expo Hall Map on emails sent during the marketing efforts

Gold Level Sponsors

reCharge Lounge (1 available)

Give your company's brand a boost by becoming the reCharge Lounge sponsor. A self-service mobile device charging kiosk, equipped with multiple charging tips, and company tabletop graphics customized with your messaging and advertising. It is located in the heart of the expo hall.

Recognition in the reCharge Lounge

- Recognition on all reCharge Lounge signage
- Hanging sign over area
- Exclusive opportunity to place company information and materials in the lounge area for perusal by visitors
- Table graphics provided by sponsor promoting company/services

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

Social Network & App (1 available)

UAS Connect is an exclusive online social media site for the UAS Summit & Expo and is the perfect sponsorship for a consulting service or supplier to the industry. Attendees visit the site before, during and after the event, so you'll gain maximum exposure with conference goers looking to make connections and find new products and services. Start connecting with the industry, become the exclusive sponsor of UAS Connect!



Recognition on UAS Connect

- Company logo displayed on UAS Connect in the header
- Logo on online agenda prior to show on UAS Connect
- Logo sent in emails promoting UAS Connect

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.

Lunch Sponsor (2 available)

Regarded as one of the most coveted sponsorships available, the lunch sponsorship allows attendees to associate your brand with great food and a positive experience. Your company will be promoted to hundreds via signage and napkins.

Available: Tuesday and Wednesday

Recognition at Lunch

- Company logo on signage displayed at event
- Tabletop event cards displaying company logo on buffet tables
- Company logo on napkins displayed on buffet tables
- Verbal recognition during lunch
- Opportunity for sponsor representative to address lunch attendees
- Logo on agenda online prior to show and on UAS Connect

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

Water & Coffee Stations (1 available)

Your current and potential customers will appreciate the abundance of water cooler stations generously distributed throughout the Expo hall.

Recognition at Water & Coffee Stations

- Logo prominently displayed on all water cooler stations
- Logo on all water cooler cups
- Opportunity to display/distribute company information next to water & coffee stations

+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 19, 2018

Artwork - July 26, 2018

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



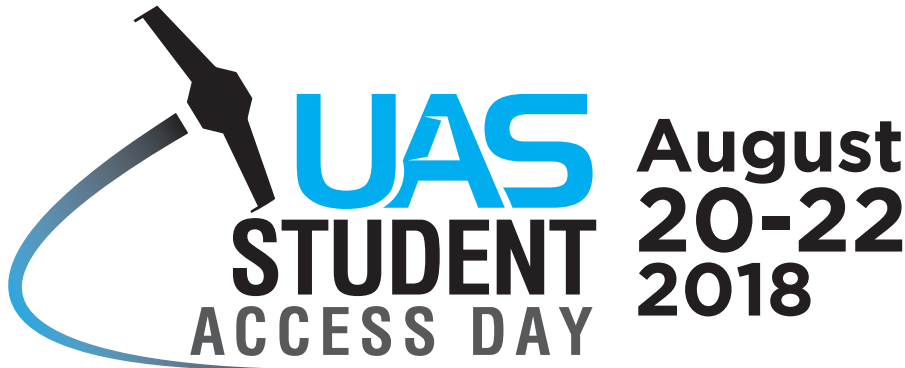
Example

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+Add Ons



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