

# 2016 Sponsor Prospectus

The Premier UAS Event in the Upper Midwest

## Sponsorships Cultivate Strong ROI

As a sponsor of the 2016 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)

10th Annual

# UAS SUMMIT & EXPO

August 22-24, 2016  
Alerus Center | Grand Forks, ND

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

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Partner Level		Sold To
Event Partner		City of Grand Forks, ND Dept of Commerce
<b>Platinum Level</b>		
Fly Zone Sponsor		
Conference Bag		
Name Badge Lanyard		
Hotel Room Key		
Expo Grand Opening & Welcome Reception		
Networking Reception		
General Session & Main Stage		
Arctic Mission Sessions		
Manufacturers' Message		
Pocket Agenda	<b>SOLD</b>	Northrop Grumman Systems Corporation
WiFi Sponsor		
<b>Gold Level</b>		
reCharge Lounge	<b>SOLD</b>	Northern Plains UAS Test Site
Lunch Sponsor - Tuesday	<b>SOLD</b>	Greater Grand Forks Convention & Visitors Bureau
Lunch Sponsor - Wednesday		
Water Stations	<b>SOLD</b>	General Atomics
Aisle Sponsor		Grand Forks Region Economic Development Corporation
UAS Connect		
Congressional Breakfast Sponsor		
Breakfast Sponsor - Tuesday		
Breakfast Sponsor - Wednesday		
Refreshment Break - Tuesday AM		
Refreshment Break - Tuesday PM	<b>SOLD</b>	UND Division of Research & Economic Development
Refreshment Break - Wednesday AM		
Refreshment Break - Wednesday PM		
<b>Add On</b>		
Lead Retrieval Service		
Program Guide Advertisement		

Partner Level

Platinum Level



**NORTHROP GRUMMAN**



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

### 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

### 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

### 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

### 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

### 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

### 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

### Hotel Room Key (1 available)

Make your brand inescapable! This is a KEY sponsorship! Your logo will be seen every time attendees enter their hotel rooms when you sponsor this custom-designed, hotel room key. Keys will be distributed at the participating hotel only.

#### Recognition on Hotel Room Key

- Company logo printed on all conference hotel guest key cards

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## Platinum Level Sponsors

### Arctic Mission Sessions Sponsor (1 available)

As the sponsor of the Arctic Operations and Research Sessions, you'll be able to gain naming rights to the portion of the agenda. In addition you'll have the opportunity to give a two-minute commercial to the general session audience and introduce the speakers to the stage.

#### Recognition during the Arctic Mission Session

- Introduce Speakers
- Logos projected on the rear wall of the conference ballroom, during the session
- Naming rights to the section of the agenda. Ex. "ABC Company's Arctic Mission Session"
- Two-minute commercial during the session
- Reserved table at the front of the room – seating for six
- Logo on all signage during the event
- 6 full-conference registrations
- Photograph with speakers
- Tabletop signage
- Logo on napkins
- Complimentary 10x20 booth
- Platinum level sponsorship benefits

### Fly Zone Sponsor (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 Sponsor

- 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

### Manufacturers' Message Sponsor (1 available)

As the sponsor of the Manufacturer's Message, you'll be able to gain naming rights to the portion of the agenda. In addition you'll have the opportunity to give a two-minute commercial to the general session audience and introduce the speakers from Northrup Grumman, General Atomics, Textron Systems and AUUSI to the stage.

#### Recognition during the Manufacturers' Message

- Introduce Speakers
- Logos projected on the rear wall of the conference ballroom, during the session
- Naming rights to the section of the agenda. Ex. "ABC Company's Arctic Mission Session"
- Two-minute commercial during the session
- Reserved table at the front of the room – seating for six
- Logo on all signage during the event
- 6 full-conference registrations
- Photograph with speakers
- Tabletop signage
- Logo on napkins
- Complimentary 10x20 booth
- Platinum level sponsorship benefits



## 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, charging tips, and company tabletop graphics customized to your company. It is located in the heart of the expo hall.

#### Recognition includes:

- Recognition on signage displayed at event
- Hanging banners displayed at event
- Exclusive seating area for perusal of materials in the lounge area
- Tabletop graphics for your company/services

**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

### UAS Connect (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 (3 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.

### Congressional Breakfast Sponsor (1 available)

As the sponsor of the Congressional Breakfast, you'll be able to gain naming rights to the event. In addition you'll have the opportunity to give a two-minute commercial to the general session audience and introduce the congressional delegation to the stage.

#### Recognition at Breakfast

- Company logo on signage displayed at event
- Tabletop event cards displaying company logo on buffet tables
- Company logo on napkins displayed on buffet tables
- Two-minute commercial during the breakfast
- Logo on agenda online prior to show and on UAS Connect

### 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, Tuesday PM, 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 Stations (1 available)

Your current and potential customers will be able to see your company logo on water cooler stations throughout the expo.

#### Recognition includes:

- Logo on signage displayed at event
- Logo on water cooler stations throughout the expo
- Opportunity for sponsor representative to stand next to water stations

**SOLD**

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## +Add Ons

### Lead Retrieval Services Available

Lead Retrieval Benefits:

- Generate more leads
- Increase booth traffic
- More face-to-face conversations
- Higher return on your investment

Upgrade Your Virtual Booth to Include Lead Retrieval.

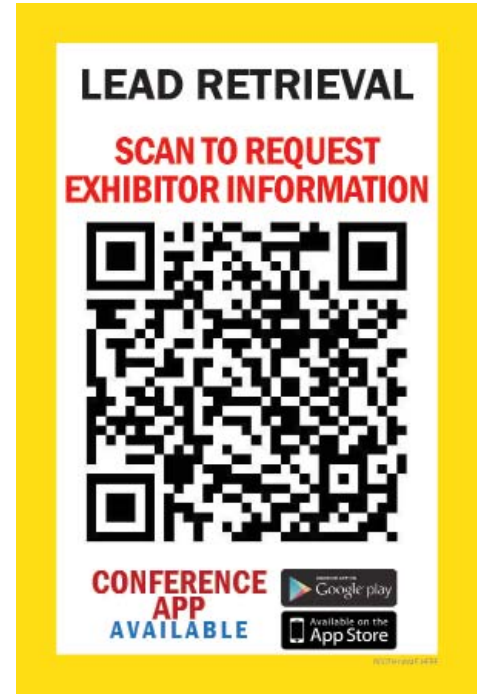
Just click the "Upgrade Now" button at your virtual booth listed on [uasconnect2016.pathable.com](http://uasconnect2016.pathable.com).

This will give you full access to attendees contact information.

#### How it Works:

- Onsite Booth Lead Retrieval:** Booth staff can scan badge of attendee or attendee can scan booth QR code using the UAS Connect app.
- Virtual Booth Lead Retrieval:** We'll add a "Request Information" button to your listing to encourage attendees to reach out pro-actively for meetings at the event. You'll be notified by email automatically whenever someone responds, 24 hours a day, 7 days a week. Includes all available contact information for the attendee.
- Passive Leads List:** Afraid your leads are being shy? Find out who has visited your exhibitor page, which ones have downloaded your collateral and how often they've visited. Includes ability to contact each lead directly through UAS Connect.
- All leads are easy to view, sort and export via your virtual booth.

For more information contact: **Tami Vigness** at [tvigness@bbiinternational.com](mailto:tvigness@bbiinternational.com) or 701-738-4977



Example of Booth Retrieval Signage Onsite

### 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 21, 2016
- Artwork - July 27, 2016

For more info: [service@bbiinternational.com](mailto:service@bbiinternational.com), 866-746-8385



Example