

SELECTUSA[®] INVESTMENT SUMMIT



WASHINGTON, DC | JUNE 19-21, 2016



WASHINGTON, DC | JUNE 19-21, 2016

2016 Summit: *Exhibiting, EDO Calendar, & Academy*



Agenda

- Summit Overview
- Exhibitor Types
- Call for Academy Proposals
- EDO Calendar of Spin Off Events
- Success Stories
- Online Matchmaking Portal

Summit Overview

- In 2015, we welcomed more than 2,000 participants to Washington, DC. The event was filled to capacity and it expected to happen again in 2016.
- **“The Innovation Advantage”** The United States is the world leader in innovation.
- Monday, June 20-Tuesday, June 21, plenary and breakout sessions with business and government leaders.
 - The breakout sessions showcase three tracks covering workforce development, advanced manufacturing, and the consumer market.
 - The program focuses on all industries particular and industry-specific content.
- The Exhibition Hall is comprised of booths representing economic development organizations, service providers, and the SelectUSA Pavilion.

Exhibition Hall

The SelectUSA Investment Summit is the premier opportunity for U.S. state, territory, tribal, regional, and local economic development organizations (EDOs) to share opportunities directly with international investors. Individual EDOs may **reserve a space or join together with other EDOs to share a booth.**

Who Can be an EDO Exhibitor?

- **Approved U.S. state, territory, tribal regional and local economic development organizations (EDOs) can host booths at the Summit as exhibitors.**
- All other organizations such as companies and associations are not considered exhibitors and may apply to be sponsors.
- U.S. Government agencies that wish to exhibit must contact SelectUSA directly to apply for space in the U.S. Government Pavilion.

Space allocation will occur by mid-April. Show management allocates space based on requests submitted.

Visit www.SelectUSASummit.us/exhibition-opportunities for details.

Booth Costs

- Exhibition booths measure 8 feet x 10 feet and are in a carpeted area.
- Each 8' x 10' booth costs \$750 for EDOs.
- *For example, an 8' x 20' booth consists of two spaces and would calculate as $\$750 \times 2 \text{ spaces} = \$1,500$.*

Exhibition Personnel

Type of Registration	2016
Exhibitor Booth Registration Per 8' x 10'	\$ 750.00
Booth Personnel (No Matchmaking) Per Person	\$ 195.00
Booth Personnel (Matchmaking Access) Per Person	\$ 350.00



WASHINGTON, DC | JUNE 19-21, 2016

Included With the Cost

- Back wall and side drape for inline booths
- Booth identification sign that is typically 7" x 44" with block letters
- Basic open wireless connectivity (not for streaming or downloads)
- Two complimentary Exhibition Hall-only staff passes (no access to Summit speaking program or matchmaking)
- Access to Monday evening reception located in the Exhibition Hall
- Organization name and description printed in the Summit Program Guide
- Organization name and description listed in the official Summit app
- Exposure on the 2016 Investment Summit website

Must be Purchased Separately

All other items not listed including:

- Booth furniture (if required)
- Electric and hard lined internet
- Additional carpeting
- Full Summit access badges
- Matchmaking
- Access the Exhibition Hall Resource Page: www.SelectUSASummit.us/exhibition-hall-resources-page

Questions:

Contact Laurie Powell

703-740-1940

LPowell@eventPower.com

Registering Exhibit Personnel

- **Full Access Summit Passes:** Summit staff passes are available through a separate [application process](#) at \$725 per person.
- **Exhibition Hall-Only Passes:**
 - Two Exhibition Hall-only passes are provided for each booth (no matter the size of the booth).
 - Additional passes are available at \$195 each.
 - Exhibition Hall-only passes include functions held in the Exhibition Hall.
 - The passes do not include access to the Investment Summit meals, plenary sessions, breakout sessions, or the matchmaking platform (badges can be upgraded, for a fee, to include matchmaking).
- **How to register for Exhibition Hall-Only Passes:** All Exhibition Hall-only passes are available through a registration [portal that is available to all approved exhibitors](#). The portal provides exhibitors the opportunity to register their allotted free passes and additional passes.

Sponsorship Opportunities

	Diamond	Platinum	Gold	Silver	Bronze	Sponsored Booth
	\$33,000	\$28,000	\$23,000	\$15,000	\$10,000	\$5,000
<i>Available Number of Sponsorships</i>	5	5	5	10	5	30
Summit registrations and admission badges	✓ 10 badges	✓ 7 badges	✓ 5 badges	✓ 4 badges	✓ 2 badges	✗
Matchmaking for above registrants	✓ 10	✓ 7	✓ 5	✓ 4	✓ 2	✗
Preferred seating at all plenary sessions for above registrants	✓ 1 table (10 seats)	✓ 7 seats	✓ 5 seats	✗	✗	✗
Branded table in preferred seating section	✓	✗	✗	✗	✗	✗
Logo and description on website, mobile app, and printed program guide	✓	✓	✓	✓	✓	✓
Button display exposure on mobile app	✓ Splash page	✓ Top banner	✓ Bottom banner	✗	✗	✗
Meter sign exposure in lobby	✓	✓	✗	✗	✗	✗
Logo displayed on selected on-site banners and signage	✓	✓	✓	✓	✓	✗
Sponsor recognition from the podium during Plenary Sessions	✓	✓	✓	✓	✗	✗
Sponsor recognition on signage in Breakout Sessions	✓	✓	✓	✓	✓	✗
Size of exhibit booth In Exhibition Hall	✓ 16x20 (+)	✓ 8x20 (+)	✓ 8x20	✓ 8x10	✓ 8x10	✓ 8x10

Additional Sponsorships

- **Mobile App Sponsor:** \$25,000
- **Charging Station Sponsor:** \$15,000 (3 available)
- **Internet Café Sponsor:** \$15,000 (1 available)
- **Registration Sponsorship:** \$15,000 (1 available)
- **Meter Sign Exposure:** \$2,500 (4 available)
- **Academy Reception Sponsor:** \$5,000 (3 available)
- **Main Summit Reception:** \$5,000 (5 available)
- **Breakfast Sponsorship:** \$3,500 (4 available)
- **Break Sponsorship:** \$4,000 (4 available sponsoring two morning and two afternoon breaks)
- **Lunch Sponsorship:** \$5,000 (4 available sponsoring both lunches)



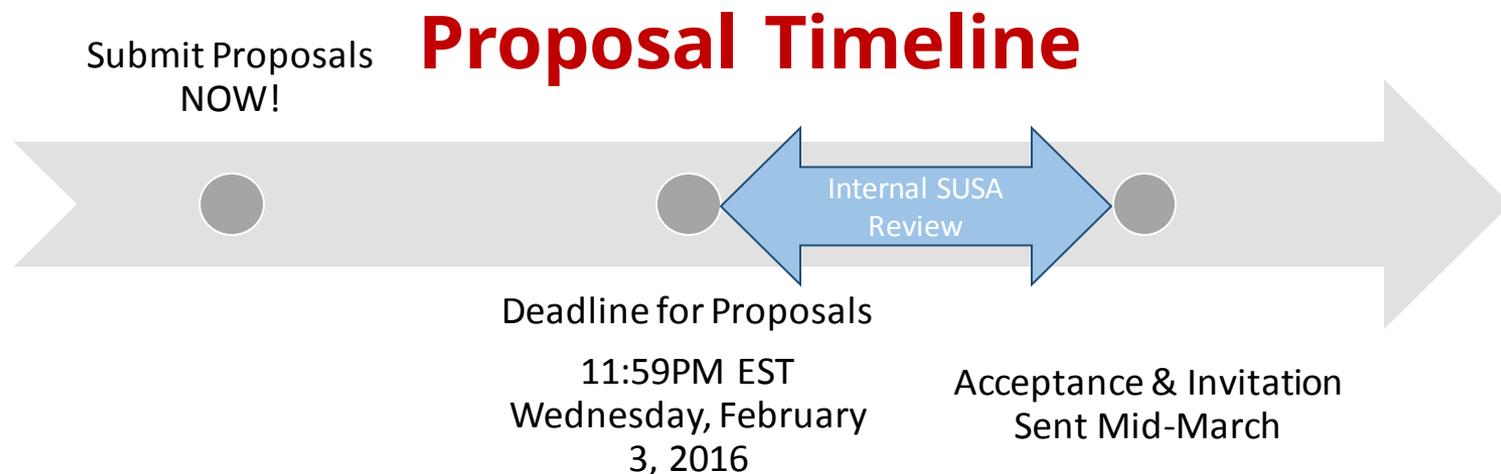
WASHINGTON, DC | JUNE 19-21, 2016

Academy Call for Proposals



Academy Call for Proposals

Suggestions may be submitted for the Academy. These submissions can be about desired content and workshop topics. The submissions must be compelling and consistent with the Academy goals described on the next slide.



Summit Academy

The Academy is an optional pre-Summit orientation that reviews the basics of investing in the United States at a level of detail that is not covered during the main portion of the Summit.

The SelectUSA Academy is divided into [two tracks](#):

- The **EDO Track** is tailored to state and local governments and economic development organizations. Participants in this track gain valuable insight into foreign direct investment (FDI) attraction strategies and the latest economic trends and resources.
- The **Investor Track** is useful for investors who are new to the U.S. market. Participants gain concrete information and practical tips on how to invest and grow in the United States.

Attendance: Approximately 500 participants attend from companies, state and local governments, and economic development organizations.

Academy Proposal Components

- Proposal Title
- Proposed Track (EDO, Investor, or Both)
- Type of Proposal (Topic/Idea, Individual Speaker, Panel/Workshop)
 - **Topic/Idea**
 - Proposed Topic (Max 100 words)
 - Topic Description
 - **Individual Speaker**
 - Suggested Speaker
 - Speaker's Organization URL
 - Speaker Description
 - **Panel/Workshop**
 - Suggested Time Allotment
 - Proposed Topic
 - Topic Description
 - Suggested Speaker
 - Speaker's Organization URL
 - Speaker Description



WASHINGTON, DC | JUNE 19-21, 2016

Host a Spin-Off Event

EDO Calendar



EDO Events Calendar

The EDO Events Calendar allows SelectUSA to amplify the message of EDOs, and help drive investors to onsite receptions and spin-off events.

See Appendix for EDO Event Calendar proposal components.

- A [Summit spin-off event](#) occurs before or after the Summit. Example: hosting delegations or individuals at your location.
- A [Summit reception or event](#) occurs June 19-21 in the Washington, DC area (does not need to occur onsite to be showcased).

EDO Events Calendar

Key Logistics

- SelectUSA has created this portal for a direct connection and is not serving as an intermediary.
- Only U.S. EDOs are able to post spin-offs and receptions through this portal.
- All events submitted may be viewable by all attendees regardless of audience selected.
- EDOs may control the participant lists and make real-time updates.
- Many delegations or individuals are making key travel and schedule decisions in January and February.



WASHINGTON, DC | JUNE 19-21, 2016

U.S. State and Local Night

- U.S. State and Local Night is the opening night reception (Monday, June 20) in the Exhibition Hall where all attendees can visit exhibitors at their booths.
- Exhibitors can hold mini-receptions at their booth highlighting local experience. Rules on F&B forthcoming.
- **It is encouraged to host your individual events or receptions after 7:30pm.**

All registrants are invited to attend U.S. State and Local Night and it is included in the Summit fee.



WASHINGTON, DC | JUNE 19-21, 2016

Request Space at Summit Venue

In order to request and reserve space at the hotel, please contact:

Laurie Powell

703-740-1940

LPowell@eventPower.com

Success Stories



Announcements & Success Stories

- Share announcements and success stories
 - Twitter
 - The SelectUSA website
 - Blog posts and/or email blasts
 - Talking points for senior officials
 - On stage at the Summit, in the press room, or in the Summit press fact sheet...?
- SelectUSA cannot guarantee that a success story will be featured.

Please send to SUSAEvents@trade.gov

Announcements & Success Stories

New Announcements and/or Signings

- Inform SelectUSA of new announcements and/or signings for possible mention during the Summit
- Senior officials and/or international media may be present or invited

SelectUSA-related success stories

- Was the the investor met at the '13 or '15 Summit?
- Were SelectUSA or Commercial Service colleagues involved?

FDI success stories

- Showcase foreign company success stories and how they have contributed to local communities throughout the country.

Please send to SUSAEvents@trade.gov



WASHINGTON, DC | JUNE 19-21, 2016

Next Steps & Preparation



New Matchmaking Portal

- SelectUSA is implementing a new matchmaking system for 2016. The system utilizes algorithms to help match participants with similar interests and needs. Matchmaking is an integral part of the Summit and allows attendees to maximize their participation and meet the right people.
- The matchmaking system enables participants to easily collect digital business cards and documents electronically simply by touching two devices together.
- Registrants signing up for the Full Summit pass and the Exhibitor + Matchmaking pass are able to participate in matchmaking. Registration and matchmaking consists of two separate processes including registering for the Summit and for Matchmaking.
- Information entered during registration auto-populates the matchmaking profile. Additional information may be required in the matchmaking tool in order to ensure more productive matches.

Matchmaking is anticipated to open May 1st.



Click picture hyperlink for youtube video.

How do I prepare for the Summit?

- **Social Media:** If your organization is on Twitter, please follow [@SelectUSA](https://twitter.com/SelectUSA) and promote your participation at the Summit by using hashtag #SelectUSA.
- **Exhibition Hall:** Take a look at our [Exhibition Opportunities](#) page for more information about exhibiting on our Summit Trade Show Floor.
- **Sponsorship Opportunities:** Promote your EDO with sponsorships. Review the <http://selectusasummit.us/sponsor-prospectus/>
- **Contact SelectUSA:** At SelectUSA headquarters, we are ready to talk to you about your efforts to attract investment. Please [contact us](#).
- **Attend our next “Know Before You Go” Conference Call, Date and Time to be determined.**

Lodging and Hotel

- Housing is available to all attendees, sponsors, and exhibitors
- Registrants applying for the full conference may now **reserve rooms through the application process**
- Exhibitors & Sponsors may reserve housing through the **Exhibitor Registration Dashboard**. Room blocks have been set aside specifically for exhibitors
- **Registrants who book outside the block will not have access to the shuttle service**

All SelectUSA Summit events and the main Summit room block is held at the Washington Hilton

Shuttle service is provided to and from the Washington Hilton and the following hotels:

- Fairmont Washington DC
- The Fairfax Hotel at Embassy Row
- The Carlyle Dupont Circle
- Omni Shoreham Hotel
- The Normandy Hotel

special conference rates





WASHINGTON, DC | JUNE 19-21, 2016

Summit Help Desk

*Application, Housing, Payment,
and General Summit*

Questions:

Customer Service
SelectUSA@experient-inc.com
800-424-5249 (United States)
847-996-5829 (International)

Exhibitor and Sponsor

Questions:

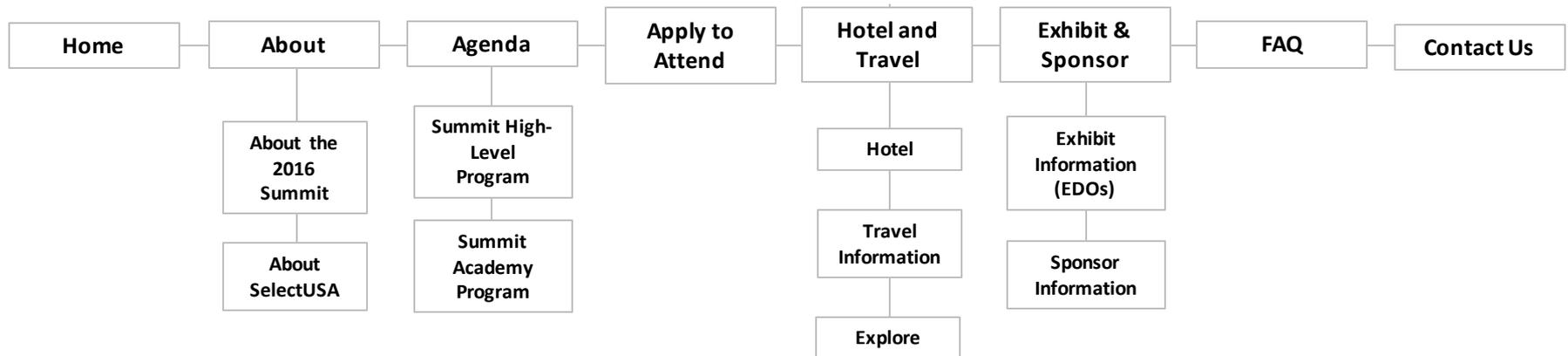
Laurie Powell
703-740-1940
LPowell@eventPower.com



Appendix



Summit Website Map – Main Menu



Calendar Proposal Components

- EDO Information
 - Contact Information for Primary Event Host
 - Organization URL
 - Any EDO-specific materials (upload option)
 - Video URL showcasing the EDO
- Event Details
 - Event Type, Title, and Description
 - Location, Date, and Time of Event
 - Cost of Event (if applicable)
 - Provided Logistics and Transportation
 - Provided Language Support
 - Event Flyer (upload option)
 - Target Market(s) & Industry(s)

EDO Application Questions

- Individual Information
 - Name and Title
 - Special Requests (Accessibility and Dietary)
- Organization Information
 - Name
 - URL & Social Media Information
 - Mission/Description
 - Target Industries
- Option to add Summit Academy
- Payment Page
- Hotel Reservations and Preferences (post-acceptance)

Exhibitor Application Questions

- Individual Information
 - Name and Title
- Organization Information
 - Name
 - URL & Social Media Information
 - Mission/Description
 - Target Industries
- Exhibitor Objectives
- Exhibitor Package Selection
- Auxiliary Events Planned

Sponsor Application Questions

- Individual Information
 - Name and Title
- Organization Information
 - Name
 - URL & Social Media Information
 - Mission/Description
 - Industry
 - Existing Bid, Contract, Grant, or Interest in a Matter Pending Before the Department of Commerce
- Sponsor Objectives
- Sponsorship Package Selection
- Auxiliary Events Planned