

2017 SELECTUSA INVESTMENT SUMMIT

KNOW BEFORE YOU GO CONFERENCE CALL

December 8, 2017

1:00 pm EST



Agenda



- 2016 Summit Recap
- 2017 Summit Overview
- Exhibitor and Sponsor Opportunities
- Call for Proposals
- Collateral Events Calendar
- U.S. State & Local Night Reception
- Hotel Information

2016 Summit Recap



- The 2016 Summit was a huge success with:
 - more than **2,500** participants from **70** international markets
 - over **600** representatives from economic development organizations (EDOs) across **52** U.S. states and territories
 - **108** total exhibitors and **20** U.S. government agencies represented in the Exhibition Hall and the U.S. Government Pavilion
 - participation from the President, eight Cabinet Secretaries and four Governors
- The event was filled to capacity; this high-level engagement is expected to continue in 2017

2017 Summit Overview



- The 2017 SelectUSA Investment Summit is June 18-20, 2017 at the Gaylord National Resort and Convention Center
- The SelectUSA Investment Academy, a half day program designed for first-time investors and economic developers, is on June 18
- On June 19-20, plenary and breakout sessions will feature business and government leaders

2017 Summit Overview Cont.



- The conference theme is “Grow with US” and will explore three complementary tracks as platforms for global business growth:
 - *Inspiration*
 - *Knowledge*
 - *Sustainability*
- You can find out more about these themes on our website:
<http://www.selectusasummit.us/agenda-overview/>
- The Exhibition Hall will be comprised of booths representing economic development organizations, service providers, and other organizations

Exhibitor and Sponsor Opportunities



Terms: EDO, Non-EDO, Exhibitor, and Sponsor

We welcome participation in the Exhibition Hall from economic development organizations (EDOs), service providers, and other associations or organizations

EDO (economic development organization)

- EDOs are typically U.S. state, territory, tribal, regional, and local economic development organizations
- All EDOs must apply and be approved by SelectUSA to receive EDO exhibitor designation at the Summit
- Individual EDOs may reserve a space or join together with other EDOs to share a booth

Non-EDO (service provider or association)

- A service provider is a company that advises or facilitates a firm's investment decisions, such as attorneys, consultants, tax professionals, site selectors, etc.
- A trade/business association that facilitates investment may also participate as an exhibitor or sponsor

Exhibitor and Sponsor Opportunities Cont.



Terms: EDO, Non-EDO, Exhibitor, and Sponsor

Exhibitor

- Approved organizations may purchase an exhibit booth within the Exhibition Hall
- The purchase price of a booth is different for EDOs and non-EDOs

Sponsor

- Organizations, including EDOs, may select to gain exposure outside of an exhibit booth through sponsorships
- Sponsorship levels diamond through bronze include exhibit hall booths and additional full conference passes

Cost to Exhibit



EDO Exhibitor Booth Costs

EDO Pricing (available to approved EDOs only):

10×10 (Approved EDOs Only) \$850

10×20 (Approved EDOs Only) \$1,700

10×30 (Approved EDOs Only) \$2,550

10×40 (Approved EDOs Only) \$3,400

20×20 (Approved EDOs Only) \$3,400

20×30 (Approved EDOs Only) \$5,100

30×30 (Approved EDOs Only) \$7,650

30×40 (Approved EDOs Only) \$10,200

40×40 (Approved EDOs Only) \$13,600

Cost to Exhibit Cont.



Non-EDO Exhibitor Booth Costs

Non-EDO Pricing (must be approved):

10×10 (Approved Corporations & Associations Only) **\$5,500**

Non-EDOs that wish to secure a larger booth may explore our sponsorship opportunities



Cost to Exhibit Cont.



Included with the Cost

- Two Exhibition Hall-only passes
- 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)
- Access to Monday evening reception located in the Exhibition Hall
- Organization name printed in the Summit Program Guide
- Organization name and description listed in the official Summit app
- Exposure on the SelectUSA Investment Summit website

Must be Purchased Separately

- Custom Carpeting
 - The Exhibition Hall is carpeted in tuxedo gray. Custom flooring upgrades and carpet color changes are available at an additional charge.
- Booth furniture (if needed)
- Electricity and hard lined internet
- Shipping and drayage fees
- Union labor to set up booth (if requested or required)
- Additional Summit passes over the allotted number provided
- Food and beverage for the Monday night reception (more information forthcoming)

Registering Exhibition Hall Personnel



- **Full Access Passes:** Full access passes are **\$799** per person
- **Exhibition Hall-only Passes:**
 - Two Exhibition Hall-only passes are provided for each exhibitor booth (no matter the size of the booth)
 - Exhibition Hall-only passes include access to the matchmaking system
 - Additional Exhibition Hall-only passes can be purchased for **\$425** each
 - Additional full access passes are available for **\$799** each

Registering Exhibition Hall Personnel Cont.



- **How to register for Full Access and Exhibition Hall-only Passes as an Exhibitor or Sponsor:** All passes are available through a group registration portal that is available to all approved exhibitors and sponsors.
 - The group registration portal provides exhibitors and sponsors the opportunity to register their allotted free passes and any additional passes
 - Exhibitors and sponsors will receive the link to the group registration portal via email once their application has been approved

Sponsorship Packages



	Sponsorships				
	Diamond	Platinum	Gold	Silver	Bronze
	\$36,000	\$30,500	\$25,000	\$16,500	\$11,000
Summit registrations and admission badges	✓ 10 badges	✓ 7 badges	✓ 5 badges	✓ 4 badges	✓ 2 badges
Exhibition Hall only pass (Includes Matchmaking)	✓ 2 badges	✓ 2 badges	✓ 2 badges	✓ 2 badges	✓ 2 badges
Branded table in preferred seating section	✓	✗	✗	✗	✗
Meter sign exposure	✓	✓	✗	✗	✗
Advertising exposure on mobile app	✓	✓	✓	✗	✗
Preferred seating at all plenary sessions	✓ 10 seats	✓ 7 seats	✓ 5 seats	✗	✗
Sponsor recognition from the podium during Plenary Sessions	✓	✓	✓	✓	✗
Logo displayed on selected on-site banners and signage	✓	✓	✓	✓	✓
Sponsor recognition on signage in Breakout Sessions	✓	✓	✓	✓	✓
Website and mobile app - logo and description	✓	✓	✓	✓	✓
Printed program guide - company name, logo and web address	✓	✓	✓	✓	✓
Size of exhibit booth In Exhibition Hall	✓ 20x20	✓ 10x20	✓ 10x20	✓ 10x10	✓ 10x10

Please note: Costs for booth equipment can be found in the Exhibitor Kit (available shortly) and are the sole responsibility of the exhibitor.

Sponsorship Packages Cont.



Additional Sponsorship Packages

- **Mobile App Sponsor:** \$25,000 (1 available)
- **Charging Station Sponsor:** \$15,000 (3 available)
- **Internet Café Sponsor:** \$15,000 (1 available)
- **Registration Sponsorship:** \$15,000 (1 available)
- **Main Summit Reception:** \$5,000 (5 available)
- **Breakfast Sponsorship:** \$3,500 (4 available)
- **Break Sponsorship:** \$4,000 (4 available)
- **Lunch Sponsorship:** \$5,000 (4 available sponsoring both lunches)

Call for Proposals



SelectUSA is looking for your panel and workshop ideas for the Investment Academy and Summit breakout sessions that are consistent with the track themes

- Due to the competitive nature of the selection process, we encourage submissions to be comprehensive.
- All session applications must be fully complete and submitted by the deadline, **11:59 p.m. EST on Friday, December 30, 2016**

Call for Proposals Cont.



Investment Academy Proposal

- The 2017 SelectUSA Investment Academy will comprise a series of intensive interactive workshops aimed at highlighting best practices for investors and EDOs
- In the smaller interactive setting, participants will gain high-quality first-hand insight into the investment environment, including the tools and resources necessary for an effective investment strategy
- This year the Investment Academy will be divided along three tracks, with focus on:
 - **Investors**
 - **EDOs**
 - **Data tools and resources (applicable to both investors and EDOs)**
- Preference will be given to session proposals that foster audience interaction for the Investment Academy.
- Deadline to submit [proposal](#): **11:59 p.m. EST on Friday, December 30, 2016**

Call for Proposals Cont.



Breakout Session Proposal

- The 2017 Investment Summit breakout sessions will elaborate on the themes from the main-stage plenary sessions
- These sessions can be adapted to highlight a number of different industry sectors and all proposals for panels should effectively incorporate investment initiatives
- All sessions will be structured as panel discussions
- Deadline to submit [proposal](#): **11:59 p.m. EST on Friday, December 30, 2016**

Call for Proposals Cont.



General Speaker Suggestions

- We are accepting ideas and suggestions for speakers that are experts on any one of our three thematic tracks
- Speaker suggestions will be internally vetted and invited based on approval and best fit
- Deadline to submit [proposal](#): **11:59 p.m. EST on Friday, December 30, 2016**

Collateral Events Calendar



- SelectUSA will help highlight and amplify spin-off events and onsite reception information with Summit attendees through the [Collateral Events Calendar](#)
- This tool will help drive attendees to your onsite receptions and spin-off events to showcase your location
 - **A Summit spin-off event** occurs before or after the Summit at an offsite location and can take a variety of formats, including receptions, meetings with key officials, dinners, conferences, and tours of local facilities
 - **A Summit reception** occurs during the dates of June 18-20 in the Washington, DC area, but does not need to occur onsite at the hotel to be showcased on this tool



Collateral Events Calendar Cont.



- If your region is interested in hosting more than one event, you will need to fill out one submission for each event you wish to showcase.
- Deadline to submit: Many delegations will be making key travel and schedule decisions in **January and February**
- **Note:** *All collateral events and receptions submitted via this system may be viewable by all Summit attendees regardless of audience selected. However, hosts can control the participant lists by making the event RSVP instructions detailed and make updates to their submissions at any time.*

Request for Space



- Organizations interested in requesting space for events should do so through the [Collateral Event Calendar](#) site
- Requests will be based on availability and confirmation of requests will be approved on a rolling basis
- In the past requests have ranged from large rooms for receptions to smaller meeting rooms for ambassador meetings
- These requests should not be for one-on-one meetings, but for a larger group of attendees

U.S. State & Local Night Reception



- The U.S. State and Local Night Reception will be held on Monday, June 19 from 5:00 – 7:30 pm in the Exhibition Hall
- All registrants are welcome to attend and can visit and network with exhibitors at their booths
- If an organization plans on hosting any additional events, it is encouraged that they're held after 7:30 pm
- Requests for space for an additional event can be made through the [Collateral Events Calendar](#)
- Exhibitors can hold mini-receptions at their booth highlighting local experience
- More information on food and beverage options is forthcoming

Hotel Information

- All official Summit activities will take place at the Gaylord National Resort and Convention Center in National Harbor, MD
- SelectUSA has confirmed a room block within the host hotel for approved attendees



Hotel Information



- Housing is only available to attendees, sponsors, and exhibitors who have applied and have been accepted by SelectUSA to attend the Summit
- Attendees will receive more information about booking a hotel room after their registration has been approved; hotel rooms are not booked during the initial registration process this year
- Hotel rooms have been secured at the following special conference rate \$226 (GSA per diem)
- The Gaylord is a Marriott property - attendees seeking rewards will be able to provide their Marriott rewards number when booking their room

It pays to book with us; please do not book directly with a hotel

Summit Help Desk



SelectUSA Concierge

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Learn more about investing in the United States and SelectUSA services:

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THANK YOU!

