

2017 SelectUSA Investment Summit
Kick-Off “Know Before You Go” EDO Conference Call
December 8 2016
1:00 pm EST

Anne McKinney: Welcome, everyone. Thank you for joining us for today’s call. We hope that you enjoyed the 2016 SelectUSA Summit and we’re looking forward to running through key items that you should know about the 2017 Summit.

Our Summit in 2016 was a resounding success thanks in large part to all of your efforts and we greatly appreciate your continued support. As you know our 2017 SelectUSA Investment Summit will be held at the Gaylord National Resort and Convention Center in Maryland on June 18th through the 20th next year.

During this call we’ll provide a summit overview, review exhibitor and sponsor opportunities and discuss important features that can be found on our Website and with that I’ll pass it on to my colleague (Jacquelyn Vitello).

(Jacqueline Vitello): Thank you Anne, and thank you everyone for joining us today. You should have all received a PowerPoint presentation via e-mail and please feel free to follow along and you’ll find these slide numbers in the lower right-hand corner of each page.

We will also be referencing the Summit Website today so I did want to highlight that URL for you and that’s www.selectusasummit.us and that is live as of earlier this week so feel free to explore. With that we’ll head to Slide 2 which is the 2016 Summit recap page.

As Anne mentioned the 2016 Summit was a huge success with more than 2500 participants from 70 markets across the world and we were happy to welcome more than 600 representatives from EDOs across 52 U.S. states and territories. The event was filled to capacity and we expect a similar level of interest for 2017.

Moving on to Slide 3, again just want to repeat the dates for the 2017 Summit which are June 18th through the 20th. That's a Sunday-Monday-Tuesday as it was for the last two years and it will be held at the Gaylord National Resort and Convention Center in National Harbor, Maryland. You may recall is where the 2015 Summit was held.

On Sunday the 18th we will hold the investment academy, (which we did last year and) this year the academy fee is included in everyone's registration so we encourage your participation. On Monday, June 19th and Tuesday, June 20th we will have the main stage plenary and breakout sessions with business and government leaders.

On Slide 4 if you're following along, you'll see that we have developed a theme for the summit which is grow with us. The agenda is going to explore three complementary tracks which are inspiration, knowledge and sustainability as platforms for global business growth.

The exhibition hall is going to be a lot larger this year as the Gaylord is a lot larger than the Hilton and it'll be comprised of booths representing EDOs and service providers as well as the U.S. government pavilions.

We are excited to say that the exhibition hall will be open all three days and we have plenty of space so if you would like to expand the size of the booth from the booth that you had in 2016, then just let us know.

I am now going to pass it on to my colleague (Juli Kreko) who will be reviewing exhibitor and sponsor opportunities.

(Juli Kreko): Thank you so much (Jacqueline) and thank you again everyone for joining today's call. With that we will move on to Slide 5 to review exhibitor and sponsor opportunities. As we've discussed, the exhibition hall is one of the key components of the Summit and provides a unique opportunity for EDOs to share opportunities directly with international investors.

This year we welcome participation in the exhibition hall from EDOs, service providers and other associations or organizations as either exhibitors or sponsors. However, exhibitor booths are priced at a lower rate for approved EDOs. We did want to note that individual EDOs may reserve a space individually or joined together with other EDOs to share a booth.

On Slide 6 you'll see exhibitor and sponsor definitions. We did want to note that all of this information in its entirety is also available on the Summit Website. As (Jacqueline) mentioned that's selectusasummit.us on the "apply to exhibit and sponsor" page under the "exhibitor/sponsor" tab.

On Slide 7 you'll see the cost to exhibit for EDOs. Standard exhibitor booths are 10 feet X 10 feet and cost \$850 for approved EDOs. You'll see that there are a number of larger sizes available up to 40 X 40.

Slide 8 provides a non-EDO pricing for approved corporations and associations only. You'll see that that is \$5500 on that slide and on Slide 9 you'll find a lot of information on what's included with the cost of each exhibitor booth and what must be purchased separately.

So on the left there we have what's included in each package and that includes two exhibition hall only passes for each exhibitor booth so no matter the size of the booth they each get two and then a number of other items which I'll just highlight, booth identification sign with block letters, open wireless connectivity, access to the Monday evening reception located in the exhibition hall which (Jacqueline) will be reviewing in just a little bit.

As well as organization name printed in the Summit program guide and listed on the Summit app as well as exposure on the Website. Items that must be purchased separately include booth furniture if desired, electric and hard-lined Internet, custom carpeting and additional Summit taxes.

Moving on to Slide 10, you will see the distinction there between full-access passes and exhibition hall only passes. The full-access passes so essentially giving full access to the Summit conference are available for \$799 per person and these include access as (Jacqueline) mentioned to the investment academy on Sunday, June 18th so that is included this year.

As we mentioned, two exhibition hall only passes are provided for each exhibitor booth. These passes do not include access to the breakout or plenary sessions but this year they do include matchmaking so those familiar with the process last year, it's a little bit different. It's included already this year.

And additional exhibition hall only passes which include that matchmaking can be purchased for \$425 each. On Slide 11 you'll see that all passes are available through a group registration portal that is available to all approved exhibitors and sponsors.

The portal provides exhibitors and sponsors the opportunity to register the allotted free passes and any additional passes that they would like. It is

important to note that exhibitors and sponsors will receive this link to the group registration portal via e-mail once their application has been approved so a similar process to last year.

Moving on to Slide 12 you'll see that there are a number of sponsorship packages available as well ranging from diamond level to bronze level and a number of additional sponsorship packages such as the mobile app and meal sponsorships are listed on Slide 13.

A full listing of opportunities and availability can be found on the sponsor prospectus which is also listed on the Summit Website under that same "exhibitor/sponsor" tab in the upper right. Again if you've any questions please be sure to check-out the Summit Website or reach out to our team at selectusa@experience/inc.com.

This information - the contact information rather - is also available on the Summit Website on the upper right hand of that page and with that I'll pass it on to my colleague (Suzanna) who will be reviewing the call for proposals.

(Suzanna): Great, thank you (Juli). We are going to move forward onto Slide 14 if you are following along. First of all SelectUSA would like to take a moment and thank all of those individuals who submitted ideas for the 2016 investment academy during our call for proposals last year. We are sincerely grateful for all of your input as it contributed directly to the success of the program.

We're going to do a similar call for proposals this year for panel and workshop ideas for the investment academy, as well as breakout sessions and for speakers in general. Our goal remain consistent with the track themes that (Jacqueline) covered earlier in the call today. To provide a bit of background, we'll move on to Slide 15.

The 2017 SelectUSA investment academy will serve as a series of intensive sessions aimed at highlighting best practices for both investors and EDOs; as we will break the academy up into the two tracks so investors and EDOs and the third will be focused on data tools and resources.

On Slide 16 you'll find-out more information about the breakout sessions which are to be structured in a panel discussion. These breakout sessions will elaborate on the themes of the main stage plenary session so you'll see those on Slide 16.

Moving on to Slide 17, similarly we are looking for speaker suggestions. All of these suggestions will be internally vetted and invited based off of approval. Again noting that all of these call for proposal applications or submissions need to be in by deadline of Friday, December 30th at midnight.

Due to the competitive nature of the selection process as we saw last year, we had over 70 proposals. We encourage your submissions to be comprehensive including panelist suggestions. Lastly, if you want to learn more about the call for proposals process or submit a proposal, you can to call for proposals on the Website. It's one of the selections under the "agenda" tab.

With that I will move on to another component that is on the Website. If you click to Slide 18. We are again requesting ideas for our collateral events calendars. Last year you might have heard it called the EDO calendar; this year we have changed the name but it's still the same concept.

SelectUSA will be helping to highlight spin-off events and on-site reception through our collateral events calendar. The calendar itself is not live yet; however, the tool to collect the information is live. This tool is designed to

help drive attendees to your on-site reception or spin-off events to showcase your location.

As these are two different types to define spin-off event, this is something that would occur before or after the actual Summit dates so that's June 18th to the 20th and this could be in your home state or if it's in the area just not at the actual Summit location.

And then we have the Summit receptions which would occur during the dates of the 18th to the 20th that don't necessarily need to occur on-site. However, this year we do have rooms available on-site. Moving to Slide 19, if your region is interested in hosting more than one event, you will need to fill-out additional submissions for each event.

Many delegations will be making their travel arrangements soon and scheduling decisions in January, late January to early February so it's really important for you to submit those details as soon as possible.

Every event that is on the collateral events calendar will be able to be viewed by the large audience that can see the Website. However, hosts can control the participation list by making the event RSVP instructions detailed and can at any time edit those.

Moving on to Slide 20, I wanted to highlight the third type of submission this year and that is new. Last year we had a lot of requests for space and this year you can actually request space via the portal so if you're looking to find a room for a reception, you can do so online.

So please take time, visit the collateral events calendar which can be found under the agenda tab online and if you have any questions, let us know. With

that I will pass it over to (Jacqueline) who will discuss U.S. state and local (nights).

(Jacqueline Vitello): Thank you, (Suzanna) so we're going to move on to Slide 21. The U.S. state and local night reception which we also held last year on the Monday of the Summit is going to be held again on the Monday, June 19th from 5:00 pm to 7:30 pm inside the exhibition hall.

All registrants for the Summit are welcome to attend and we'll be visiting exhibitors at their booths. If you plan on hosting any additional events on that Monday, then we encourage you to do so after the 7:30 pm close of the official reception.

In addition if you would like to reserve space for an additional event or a reception after our reception for example on-site at the Gaylord, then those request can be done now through the collateral events calendar that (Suzanna) just described.

So as I just said exhibitors can hold mini-receptions at their booth which will highlight the local experience with local food and beverage or you know, anything that might be of interest to our investors.

Food and beverage can be purchased through the conference hotel as well and the rules for the food and beverage served in the exhibition hall and at your booth along with possible menu items and contact information will be posted on the Website shortly and we will be sure to provide updates on that on the next call.

Moving on to hotel reservations and on to Slide 22, one last item that we want to highlight is how you go about booking your hotels. There is a reserved

room block at the Gaylord on-site for all approved attendees. On Slide 23 you'll see that this room block is priced at a special conference rate of \$226 a night which falls within the government per diem rate.

Again this is the hotel where the Summit is taking place so it's extremely convenient for all participants. One important note we'd like to make is we encourage you not to book directly with the hotel or any other hotel but rather through the Summit registration system.

The process if you remember last year's this is a bit different this year. You will not reserve the hotel room during the initial registration. Rather you'll do that after your application has been approved and you will receive a confirmation e-mail with instructions on how to book the hotel room.

Once the hotel room has been booked and confirmed, you'll receive an eight-digit number, a confirmation number via e-mail and the hotel confirmation e-mail will be sent to the e-mail address that was provided during the registration application process.

As you're booking your hotel, please keep in mind that the Gaylord is a Marriott property so if you have Marriott rewards, then you can enter that number to receive credit. More information about hotel reservations and travel can be found on our Website under the hotel and travel page on the Summit site.

So lastly I want to highlight the information on Slide 24 which is a bit about how to prepare for the Summit. For specific Summit questions please feel free to reach-out to the SelectUSA concierge desk whose information is listed on the Website and on this slide right here and is also on the Website again under the contact us button which is on the upper right of the homepage.

Additional we wanted to review some other ways to prepare. On social media if your organization is on Twitter, then please follow @SelectUSA and promote your participation at the summit by using the hashtag SelectUSA Summit.

For the exhibition hall please take a look at the exhibitor sponsor tab on the Website for more information about exhibiting. You can of course feel free to promote your EDO or organization with sponsorships and you can look at all those opportunities again on the Website and you know, always feel free to contact us at SelectUSA headquarters.

We're ready to talk to you about your efforts to attract investment and for more information about SelectUSA generally, please visit the about SelectUSA tab under the about section of the Website and please also plan to attend our next know before you go call.

We don't have a date and time set quite yet but we will be sending-out that announcement very soon and with that I'd like to turn it back over to (Stacy) who will be moderating Q&A for us.

Coordinator: Thank you. We will now begin the question-and-answer session of today's conference. If you would like to ask a question, please press star 1 on your phone. You'll be asked to record your name. Again please press star 1 on your phone. One moment while we wait for the first question. Again if you would like to ask a question, please press star 1 on your phone.

Jacqueline Vitello : So if there are no questions right now, I want to talk a little bit more about the call for proposals. We're really looking to highlight more of our EDO

colleagues this year on both on the main stage of the plenary sessions as well as in the breakout sessions.

And so if you have any ideas of how you would like to help us do that, how you think you could highlight your regions or particular topics or issue areas that would be of interest to the larger Summit community, then we really encourage you to participate in this call for proposals and submit your great ideas to us.

Coordinator: At this time I show no questions.

Anne McKinney: Okay, well thank you everybody for participating and we look forward to speaking with you soon.

Coordinator: Thank you. This concludes today's conference. You may disconnect at this time.

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