

2016 SelectUSA Investment Summit
“Know Before You Go” EDO Conference Call
April 12, 2016
1:00 pm EST

Suzanna Ertz: Hello, this is Suzanna Ertz. I wanted to take one moment to welcome you all to the call and thank you for joining our third Know Before You Go call for Economic Development Organizations. I know that there are some service providers as well as sponsors on the call, so we thank you all for joining us today.

We appreciate your enthusiasm and participation thus far and we are looking forward to a great Summit. We're about two months out from the Summit now and we have dubbed this month "Application April." We are looking for an increase in our registration numbers and are really getting everything moving forward.

As of today, we have 1,044 applicants for the Summit. Bill will be providing some more information in regards to these attendee numbers in just a few moments. But this is an amazing number and we're really excited about it. We are also going to be providing some additional updates next step as to prepare for the Summit.

We're going to review some updates on the agenda, important dates to be aware of that have been given in your exhibitor kits, and all the ways that EDOs can be involved in the Summit. Some of these might have been touched on again if you've joined us on other calls, but we hope to provide you with some new and great information.

So at this time, I will pass it off to Bill for some expo hall updates.

Bill Burwell: Thank you, Suzanna and good afternoon, everybody. I am going to run through a few items and then we can circle back on Q&A at the end. So as Suzanna mentioned, we're over the 1,000 application mark which is great. That's about 50% of where we need to be. And so April is indeed "Application April."

We do have a very strong registration from the EDO community. We're almost at 200 registrants which is great. And we have 43 official EDOs registered as exhibitors. We are holding space for official EDOs, official state EDOs, and for regional and local groups - tribal organizations as well - until April 18.

We're holding exhibit space, so we really want to make sure that you all register if you're interesting in exhibiting. After the 18th, we're going to start reallocating that space to other interested parties such as sponsors. So particularly if there is an official state EDO that has not yet registered, please do so.

I know some states or groups are looking to supersize their booth or increase the size of their booth. We will not be able to make those decisions until probably early May when we sort out the space. We expect to be close or beyond capacity shortly for the Exhibit Hall. And that's why we're working in this fashion.

There are 13 official EDOs from states or territories that have not yet applied to be an exhibitor. It's important if you heard from us asking about that status - we would really appreciate a response so we can make these decisions for

your colleagues to either exhibit or increase size. In addition to exhibiting, EDOs can also be sponsors of the Summit.

We still have available sponsorship packages at the platinum, gold and silver level. We have a mobile app sponsorship. We have reception sponsors and charging station sponsors. All of this is outlined on the website under the [Sponsorship Tab](#). If an EDO group is interested in being a sponsor as well, those opportunities still exist.

With that, we'll pass it to Juli to start looking at some other updates on the exhibitor's side.

Juli Kreko: Thank you again for joining us today. On the last call, we announced that the exhibitor/sponsor portal where registration is completed would be going live shortly. It has now been live for a few weeks. We've seen an significant increase in booth personnel registration.

Great job with that. As soon as an organization has been approved to exhibit or sponsor, they will receive the link to their exhibitor/sponsor registration portal via email. So if you have been approved, you would have received that email. Again, all booth personnel must be registered through this portal.

To review, there are three different booth personnel registration types. The first is booth personnel or exhibition hall only. Please keep in mind that two complimentary exhibition hall passes are included in each booth no matter the size. These booth personnel passes do not include access to the meals, plenary sessions, breakout sessions or the matchmaking platforms.

The second type you can select is booth personnel plus matchmaking. To add the matchmaking, it is an additional \$155 if booth personnel is already

included. Or you can add an entire booth personnel and matchmaking pass for \$350. The third type is full Summit access – this is regular Summit registration.

You can add and register additional booth personnel for \$195 per person. And booth personnel can also add the Academy on which will be taking place on Sunday, June 19. My colleague, Jacqueline, will be giving more details on the Academy a little later on during this call.

In your exhibitor sponsor portal you'll find the Exhibitor Kit. This provides detailed information on shipping booth items that are available for rent or purchase and critical deadlines. We did want to point out one important item – to order internet, audiovisual and electrical, you will need to register with the Hilton Hotel directly. Please reference the Hilton section of the Exhibitor Kit for more information.

There are a number of important deadlines in the Exhibitor Kit. I'll just go over a couple. The Heritage Trade Show Services will begin receiving freight at the advanced warehouse on Friday, May 20. To avoid late fees, all shipments to the advanced warehouse must arrive no later than Tuesday, June 14. And the discount price deadline which allows you to receive advanced order discount rates is Friday, June 3.

I just want to point out it's really important to check out the exhibitor deadline's checklist. That is on page 4 of the Exhibitor Kit which again can be found in your exhibitor portal. If you have any questions regarding your exhibitor/sponsor booth, anything about your package, you can definitely reach out to the eventPower contact that is listed on your portal.

It should be at the bottom of the screen - it's also called your Account Manager. There is contact information there for that person. Or of course, you can feel free to send an email to SUSAevents@trade.gov and we will definitely direct you to the right person. I hope that was helpful. With that, I will go ahead and pass it on to my colleague, Jacqueline who's going to go over the Summit Academy. Thank you.

Jacqueline Vitello: To provide a bit of background on the [Academy](#), it's an optional pre-summit orientation for participants from company, state and local governments, and EDOs who want to make the most of their Summit. Last year, it was a huge success and we're hoping to replicate that enthusiasm this year. It will be taking place on Sunday, June 19 from 1:00 pm to 5:00 pm at the Hilton and will be followed immediately by a reception.

This is an optional add-on. So you'll have to register in the same registration portal, but add it on to your registration for an additional \$150 per person. There are two concurrent tracks - there's an EDO track and an Investor track. So you'll have to select which one is appropriate. Participants in the EDO track will gain valuable access into FDI attraction strategies and the latest economic trends and resources.

We're very close to finalizing the speakers and specific session topics for these tracks and we'll be sending out notification to all of those who have applied by the end of this week. We will add the panel descriptions and titles to the SelectUSA website very soon.

Now I'm going to talk about the [overall agenda](#) which we are very excited to announce is now live on the website.

It now includes titles and descriptions of the panel sessions as well as the specific timing. This is subject to change, but shouldn't change too much from here on out.

We are also thrilled to announce that President Obama will be hosting the Summit. The official announcement was posted yesterday - many of you may have seen it. He will be joining us as the Keynote Speaker on Monday, the 20th of June. Once again, Secretary of Commerce Penny Pritzker will be kicking off the speaking program on Monday, June 20. The Summit sessions will focus on innovation with a wide variety of topics and panelists. A number of global business leaders have already confirmed their attendance and they include companies such as Xerox, Indiegogo, Rassini, L'Oreal, ABB Group, Ikea, Toto and many others. It's really shaping up to be a great Summit. In terms of programming, there will be two armchair presentations, four plenary sessions, and nine breakout panels that will run in three concurrent tracks. You can find all of this information again on the agenda that is now live on the website.

Specifically, for the breakout panels, there are three concurrent tracks. The first one is on the workforce, which will highlight the long term strategic advantages of having the right talent mix. And this track will also cover one of the hottest topics which is visas.

The next track is manufacturing - this will uncover the true value of "Made in America" from advanced manufacturing to building trusted brands.

The third track is the consumer market, which provides a roadmap from market entry through growth in the global marketplace, highlighting the critical roles of reliable data, robust processes, and consumer engagement.

We really encourage to check out the website and check out the agenda and see which panels you would like to attend. Finally, I'd like to talk a little bit about an opportunity to represent your EDO via videos. We are excited to announce that we are now taking video submissions from EDOs. These videos may be used to highlight your area as an investment destination.

They may be shown in a number of places including the Exhibition Hall at the summit, the main stage, or on our website and in promotional materials. We do have a few guidelines that we want to highlight. The video should be one minute or less in length. They should not make any comparisons to other states or regions. They should have subtitles if you plan to add audio.

If you have a video that fits these parameters, please send it to SUSAevents@trade.gov. Or send us a link to the video if it's too large to email. Please let us know if you're comfortable sharing the video with other organization other EDOs as an example.

Lastly, we kindly request that you submit the videos no later than May 15. Now I'm going to turn it over to Seth who is going to talk a little bit about success stories and some announcement updates.

Seth Isenberg: Thank you very much, Jacqueline. As we mentioned, we are collecting announcements and success stories so that we can highlight your work and your locations, as well as reasons to invest in the United States. At SelectUSA, we and I, personally talk a lot about those reasons when we're pitching our services to companies and potential investors. The truth is that the diverse, real life stories that you can give us are so much more valuable. They really bring our message home in a very sort of substantial way. We love to have stories that highlight what SelectUSA has done to assist companies, but it's certainly not limited to that.

So, you know if you have good stories, please continue to send them our way. And thank you so much to everyone who's already submitted announcements or success stories. We've received some really great content, but we're looking for more. On our last call, we mentioned that we were hoping to collect as many announcements as possible by April 9 so that they can be mentioned in conjunction with our efforts at Hannover Messe.

However, we encourage you to keep sending them our way because as we prepare for the Summit, they can be really useful for purposes around the Summit. So again, you can email SUSAevents@trade.gov or you can email me directly at (seth.isenberg@trade.gov) with any success stories, announcements or questions.

I have a very quick sort of follow-up email – an Excel file with 10 questions so that we can collect all the information that we need to proceed forward. I do want to put out a little legal advisory that we're not guaranteeing that a success story will be feature, but we certainly look forward to reading your success stories.

And now I will hand it off to Suzanna for state and local night.

Suzanna Ertz: Thanks Seth. As a reminder, the US State and Local Night - the Summit reception portion - will be held on Monday, June 20 from 5:00 pm to 7:30 pm in the Exhibition Hall. At this time, all Summit participants can tour the Exhibition Hall visiting the booths of the EDOs, sponsors, as well as the official US Government Pavilion.

Participants can also network with fellow attendees, speakers, elected officials while enjoying a number of refreshments and appetizers. We anticipate that

there will be a lot of other events that evening nearby or hosted at the event by our US EDOs. We are encouraging you all to hold those after the Summit reception.

That will be Monday, June 20 after 7:30 pm. Many of those events are already being highlighted on the EDO events calendar which is available on the Summit website at this time. EDOs can still submit their events to be published on the EDO calendar. If you are interested in doing this or requesting space, that all needs to be done through our management contact and with Laurie Powell. I know a number of you have been working her with in regards to securing that exhibit hall space. She can also help manage any requested space at the hotel so that you may hold those events. We do encourage you to submit those quickly if you are trying to book some space at the Hilton because those spots are filling up rather quickly.

We do have rooms reserved at other hotels where attendees will be staying. So if you do have a request for space, please send those over to Laurie Powell or SUSAevents@trade.gov as soon as possible.

You'll be able to host food and beverage at your space. So if you have specific food or beverage that you would like to bring in, that is specified inside the Exhibitor Kit and can be confirmed by calling the hotel. Again, we are encouraging you all to host your own events after 7:30 pm.

With that I would like to hand it over to Bill Burwell to give a quick update on the hotel itself.

Bill Burwell: Thank you, Suzanna. There are [five hotels](#) that we have room blocks in for the Summit. They're the Fairmont Washington DC, the Fairfax Hotel at Embassy Row, The Carlyle Dupont Circle, a Kimpton Hotel, the Omni Shoreham Hotel

and the Normandy Hotel. So, those five hotels in addition to the Washington Hilton where the event will be held are accessible through the registration portal.

In order to take advantage of the special conference rates, most of which which fall in the government per diem rate, you'd need to book those through the registration portal. If you're trying to do that separately, you may not be able to take advantage of the rates that we have reserved. We encourage you to circle back and try and do that through the registration portal.

We can also work with you to make sure that you've booked the correct location. Or if you have any questions, we do have shuttle service running from all those hotels to the main event hotel, the Washington Hilton. And if you run into any snags or have questions, please email SUSAevents@trade.gov and we'll make sure to be able to help you with your booking.

And now I'd like to ask Anne McKinney to talk about some of the other ways to take advantage of the Summit.

Anne McKinney: We wanted to share a few best practices to help you identify how you can best maximize your opportunities at the Summit. We've contacted a number of EDO colleagues who participated in past Summits as well as staff members who've shared some of the following best practices and advice.

One, the first step is before the Summit - the preparation. It's helpful to have a show or Summit champion, one person who is ultimately responsible for your organization's participation in the show and can coordinate and help plan your participation. It's also helpful to determine in advance your target market or markets that will be represented at the show.

As you know, U.S. Embassy personnel as well as U.S. Ambassadors are actively recruiting foreign companies from around the world to participate. Given the large number of countries and foreign companies that will be represented, it's helpful to identify your markets in advance. We're expecting well over 2,000 attendees.

Selecting your priority markets will help you prioritize and schedule your meetings in advance. As you may have heard on past calls, SelectUSA is implementing a new matchmaking system. Matchmaking is an integral part of the Summit. It allows you to maximize your participation and meet the right people.

This new system is called Poken. It uses algorithms to help match participants with similar interests and needs. It also includes a small device which is also called a Poken. You will be able to use that as part of your matchmaking process. What's really useful about this new system is that you'll be able to search within the Poken system for the list of attendees and begin making contact with the individuals or organizations that you would like to meet with.

We also encourage your organization to do a bit of research on the companies in advance so that you'll understand the company's industry and needs in preparation for your meeting. At the Summit, participants can usually collect digital business cards and other documents electronically simply by touching the two Poken devices together.

Of course, we also encourage you to share business cards, the traditional hardcopy backup. But we're hoping that this new system will help you not only identify and prepare for your matchmaking, but also help with the tracking. You should also develop an at-show plan beginning with your end

goals in mind. Develop a plan that clearly outlines your objectives and the operational or execution plan for your staff at the show.

Obviously, I think it goes without saying that it's important that the staff at your booth has this plan, is fully informed of the plan, and has a clear understanding of your priority objectives for participation at the Summit. We've also found it helpful to have a team meeting, all-hands team meeting in advance of the show to review your game plan.

We had some wonderful booths last year that were visually appealing and encouraged companies to stop by and take a second glance. That's obviously a best practice. And we had an excellent representation of that at last year's Summit. Participants should be able to see the products and services that you're offering with clean and crisp branding, layout and color.

We're looking forward to another round of excellent exhibition space again this year. During the event, it's also helpful to reach out and actively draw people into your booth and exhibition space. As you see them pass by, encourage them to stop and take a look by standing near that space outside of your booth.

The final bit of best practice advice for this call is to schedule meeting at the show and also follow up no later than five days after the show. Thank you to everyone who shared their best practices and we look forward to sharing other tips as we move forward.

Suzanna Ertz: With that, we will go ahead and open it up for the Q&A session.

David Gaines: Good afternoon, everyone. You offered some contact information by way of email for the submission of EDOs videos. Could you give that again and spell it please?

Suzanna Ertz: Of course. It's SUSAEvents@trade.gov.

Amanda Lowthian: Hello. I wonder if you could please describe for us the food and beverage order system a little better. I didn't see anything in the exhibitor packet that explains how we can bring in our own items for the State and Local Night reception rather than ordering something through the hotel.

Jacqueline: The hotel encourages you to order everything through them. If you want to bring anything in yourself, you'll still have to contact the hotel and speak with them directly and see if you can make a special request. We've been told that they are likely to accommodate this, but it will all have to be done through the hotel.

Bill: While we're waiting for the next question, I wanted to emphasize a point that Anne made about lead generation. We do have the Poken system that is the primary vehicle for exchanging information between participants at the event. But it is possible for exhibitors to rent an additional lead capturing system like a scanner for an additional cost at your booth through our event contractor.

There is a possibility for business card capturing technology in addition to Poken. But the Poken platform will probably provide you with the most comprehensive information about participants. We just wanted to make you aware that there is another alternative at your booth if you're interested in that sort of information.

And that can be arranged through the contact in the exhibitor guide, Laurie Powell.

Juli: Yes, Laurie Powell and/or the account manager within your portal. They're all working together so they can also answer questions related to rental items.

Kate Zhao: We're one of the Chinese companies investing in the U.S. Our CEO committed to coming, but we also wanted to bring a couple of investment professionals as we invest across different sectors including pharmaceutical, retail, etc. I just wanted to know if there's a maximum number of persons or personnel we can register. Like what would be the maximum or the cap for a company?

Suzanna Ertz: Sure. So we can definitely reach out to you directly since you said these people may or may not be coming in connection with the speaker. We'll reach out to you directly. I believe we already have your contact information.

David Gaines: I'm sorry. I have a follow-up question. On the registration process as an EDO, as you work through that form, it tells you that – or it appears to tell you that you're registering as a booth space reservation as opposed to as an individual to attend for the matchmaking only which is our purpose for being there.

Is that correct? Or does that registration reserve floor space in the exhibit hall?

Jukli: Thank you for your question. If you applied to exhibit, that includes booth space. So you would have elected what size booth that you wanted. And regardless of the size, it would come with two exhibition hall only or booth personnel only passes. When you do that, you would be able to register those two individuals through that exhibitor portal.

And if you want to add any additional attendees, full summit attendees or booth personnel, you can do that on there as well. But the exhibitor packages do include booth space on the floor.

(David Gaines): Okay. I'm sorry I misunderstood what I was seeing on the screen because I believe I opted to enter that registration process in the individual attendee category. Thank you.

Suzanna Ertz: No problem. If you do have any questions about that as well, you can please free anyone to email SUSAevents@trade.gov. And we can definitely look into the system on the backend and answer questions as well.

Chris Randal: Hello. Good afternoon. I was wondering when does the matchmaking system become available?

Bill: The matchmaking system should be available around May 1. Frankly, it works best with a critical mass of people in the system. So the more people in, the better, more productive it is for helping to make the meeting. So we expect that would be about May 1.

Stephanie Dipsky: Good afternoon. You mentioned that for those success stories, the initial submission deadline was April 10 I believe to be featured at the Hanover Affair. But for the Investment Summit, what is the deadline for that please?

Suzanna Ertz: There is not a hard deadline for those. We are asking for those by May 15 in order to ensure that we have all of the information needed, that we can connect with all parties involved, and to ensure that we are using them in the correct capacity. However, we will be open to accept those up until the date of the Summit.

Seth: I just want to chime in. We really want to be collecting these on really more of a more permanent basis. We have two very important focal points here with Hannover Messe and the Summit. But, you know there are opportunities that come up that are not necessarily as high profile.

Senior officials are looking to add local content to the Investment success and those sorts of things. So, even after the Summit if something comes up, please certainly send it our way. I think there are a lot of different ways that we can use it moving forward.

Scott Keween: A quick question about the Poken system. Last year, it was quite challenging to know who had registered and more importantly, who had been added as a new registrant after the last time one had gone into the system. Will that be a bit easier to manage? This time you said it would go live on May 1.

As you go in later in May and early June, will you be able to see who has been added since the last time you were in the system?

Suzanna Ertz: Yes, you will. We will be doing a full Poken tutorial, so once we have everything completed before the launch of Poken, we'll do a full tutorial on all the different components. But in your portal in your profile, you will be able to see who those new applicants are based off of the date that they've entered or updated their information.

The second portion to that is due to questions that are answered, they're kind of weighted to help identify people that you should be – or you could be greatly matched with. So, sort of 8 out of 10 match that they're encouraging you to reach out to schedule those meetings. Those will automatically appear in your homepage.

So that will constantly be refreshed as more and more applicants fill out their questionnaires, etc. But like I said, it will be easier to use. That is our goal and our intention of going with Poken this year so that the portal is a lot easier to manage and identify those people that you should be making that connection with.

Woman: Yes. Quick question on the State and Local Night. You said if we're hosting a private event, we have to do that after 7:30 pm. Is that correct?

Suzanna Ertz: That's what we are encouraging. To do it after 7:30, yes.

Bill: Yes, and I'll make a stronger statement. Yes. That's absolutely correct. Like last year, we do not want to have distractions during the main reception. And we know lots of folks are planning after-hour events. But in order to keep it open and attention on all the exhibitors, we want to make sure that those events start after the close of the main reception.

Bill: Okay. I think that will conclude our call for today. Thank you very much. And we will continue to be sending out email information to all of you and look forward to seeing you at the Summit. Thank you.

END