



2010 U.S. Coast Guard Innovation Expo

"THE SPIRIT OF INNOVATION - CELEBRATING THE DIVERSITY OF IDEAS"

Event Number: 1230

Exhibit Dates: November 2-4, 2010

Location: Tampa Convention Center, Tampa, FL

Sponsorship Menu

as of 9/10/2010

Networking Reception Sponsor (Available to two sponsors): This is the top reception for the event and offers great networking opportunity. This is a first class reception for all the attendees and a great way to brand your company.

Benefits Include:

- *Company logo and link to company's webpage on the conference website
- *Company description (350 words) and logo in the onsite agenda
- *Company name on reception cocktail napkins at the reception
- *Company logo on exhibit entrance unit and during the sponsored event

Investment: \$10,000 each (available Wednesday) Tuesday sold to Truestone

NEW T-Shirt Sponsorship (limited to one sponsor): What better way to make your company stand out than by providing the 2010 USCG Commemorative t-shirt! This t-shirt is given out every year and this year it's open for a sponsorship! Quantity of 700 to be handed out at your booth a great traffic driver. This environmentally friendly shirt is made from 5.5oz 69/29/2 pre-consumer **recycled cotton**/acrylic/pre-shrunk jersey blend of material.

Benefits include:

- *Promotional coupon inserted into the attendee tote bag with company logo & booth #
- * Company logo and link to company's webpage on the conference website.
- *Company logo on exhibit entrance unit
- *Company logo in onsite agenda

*Color Company logo on front.

Investment: \$8,900

Networking Breakfast (Available to two sponsors): Breakfast is a great start to every conference, and this sponsorship is slotted for reaching the early birds on Tuesday and Wednesday. The breakfast offers a great networking opportunity with attendees over a cup of fresh coffee.

Benefits Include:

*Company logo and link to company's webpage on the conference website.

*Company description (350 words) and logo in the onsite agenda

*Company logo on exhibit entrance unit and during the sponsored event

Investment:

NOW \$5,000 each! Wednesday sold to Grant Thornton LLP

Networking Coffee Break Sponsor (1 Available): Brand your logo with maximum exposure at the high traffic conference locations that everyone will visit during the breaks. Who doesn't like a cup of coffee and cookie to replenish them after the sessions? Your company will be featured as the Break Sponsor when attendees refill their cup for the next round of sessions!

Benefits include:

*Company logo and link to company's webpage on the conference website.

*Company logo on exhibit entrance unit and during the sponsored event

*Signage placed by coffee stations

*Company description (300 word description) and logo in the onsite agenda.

***Recycled** paper coffee cups with your company logo

Investment: \$5,000 each (available Wednesday) Tuesday sold to Truestone

Low Carbon Footprint - Shuttle Bus Sponsor (available to 4 sponsors): Buses will pick up attendees to and from the airport during prime time arrivals and departures and bring them to the convention center. Most hotels are within walking distance from the convention center. Become the shuttle bus sponsor and attendees will see your name as they step onto the bus.

Benefits Include:

*Company logo on Shuttle time hand-outs

*Company logo on signage on buses (if applicable)

*Company logo in onsite agenda

*Company logo on exhibit entrance unit

Investment: \$3,000 each Govplace and L-3 Communications

NEW Life's a "Beach Towel" (Available to one sponsor): Brand your logo with maximum exposure and drive traffic to your booth all at the same time. The 500 bright orange beach towels will be handed out from your booth to the attendees. The towels are made of 100% cotton 14 oz towel is soft-sheared velour/terrycloth and has your logo embroidered on it.

Benefits include:

*Promotional coupon inserted into the attendee tote bag with company logo & booth #

*Company logo and link to company's webpage on the conference website.

*Company logo on exhibit entrance unit

*Company logo in onsite agenda

Investment: \$8,000

NEW Sandy Toes “Flip-Flops” (Available to one sponsor): These classic looking flip flops have one special feature to them and are perfect for the beach. 500 royal blue straps with yellow soles in various sizes, these Flip-Flops will be a fashion statement no one can pass up. Your company logo is imprinted on the each pair. This Terrific traffic driver to your booth will bring lots of fun and excitement to the convention, as everyone will be talking about the flip-flops.

Benefits include:

- *Promotional coupon inserted into the attendee tote bag with company logo & booth #
- * Company logo and link to company’s webpage on the conference website.
- *Company logo on exhibit entrance unit
- *Company logo in onsite agenda

Investment: \$8,500

“Going Green” Cyber Café (limited to 1 sponsor):

Be innovative at the USCG Innovation Expo and sponsor the Cyber Café! The Cyber Café will be centrally located inside the Exhibit Hall and allows all attendees to view the show guide online, as well as check their e-mail. Brand your company with maximum exposure at this high traffic area. Benefits Include:

- *Screen saver with your logo
- *Company website is the home website
- *Internet café structure with Company logo
- *6 Computers screens.
- *Company logo and link to company’s webpage on the conference web site.
- *Company logo in onsite agenda

Investment: Sold to SAIC

Popcorn Sponsorship (limited to 1 sponsor): Nothing beats the smell of hot fresh popcorn and attendees will make a beeline to your booth for their fresh cup. The popcorn wagon will be located near your booth in the exhibit hall on Wednesday with a server handing out popcorn in **reusable commemorative cups** .

- *700 servings of popcorn
- *Promotional coupon inserted into the attendee tote bag with company logo and booth number, promoting your booth as the popcorn sponsor
- *Company logo on exhibit entrance unit and promotional signage in the front of the exhibit hall, during the sponsored food service.
- *Company logo in onsite agenda

Investment: \$5,000 (Wednesday Only)

Ice Cream Sponsorship (limited to 1 sponsor):

Nothing beats the delicious taste of ice cream. An ice Cream cart will be located near your booth in the exhibit hall on Tuesday and Wednesday, 800 bars will be provided with a server handing out these delicious treats.

Benefits Include:

- *400 bars of ice cream served each day (800 total)
- *Promotional coupon inserted into the attendee tote bag with company logo and booth number
- *Company logo on exhibit entrance unit and on signage during the sponsored food service
- *Company logo and description printed in the onsite agenda

Investment: Sold to CDW G

NEW Hospitality Meeting Lounges (4 available): Got a budget you want to keep? Want to breeze in the last hour of move-in? Show up with your brochures and laptop to demo your products. From “Soup to Nuts” we take care of everything for you, there is no move-in or move-out time and no drayage fees to worry about, no added costs for furniture, carpet, electricity or internet. These 10x30 spaces are located at the front of the hall and will be the complete welcome package with

- *Electricity and Internet
- *A large green potted plant
- *Soft drinks and pretzels/chips
- *One coffee table, one couch and two chairs
- *Daily cleaning, wastebasket provided
- *6 exhibitor badges

This is a great option for those last minute exhibitors who want a fast turnaround or a place to have a meeting.

Investment: \$7,000 **Two sold to SAP and Siemens PLM Software**

Literature Insert Sponsors (available to 7 sponsors): One page flyer inserted into all the attendee tote bags is a great way to promote a new product or service. Company provides the promotional flyer materials.

Investment: \$2,000 **One sold to Perceptive Software**

Hanging Banner Sponsorships (Exhibitors Only): How can you make it easier for attendees to visit your booth? Become a banner sponsor and advertise your booth number from above. Banners are located inside the exhibit hall. They can be hung from the ceiling or the wall. Banners can be one sided or two sided and can be provided by the sponsoring company or produce by NDIA for your company. Banners-digitally produced for company with sizes and labor costs below:

- A. Single sided 4' x 10' = 40' sq. ft. banner Total \$2,600.
- B. Double sided 4' x 10' = 40' sq. ft. banner Total \$2,800.
- C. Single sided 4' x 12' = 48' sq. ft. banner Total \$2,800.
- D. Double sided 4' x 12' = 48' sq. ft. banner Total \$2,900.

Total \$1,500 for single banners and \$2,000 for double banners if company produces banner and delivers it to the exhibit hall: All companies who are producing their own banners need to get it pre-approved before the event, with a copy of the graphic sent to NDIA. NOTE: All sponsors are responsible for the shipping of their banners back to their offices after the banners have been taken down at the end of the event. Shipping is not included in these figures above.

Passport Program Sponsor (Exhibitors Only - available to 15 sponsors): How can you get attendees to come directly to your booth? Become a passport program sponsor and they will flock to your booth for a chance to win a drawing. We will put your booth number (along with other sponsors) on the passport program, provide you with a stamp, and attendees will be required to visit each company booth, get a stamp and drop their passport in the box for a chance to win a drawing during the reception. Passport will be placed with onsite materials. Benefits Include:

- *Passport given to attendees with your booth number listed among other sponsors

*Stamp provided to stamp all passports

*Drawings to be held during the receptions

Investment: \$350 each

(Five SOLD to Kelvin Hughes, LLC, NOVA Power Solutions, Perceptive Software, and SSR Engineering, Inc, Verizon Business, Motorola)

For Sponsorship Information please contact **Allison Hitchner, Exhibits Manager**, at 703-247-2573 or email: ahitchner@ndia.org or **Laura Hoover**, Providing Sponsorship Services for NDIA, at (804) 437-3773 or email: laura_hoover@hotmail.com

Please note most print deadlines are 21 days prior to the event.