2015 Summit Recap

• In 2015, we welcomed more than 2,600 participants to Washington, DC. The event was filled to capacity and it expected to happen again in 2016.

• With the feedback that we have received we are looking to make some key adjustments this year.
  • Improve lead generation through our new matchmaking portal, Poken
  • Increased networking time
  • And an enhanced exhibitor experience

• 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 USG Pavilion.
2016 Summit Overview

• Sunday, June 19 through Tuesday, June 20 at the Washington Hilton, located in the heart of Washington DC

• The theme will be “The Innovation Advantage” and it will showcase investment opportunities from every corner of the United States.

• The Summit will consist of four key components:
  • The pre-Summit SelectUSA Academy, which will be held on Sunday, June 19, with sessions designed especially for first-time investors and economic developers.
  • The Investment Summit Programming; Monday, June 20 – Tuesday, June 21, will feature plenary and breakout sessions with business and government leaders.
  • The third component is the Exhibition Hall, which will highlight U.S. state and local economic development organizations throughout Monday the 20th and Tuesday the 21st.
  • Again this year, there will be a U.S. government Pavilion in the Exhibition Hall. This will feature representatives and programming from a number of Federal Agencies.
  • Finally, as I mentioned, there will also be an online matchmaking system so that investors, economic developers and others can connect directly and meet face to face.
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.
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
Exhibition Hall Stats

• The breakdown of exhibitor participants from the 56 U.S. states and territories was as follows:
  • 41 Official State EDO Exhibitors
  • 1 Regional EDO Exhibitors
  • 5 Participants Only
  • 9 have no participation

• SelestUSA is holding space for official state EDOs until April 18, 2016.
  • If you work with an official state EDO, we would encourage you to discuss this unique opportunity with your organization.

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

Visit www.SelectUSASummit.us/exhibition-opportunities for details.
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)
# Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Available Number of Sponsorships</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Sponsored Booth</th>
</tr>
</thead>
<tbody>
<tr>
<td>$33,000</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>10</td>
<td>5</td>
<td>30</td>
</tr>
<tr>
<td>$28,000</td>
<td>5</td>
<td>7</td>
<td>5</td>
<td>4</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>$23,000</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$15,000</td>
<td>10</td>
<td>7</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$10,000</td>
<td>5</td>
<td>5</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$5,000</td>
<td>30</td>
<td>7</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **Summit registrations and admission badges**
  - 10 badges
  - 7 badges
  - 5 badges
  - 4 badges
  - 2 badges

- **Matchmaking**
  - 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
  - Tap 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

---

**WASHINGTON, DC | JUNE 19-21, 2016**

**SELECT USA INVESTMENT SUMMIT**
Already Registered to Exhibit?
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.
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 x 2 spaces = $1,500.

Exhibition Personnel

<table>
<thead>
<tr>
<th>Type of Registration</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor Booth Registration Per 8’ x 10’</td>
<td>$ 750.00</td>
</tr>
<tr>
<td>Booth Personnel (No Matchmaking) Per Person</td>
<td>$ 195.00</td>
</tr>
<tr>
<td>Booth Personnel (Matchmaking Access) Per Person</td>
<td>$ 350.00</td>
</tr>
</tbody>
</table>
2016 Summit Agenda
Once again, U.S. Secretary of Commerce Penny Pritzker will host the proceedings of our high-level investment summit on Monday, June 20 – Tuesday, June 21. Summit sessions will focus on innovation with a wide variety of topics and panelists including:

- High-profile U.S. and international CEOs who have successfully invested in the United States
- U.S. State and local leaders
- Industry leadership
- Other experts with first-hand insight into key investment trends
2016 Agenda

• The full Summit Agenda is now live on the Summit website. http://selectusasummit.us/agenda-at-a-glance/

• Specifically, there will be two armchair presentations, four plenary sessions, and nine breakout panels that will run in three concurrent tracks.

• The breakout sessions will run on three tracks including: workforce, manufacturing, and the consumer market.
## Breakout Sessions

<table>
<thead>
<tr>
<th>Developing Your Workforce</th>
<th>Making it in America: The Future of Manufacturing</th>
<th>Reaching Your Customers through U.S. Operations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workforce development is an essential component of any business strategy. Companies, local governments, and employees across the United States are partnering on collaborative efforts to develop innovative solutions to adapt to changing economic circumstances. This track will examine the issues from a 360 degree perspective and highlight the long-term strategic advantages of having the right talent mix.</td>
<td>From traditional to advanced manufacturing, the United States has long been a pioneer of product and process innovation that creates efficiencies, reduces costs, streamlines production, and increases responsiveness to customers. This track will uncover the true value of “Made in America,” from advanced R&amp;D and academic partnerships to building trusted brands, and feature deep dives into two rapidly growing sectors: food and pharmaceuticals.</td>
<td>The most successful companies are constantly attuned to the needs of their customers and able to adapt to changing market conditions. Examining the evolving role of the customer in the shared global economy, this track provides a comprehensive roadmap from market entry through growth in the global marketplace, highlighting the critical roles of reliable data, robust processes, and consumer engagement.</td>
</tr>
</tbody>
</table>
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.
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.

- 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).

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.

https://tools.eventpower.com/EDOCalendar
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.*

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

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 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 SUSAEEvents@trade.gov
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 SUSAEEvents@trade.gov
Next Steps & Preparation
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

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

All SelectUSA Summit events and the main Summit room block is held at the Washington Hilton
How do I prepare for the Summit?
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.*
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](http://selectusasummit.us/sponsor-prospectus/) 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/](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](mailto:SelectUSAEVENTS@trade.gov);

• **Attend our next “Know Before You Go” Conference Calls.**
  • Next Call April 12th
  • May call- TBD
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