Exhibitor Sponsorship & Marketing Opportunities

The Vision Show attracts thousands of highly targeted buyers of machine vision and imaging. Enhance your exhibit with these marketing opportunities – before, during and after the show.

THE aia Vision SHOW

APRIL 10-12, 2018
HYNES CONVENTION CENTER
BOSTON, MA

THE aia Vision SHOW

AT-A-GLANCE

Free Marketing Opportunities	PRICE
Basic Online Directory Listing	FREE
Basic Mobile App. Listing	FREE
Social Media Exposure	FREE

Package Savings	PRICE
Platinum Sponsorship — **BEST VALUE**	$6,000
Gold Sponsorship	$3,000

Online Exhibit Promotion	PRICE
Online Exhibitor Profile "Enhanced" Upgrade	$300
Online Exhibitor Profile "Premium" Upgrade	$500
Online Advertising - Digital Button Ads	$750
Featured Product Online Showroom	$500
Pre-Show Attendee Email Blast	$1,500
Featured Exhibitor Attendee Email Sponsor	$1,500
Post-Show Attendee Email Blast	$2,500

Mobile Exhibit Promotion	PRICE
Profile Upgrade	$250
Featured Product Showroom	$500
Push Notifications	$500/message
Mobile App Rotating Banner	$1,500
Exclusive Mobile App Sponsor	$5,000

Print Opportunities	PRICE
Basic Print Directory Listing	FREE
Your Logo Added to Print Directory Listing	$250
Bold "See us at Booth #" Added to Listing	$200
Half Page 4-Color Ad	$1,500
Full Page 4-Color Ad	$2,000

Onsite Sponsorships	PRICE
Carpet Decal Sponsor	$950
Lanyard Sponsor	$2,000
Giant Standing Graphic Sponsor	$1,500
Networking Event (Lucky Strike)	$3,000/each

PACKAGE SAVINGS
GREAT VALUE • GREAT EXPOSURE

Earn a highly regarded status among The Vision Show attendees.

Platinum Sponsor - BEST VALUE for Maximum Publicity!
Price: $6,000 (value over $8,000 priced individually)
Limit: 4

- Full Page Four (4)-Color Ad in the Show Directory
- Giant Standing Graphic Signs at Show Entrance
- Mobile App Rotating Banner Ad
- Three (3) Month Digital Button Ad on www.VisionShow.org
- Logo Added to your Show Directory Listing
- Bold "See us at Booth #" added to Directory Listing
- Online Exhibitor Profile PREMIUM Upgrade
- Mobile Profile Upgrade
- Online Featured Product Showroom
- Mobile Featured Product Showroom
- Sponsor recognition on online sponsor page, on onsite show signage and in the print directory

Gold Sponsor
Price: $3,000 (value over $5,000 priced individually)
Limit: 8

- Half (½) Page Four (4)-Color Ad in the Show Directory
- One (1) Month of a Digital Online Button Ad on www.VisionShow.org
- Logo added to your Show Directory Listing
- Bold "See us at Booth #" added to Directory Listing
- Online Exhibitor Profile enhanced upgrade
- Mobile Profile Upgrade
- Online Featured Product Showroom
- Mobile Featured Product Showroom
- Sponsor recognition on online sponsor page, on onsite show signage and in the print directory

Questions? Contact Jim Hamilton at +1 (734) 994-6088 or email at jhamilton@a3automate.org

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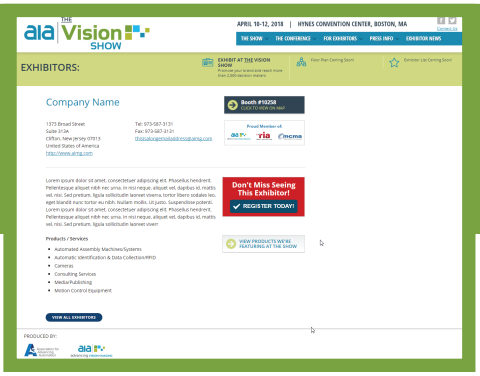
ONLINE EXHIHIBIT PROMOTION

Online Exhibitor Profile - Basic

FREE

- Company description

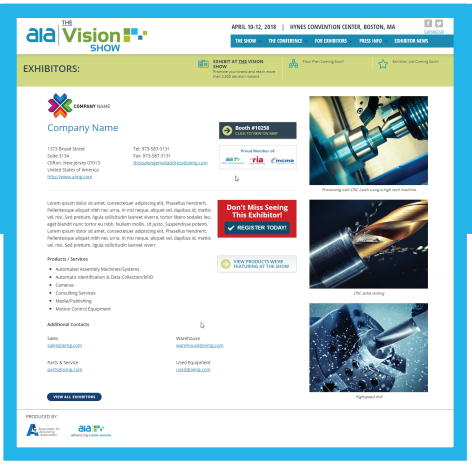


Online Exhibitor Profile "Enhanced" Upgrade

$300

- Company logo and description
- Three photos with captions
- Four additional contacts with e-mail links

Included in the Gold Sponsorship Package.

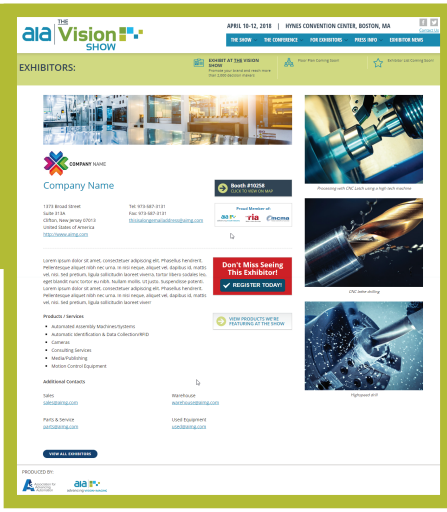


Online Exhibitor Profile "Premium" Upgrade

$500

- Company logo and description
- Three photos with captions
- Four additional contacts with e-mail links
- Banner ad included on your listing

Included in the Platinum Sponsorship Package.

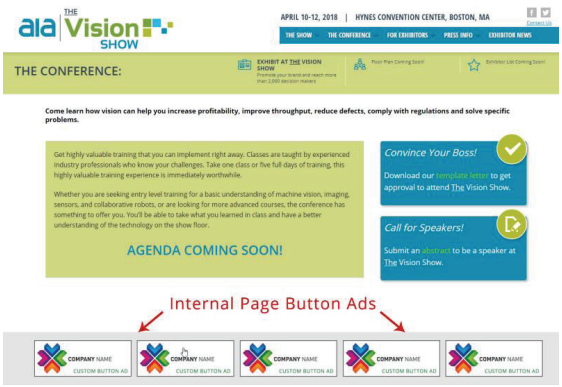


ONLINE EXHIBIT PROMOTION

Digital Button Ads — $750 per month

Capture the attention of potential customers who visit the The Vision Show website to register for the show or conference and those looking for exhibitor or product information. A 270x100 digital ad will get your message in front of these buyers early! Ads appear on Attendee, Conference, Show, Exhibitor and other sub pages in spotlight placement. These button ads are sold on a first come, first served basis and are limited to five companies per month.

One Month Included in the Platinum and Gold Sponsorship Packages.



Featured Product Online Showroom — $500

We will be creating a section on **www.VisionShow.org** showcasing featured products that will be on display at The Vision Show.

- Includes 3 products with descriptions and photo
- A full-color photo of the product, product name, description, and your company name and booth number
- You will receive the Featured Product Mobile Showroom FREE

Included in the Platinum and Gold Sponsorship Packages.

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ONLINE EXHIBIT PROMOTION

Pre-Show Attendee Email Blast — $1,500

Reach the highly targeted pre-registered attendees of The Vision Show with an email blast. Many of these people will be looking to buy vision systems and components and you'll want to get them to stop by your booth! *Limited to 8 companies.*

- You provide the HTML and text files, plus the subject line and we will send out the email blast
- One email blast per company
- Specific dates 6-8 weeks prior to the show are available

Featured Exhibitor- Email Sponsors — $1,500

AIA sends approximately five emails to all pre-registered show and conference attendees with show information in the months prior to the show. Because we are supplying important information about their visit to the show, these emails have a high open rate. *Maximum of five companies-sign up early so that you are included in all emails!*

- Company logo prominently shown in email promoting brand awareness
- Includes a color logo and a link to your website
- Your company will have optimum visibility to this highly targeted group
- This is an excellent way to deliver your company message right to the attendee's inbox

Post-Show Attendee Email Blast — $2,500

According to trade show industry resources, up to 80% of trade show leads are not followed up on. The true value of being at a trade show comes with following up on the leads and contacts that are made at the show. Send a follow up email to the entire list of attendees from The Vision Show. *This opportunity is limited to 4 companies.*

- You provide the HTML and text files, plus the subject line and we will send out the email blast
- One email blast per company
- Specific dates up to four (4) months after the show are available

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MOBILE EXHIBIT PROMOTION

Mobile Exhibitor Profile Upgrade

$250

Upgrade your Mobile Profile and get MORE traffic. A Mobile Profile Upgrade allows you to stand out from other listings.

- Company name, logo, URL, phone & email
- Company listed in Featured Exhibitor section of the app
- Highlighted company name in **all** listings and search results
- Booth highlighted on the show floor map
- Fully indexed and searchable content
- Up to three (3) handouts in PDF format

Featured Product Showroom

$500

- You will receive the Featured Product Online Showroom FREE
- Up to three (3) Featured Products each with one (1) photo and a description
- Upload one (1) PDF document to each product
- Fully indexed and seachable content
- Products linked to your company profile

Push Notifications

$500 per Message

Broadcast your special announcement directly to all users of The Vision Show Mobile App and reach them right on their mobile device. Give your company the extra boost it needs at the right time.

- Exclusive: only four (4) messages sent per day (during show days only)
- Two hundred (200) word announcement sent directly to the attendees
- Schedule the exact date and time your message is sent and direct attendees to your booth on the map

Mobile App Rotating Banner

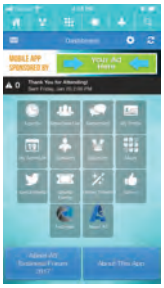
$1,500

A Mobile App banner that is affordable yet highly visible! *Limited to four (4) exhibiting companies.*

- Your rotating banner is displayed in the Mobile App for increased exposure
- Includes a FREE Mobile Profile Upgrade, a FREE Featured Product Mobile Showroom and a FREE Online Featured Product Showroom
- Choose to link banner to your company profile, specific product, or website

Exclusive Mobile App Sponsor

$5,000



- Maximum exposure: users will see your brand message several times a day
- Includes a FREE Mobile Profile Upgrade, a FREE Featured Product Mobile Showroom and a FREE Online Featured Product Showroom
- Choose to link banner to your company profile, specific product, or website

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PRINT OPPORTUNITIES

The Vision Show directory works as a resource guide to help buyers' navigate through the exhibitors. It offers a list of all exhibitor and product listings, schedules, special events and conference sessions. Most attendees will take and save The Vision Show directory for future reference and they will take it back for colleagues to review. By having your advertisement positioned prominently in the show directory, your company will stand out when buyers are looking for new automation solutions.

Basic Print Directory Listing — FREE

- Includes company name, booth number, address, phone and fax numbers
- One (1) email and URL link to your site
- One Hundred (100)-word exhibit or company description
- Product/services categories list

Your Logo Added to Print Directory Listing — $250

Send us your 300 dpi logo in .eps, .jpg or .png format and we will add it to your Show Directory listing.
Your logo will help you get noticed!
- Included in the Platinum and Gold Sponsorship Packages.

Bold "See us at Booth #" Added to Listing — $200

See us at Booth #123

We will add a "See us at Booth #" icon to your booth number to help you stand out on the page!
- Included in the Platinum and Gold Sponsorship Packages.

Half Page 4-Color Ad — $1,500

- Half page Horizontal: 7.5" x 4.75" (18.73 cm x 11.43 cm)
- Half page Vertical: 3.5" x 9.5" (8.9 cm x 22.86 cm)•
- Included in the Gold Sponsorship Package (either horizontal or vertical).

Full Page 4-Color Ad — $2,000

- Full page size ad: 8.375" x 10.875" (21.27 cm x 27.62 cm)
- Included in the Platinum Sponsorship Package.

QUESTIONS?
Please contact Automate Headquarters at 734-994-6088 or email Jim Hamilton at jhamilton@a3automate.org.

*** You will receive instructions for submitting art files and additional contact information after your order is received*

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ONSITE SPONSORSHIPS

Promote your exhibit to the fullest while enhancing the attendees' experience at **The Vision Show**. **These marketing opportunities go quickly so reserve yours today! Sold on a first-come, first-served basis.**

Carpet Decal Sponsor — $950

Stop show attendees in their tracks with a Carpet Decal in the aisle in front of your booth. These eye-catching graphics are adhered right to the carpet and will announce your company or products and lead attendees into your booth.

- You provide high resolution photos and logo with text, we provide layout and output
- Price includes production, installation and removal

Lanyard Sponsor (4 available) — $2,000

Build brand recognition by putting your company name around the necks of the show attendees.

- Your logo will be prominently displayed on lanyards attached to attendee's show badges at registration

For an exclusive opportunity, contact Jim Hamilton 734-994-6088.

Giant Standing Graphic Sponsor — $1,500

Direct attendees' attention to your product or company and drive traffic to your booth with a giant standing banner sign.

- Full-color giant standing billboard, approximately 3.5-feet wide by 7.5 feet tall
- Placement of billboard right near the show entrance
- Graphic can highlight a new product or your company brand
- You provide the artwork, we produce the graphic
- You may keep your sign at the close of show

Networking Event (Lucky Strike) — $3,000/each

Tuesday, April 10th, 2018 from 6-8pm

Attendees will be able to talk business and enjoy food and refreshments at Jillian's Lucky Strike. Sponsors of this amazing event will receive exclusive branding opportunities (email, website, on-site) leading up to this exciting night. This is THE EVENT of the week, and will draw approximately 500 attendees.

Make sure to stand out above the rest, and secure your company's sponsorship.

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ORDER FORM

PACKAGE SAVINGS			
PACKAGE	**NUMBER AVAILABLE**	**COST**	**QUANTITY**
Platinum Sponsorship	4	$6,000	
Gold Sponsorship	8	$3,000	
ONLINE EXHIBIT PROMOTION			
MARKETING ELEMENT	**NUMBER AVAILABLE**	**COST**	**QUANTITY**
Online Exhibitor Profile “Enhanced” Upgrade	Unlimited	$300	
Online Exhibitor Profile “Premium” Upgrade	Unlimited	$500	
Featured Product Online Showroom	Unlimited	$500	
Digital Button Ads	5/Month	$750	
Pre-Show Attendee Email Blast	8	$1,500	
Featured Exhibitor Attendee Email Sponsors	5	$1,500	
Post-Show Attendee Email Blast	4	$2,500	
MOBILE EXHIBIT PROMOTION			
MARKETING ELEMENT	**NUMBER AVAILABLE**	**COST**	**QUANTITY**
Profile Upgrade	Unlimited	$250	
Featured Product Showroom	Unlimited	$500	
Push Notifications	4/day	$500	
Mobile App Rotating Banner	4	$1,500	
Exclusive Mobile App Sponsor	1	$5,000	
PRINT OPPORTUNITIES			
MARKETING ELEMENT	**NUMBER AVAILABLE**	**COST**	**QUANTITY**
Your Logo Added to Print Directory Listing	Unlimited	$250	
Bold “See us at Booth #” Added to Listing	Unlimited	$200	
Half Page 4-Color Ad	Unlimited	$1,500	
Full Page 4-Color Ad	Unlimited	$2,000	
ONSITE SPONSORSHIPS			
MARKETING ELEMENT	**NUMBER AVAILABLE**	**COST**	**QUANTITY**
Carpet Decal Sponsor	Unlimited	$950	
Lanyard Sponsor	4	$2,000	
Giant Standing Graphic Sponsor	Unlimited	$1,500	
Networking Event (Lucky Strike)	Unlimited	$3,000/each	

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SPONSORSHIP CONTRACT

Name: _____

Title: _____

Company: _____

Address: _____

City/State: _____

Zip/Postal Code: _____

Country: _____

Telephone: _____ Fax: _____

Email address: _____

I am authorized to execute this contract on behalf of the company above. I understand that all show sponsorships must be paid in full in advance of the start date.

Signature: **Date:**

Total Cost of Sponsorships(NET): $_____

Payment Information

Enclose a check or money order payable to Association for Advancing Automation in U.S. funds drawn from a U.S. bank, or pay conveniently with credit or wire transfer.

Payment Options: ☐ Credit Card ☐ Check Enclosed ☐ Send Invoice, PO # _____

Cards accepted: ☐ MasterCard ☐ VISA ☐ American Express ☐ Discover

Card Number: _____

Expiration Date: _____ Security code: _____

Name on Card: _____

Authorized Signature: _____

Submission Instructions

Email Jim Hamilton at jhamilton@a3automate.org or fax +1 734-994-3338. For more information call +1 734-994-6088.
AIA – Advancing Vision + Imaging 900 Victors Way, Suite 140, Ann Arbor, Michigan 48108 USA