THE aia | Vision SHOW

2020

EXHIBITOR SPONSORSHIP & MARKETING OPPORTUNITIES

The Vision Show attracts thousands of highly targeted buyers of machine vision, imaging and related automation technologies. Reach these customers faster with these marketing opportunities - before, during and after the show!

HYNES CONVENTION CENTER | BOSTON, MASSACHUSETTS USA

OPPORTUNITIES
AT-A-GLANCE

FREE OPPORTUNITIES

Logos and Digital Graphics	FREE
Basic Print Directory Listing	FREE
Basic Online Directory Listing	FREE
Basic Mobile App Listing	FREE
Social Media Exposure	FREE

MOBILE EXHIBIT PROMOTION

Profile Upgrade	$250
Mobile Featured Product	$500
Push Notifications	$750/message
Exclusive Mobile App Sponsor	$5,000

PACKAGED SAVINGS

Platinum Sponsorship	$6,000
Gold Sponsorship	$4,000

PRINT OPPORTUNITIES

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

ONLINE EXHIBIT PROMOTION

Online Exhibitor Profile "Enhanced" Upgrade	$300
Online Exhibitor Profile "Premium" Upgrade	$500
Online Advertising – Digital Button Ads	$750/month
Featured Product Online Showroom	$1,000
Pre-Show Attendee Email Blast	$2,000
Featured Exhibitor Attendee Email Sponsor	$750
Post-Show Attendee Email Blast	$2,500

ON-SITE SPONSORSHIPS

Carpet Decal Sponsor	$950
Lanyard Sponsor	$2,000
Aisle Sign Sponsor	$1,000
Giant Standing Graphic Sponsor	$1,750
Hanging Banner in Show Entrance Hallway	$1,500
Networking Event Sponsor	$3,000

FREE OPPORTUNITIES

As an added value to participating in The Vision Show, we have invested in marketing tools to help drive traffic to your booth and to your company before, during and after the show. These are complimentary marketing tools that are included in your booth fee, and we strongly encourage you to use them as part of your promotion strategy.

Logos and Digital Graphics

Download The Vision Show logo and place it on your website and in all of your communications to customers and drive more clients/prospects to your booth. Broadcast your show attendance on your website and in your emails by including a custom "See us at The Vision Show Booth XXX" graphic.

Basic Print Directory Listing

Your BASIC listing in The Vision Show Printed Show Directory includes company name, booth number, address, phone number, (1) email, URL to your site, and a product/services categories list.

Basic Online Directory Listing

Don't be left behind — increase traffic to your online profile, and find more attendees interested in your products and services. Your BASIC listing in The Vision Show Online Directory includes company name, booth number, address, phone number, URL to your site, a 100-word exhibit or company description, and product/services categories list.

Basic Mobile App Listing

Your BASIC listing on The Vision Show Mobile App includes company name, booth number with link to your location on the map, full contact information with URL, a 100-word exhibit or company description, and a product/services categories search function.

Social Media Exposure

We urge our exhibitors to follow The Vision Show on Facebook and Twitter @AIAVisionShow. This will enable you to connect with the community leading up to the show. You will have the opportunity to interact directly with people interested in The Vision Show and help to create a buzz about interesting topics. Upload photos or provide a sneak peek to our fans and followers about the products you are unveiling at the show.

@AIAVisionShow

PACKAGED SAVINGS
GREAT VALUE.
GREAT EXPOSURE.

Show your highly regarded status to The Vision Show attendees and create more awareness and connections.

Platinum Sponsor $6,000

BEST VALUE for Maximum Publicity! A value over $8,000 priced individually.
Limit: 4

- Full Page 4-Color Ad in the Show Directory
- Giant Standing Graphic Sign at Show Entrance
- Carpet Decal
- One 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
- Sponsor recognition on online sponsor page, on on-site show signage and in the print directory.

Gold Sponsor $4,000

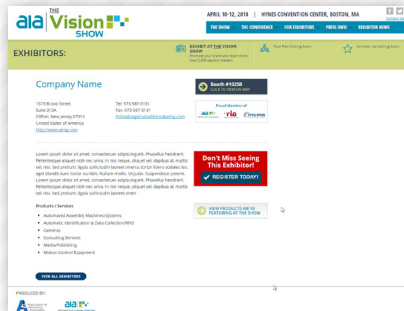A value over $5,000 priced individually.
Limit: 8

- Full Page 4-Color Ad in the Show Directory
- 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
- Sponsor recognition on online sponsor page, on on-site show signage and in the print directory.

ONLINE EXHIBIT PROMOTION

Online Exhibitor Profile – Basic $\qquad$ FREE

- Company name, booth number, address, and phone number
- One URL to your website
- 100-word exhibit or company description
- Product/services categories list

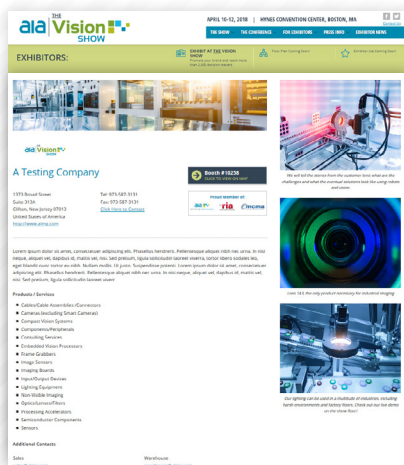## Online Exhibitor Profile "Enhanced" Upgrade $\qquad$ $300

- Company name, booth number, address, and phone number
- One URL to your website
- 100-word exhibit or company description
- Product/services categories list
- Company logo
- Three photos with captions

Included in the Gold Sponsorship Package.

Online Exhibitor Profile "Premium" Upgrade $\qquad$ $500

- Company name, booth number, address, and phone number
- One URL to your website
- 100-word exhibit or company description
- Product/services categories list
- Company logo
- Three photos with captions
- Banner ad

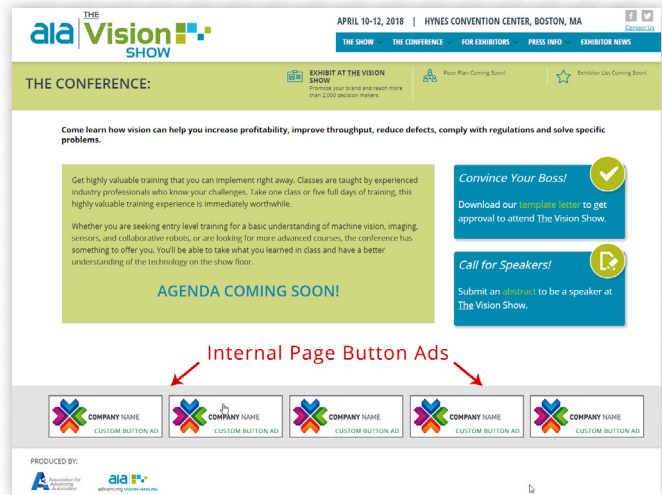Included in the Platinum Sponsorship Package.

ONLINE EXHIBIT PROMOTION

Online Advertising – Digital Button Ads $750 per month

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

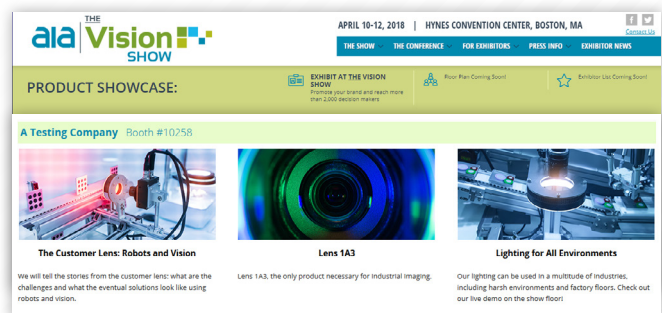One Month Included in the
Platinum Sponsorship Package.

Featured Product Online Showroom $1,000

Showcase products you will have on display at The Vision Show on www.VisionShow.org.

- Includes 3 products with descriptions and photo
- Product name, description, and your company name and booth number

Included in the Platinum
and Gold Sponsorship Packages.

ONLINE EXHIBIT PROMOTION

Pre-Show Attendee Email Blast $2,000

Limit: 4
Order Deadline: April 7, 2020
File Deadline: April 14, 2020

Reach the highly targeted pre-registered attendees of <u>The</u> Vision Show with an email blast. Many of these people will be looking to buy vision systems, components and related technologies, and you'll want to connect with them and have them stop by your booth!

- We send out the email blast on your behalf. *You MUST provide the HTML and text files, plus the subject line. Please note, we cannot create the HTML file for you.*
- One email blast per company
- Specific dates six weeks prior to the show are available
  - May 12, 19, 27, and June 2

Featured Exhibitor Email Sponsors $750

Limit: 10

Approximately five emails are sent to all pre-registered attendees with show information. Since we are supplying important information about their visit to the show, these emails have a high open rate. Maximum of 10 companies – sign up early so that you are included!

- Company logo prominently shown in email and is linked to your exhibitor listing
- Maximum of two exhibitors featured per email

Post-Show Attendee Email Blast $2,500

Limit: 4
Order Deadline: May 1, 2020
File Deadline: May 5, 2020

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 <u>The</u> Vision Show.

- We send out the email blast on your behalf. *You MUST provide the HTML and text files, plus the subject line. Please note, we cannot create the HTML file for you.*
- One email blast per company
- Specific dates up to two months after the show are available
  - June 17, 24, July 1, 8

MOBILE EXHIBIT PROMOTION

Mobile Exhibitor Profile – Basic   FREE

- Company name, booth number, address, and phone number
- One URL to your website
- 100-word exhibit or company description
- Product/services categories list

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, booth number, address, and phone number
- Two URLs to your website
- 100-word exhibit or company description
- Product/services categories list
- Company logo
- Company listed in Featured Exhibitor section of the app
- Links to your company Twitter, LinkedIn, and Facebook pages

Mobile Featured Product $500

- Up to three PDFs showcasing featured products added to your Mobile Exhibitor Profile
- Limit 10MB per file

Push Notifications $750 per Message

Limit: 4 messages sent per day
(during show days and hours only)

Broadcast your special announcement directly to all users of The Vision Show Mobile App. Give your company the extra boost it needs at the right time. Proven to increase booth traffic!

- 140 character announcement sent directly to the attendees
- Notifications will link to your exhibitor listing
- Date and time options for notifications will be provided and are available on a first come/first served basis

Exclusive Mobile App Sponsor $5,000

Limit: 1

- Maximum exposure: users will see your brand message every time they use the app
- Includes a FREE Mobile Profile Upgrade and a FREE Mobile Featured Product
- Banner on app homepage linking to your Mobile Exhibitor Profile

PRINT OPPORTUNITIES

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

Basic Print Directory Listing	FREE

- Includes company name, booth number, address, and phone number
- One email and URL link to your site
- 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

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)

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

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 and Gold Sponsorship Packages.

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

QUESTIONS?

Please contact The Vision Show Headquarters at 734-929-3268 or email Jim Hamilton at jhamilton@a3automate.org.

ON-SITE 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!

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.

- Approximately 3' x 3'
- You provide high resolution print ready graphic files
- Price includes production, installation and removal

Included in the Platinum Sponsorship Package.

Lanyard Sponsor $2,000

Limit: 4

Order Deadline: April 1, 2020

Build brand recognition by putting your company name around the necks of every attendee.

- Your logo will be prominently displayed on lanyards attached to attendee's show badges at registration and will be prominently visible during the show.

For an exclusive opportunity with only your company logo, contact Jim Hamilton at 734-929-3268.

Aisle Sign Sponsor $1,000

Limit: 7

Get your branding in front of every attendee at the show. This is an opportunity to get great exposure with your company logo in full color on a floor decal at the end of your aisle. Based on a first-come, first-served basis.

For an exclusive opportunity to sponsor all aisle signs,

contact Jim Hamilton at 734-929-3268.

ON-SITE SPONSORSHIPS

Giant Standing Graphic Sponsor — $1,750

Direct attendees' attention to your product or company to create awareness 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 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

3.5-FEET WIDE BY 7.5 FEET TALL
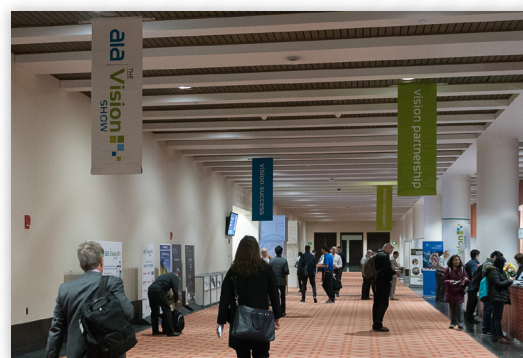
Included in the Platinum Sponsorship Package.

Hanging Banner in Show Entrance Hallway — $1,500

Limit: 8

Highlight your company on hanging signs right in front of the registration desk and the show entrance. All attendees will notice your brand before they even enter the show.

- Full-color hanging banner, approximately 30" x 72" size
- Placement of banner 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

APPROXIMATELY 30" X 72"

For an exclusive opportunity, contact Jim Hamilton at 734-929-3268.

The Vision Show Networking Night — $3,000/each

Limit: 4 | Tuesday, June 9th, 2020 from 6-8pm

Attendees will be able to talk business and enjoy food and refreshments at this after hours event. Sponsors of this popular gathering will receive exclusive branding opportunities (email, website, on-site) leading up it. This is THE EVENT of the week, and will draw approximately 400 attendees. Make sure to stand out above the rest, and secure your company's sponsorship today!

ORDER FORM

PACKAGED SAVINGS

Packages	Available	Cost	Quantity		Line Total
Platinum Sponsorship	4	$6,000	x	=	
Gold Sponsorship	8	$4,000	x	=	

ONLINE EXHIBIT PROMOTION

Marketing Element	Available	Cost	Quantity		Line Total
Online Exhibitor Profile Enhanced Upgrade	Ultd.	$300	x	=	
Online Exhibitor Profile Premium Upgrade	Ultd.	$500	x	=	
Online Advertising – Digital Button Ads	5/month	$750	x	=	
Featured Product Online Showroom	Ultd.	$1,000	x	=	
Pre-Show Attendee Email Blast	4	$2,000	x	=	
Featured Exhibitor Email Sponsors	10	$750	x	=	
Post-Show Attendee Email Blast	4	$2,500	x	=	

MOBILE EXHIBIT PROMOTION

Marketing Element	Available	Cost	Quantity		Line Total
Mobile Exhibitor Profile Upgrade	Ultd.	$250	x	=	
Mobile Featured Product	Ultd.	$500	x	=	
Push Notifications	4/day	$750	x	=	
Exclusive Mobile App Sponsor	1	$5,000	x	=	

PRINT OPPORTUNITIES

Marketing Element	Available	Cost	Quantity		Line Total
Logo Added to Print Directory Listing	Ultd.	$250	x	=	
Bold "See Us at Booth #" Added to Listing	Ultd.	$200	x	=	
Half Page 4-Color Ad	Ultd.	$1,500	x	=	
Full Page 4-Color Ad	Ultd.	$2,000	x	=	

ON-SITE SPONSORSHIPS

Marketing Element	Available	Cost	Quantity		Line Total
Carpet Decal Sponsor	Ultd.	$950	x	=	
Lanyard Sponsor	4	$2,000	x	=	
Aisle Sign Sponsor	7	$1,000	x	=	
Giant Standing Graphic Sponsor	Ultd.	$1,750	x	=	
Hanging Banner in Show Entrance Hallway	8	$1,500	x	=	
Networking Event	4	$3,000	x	=	

TOTAL COST OF SPONSORSHIPS (NET):

SPONSORSHIP CONTRACT

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 card, ACH or wire transfer.

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

Cards accepted: MasterCard   VISA   American Express   Discover   JCB

Card Number: Expiration Date: Security Code:

Name on Card:

Authorized Signature:

COMPANY INFORMATION

Company:

Name: Job Title:

Address:

City: State: Zip: Country:

Telephone: Email:

Signature: *I am authorized to execute this contract on behalf of the company above. I understand that the total must be paid in full in advance of the event's start date.*

Date:

Submission Instructions
Email this form to JHamilton@a3automate.org or fax it to +1 (734) 994-3338.
Contact Jim Hamilton for more information at (734) 929-3268.