

Knowledge Foundation's International

Biodefense World Summit 2015

June 22-26, 2015
Hyatt Regency Bethesda
Bethesda, MD USA

Exhibits & Sponsorships

Conveniently Timed and Co-Located With

23RD INTERNATIONAL CONFERENCE

Biodetection Technologies 2015

June 22-24, 2015 • Bethesda, MD USA

4TH ANNUAL OAK RIDGE NATIONAL LABORATORY

BIOSURVEILLANCE INTEGRATION

June 25-26, 2015 • Bethesda, MD USA

Rapid Detection For

Food Safety

June 22-23, 2015 • Bethesda, MD USA

Commercializing Technological Advancements for the Next Generation of Safe & Efficient Unmanned Systems

Next Gen Drones 2015

June 22-24, 2015 • Bethesda, MD USA

Organized by:



A division of:



knowledgefoundation.com

Welcome



KNOWLEDGE FOUNDATION

TECHNOLOGY COMMERCIALIZATION ALLIANCE

250 First Avenue, Suite 300 Needham, MA USA

Phone: (617) 232-7400 • Fax: (617) 232-9171 • Website: knowledgefoundation.com

Your presence at a Knowledge Foundation conference enables your organization to make direct contact with industry leaders. Nothing beats face-to-face communication with the decision-makers that are your target audience. The opportunities available for you to benefit, either from sponsoring or exhibiting, are extensive.

Differing from other segments of your marketing campaign, promotion through a Knowledge Foundation event is selective and direct and gives you marketing opportunities before, during and after the conference. You can review delegate attendee lists and decide to focus on our events which draw target audiences that best suit your business needs. Plus, you can build invaluable relationships with new prospects and also meet with your current customers to discuss ongoing business opportunities and give you a competitive advantage.

At The Knowledge Foundation we are committed to providing a good balance between delegates and exhibitors. We ensure a professional setting for networking that is proven to yield more sales and enable you to spend more productive time forming partnerships.

I look forward to working with you to customize an exhibit or sponsorship package that will deliver results.

Sincerely,

Jay Mulhern
Manager, Business Development



KNOWLEDGE FOUNDATION

TECHNOLOGY COMMERCIALIZATION ALLIANCE

Contact:

Jay Mulhern, Manager, Business Development

Email:

jmulhern@knowledgefoundation.com

Call:

781-972-1359

3 Day – 10'x10' Exhibit Booth Space

Benefits:

- 8'x10' booth space in close proximity to the general session room
- 1 full access conference registration
- 1 exhibit-only booth attendant
- 1 set of conference documentation
- 1 set of mailing labels of conference attendees for your 1 time use sent to you after the meeting (upon signing mailing list agreement).
- An opportunity for a joint mailing to your customer and prospect database
- Company listing and logo on the exhibitor section of the conference website
- Discount for additional staff members who wish to attend

Exhibitor Investment: \$3,495 (*single booth*)
\$6,640 (*double booth*)



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Corporate Solution Showcase Sponsor

This sponsorship will allow for a 15 or 30-minute podium presentation within the conference program. Since this is a session within the agenda, it's an excellent opportunity to present in front of a targeted, guaranteed audience.

Benefits:

- Includes one 15 or 30-minute podium presentation during the conference agenda
- KF will promote the showcase in the conference brochure
- KF will promote the workshop in the conference website with a URL link to your web-site
- KF will promote the workshop on-site in the agenda section of the program guide
- Prominent Corporate logo display on front cover of your selected conference brochure
- Corporate biography listing in final conference brochure (50 word maximum)
- One 8' x 10' exhibit booth space, hall open to all conference attendees
- Includes (2) complimentary full conference registrations for your company in addition to your company's speaker
- Discounts for additional staff member registrations who wish to attend the conference (limited to 5)
- Includes (2) exhibit-only registrations for your company
- Logo posted on the conference web-site with the option of a URL link to your web-site
- Corporate logo & URL link included in conference proceedings web package delivered electronically
- Listing on signage at the event
- Access to the pre and post-conference delegate mailing lists
- Cooperative E-mail marketing campaign to your clients, extending a discount to attend the event on behalf of your company

Sponsorship Investment: **\$7,500** (includes one 15 minute presentation)

\$10,000 (includes one 30 minute presentation)



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Corporate Luncheon or Breakfast Workshop

Benefits:

- The presentation) will be 30-minutes in length plus 15-min Q & A within the conference session room
- KF will provide the room and either breakfast for 50-75 attendees or lunch for up to 100 attendees.
- KF will promote the workshop on the conference web-site.
- KF will promote the workshop on-site with signage.
- Corporate logo on front cover of conference brochure
- Corporate biography listing in program guide distributed on-site (50 word maximum)
- One 8' x 10' exhibit booth space, hall open to all conference attendees
- Provide (2) complimentary full conference registrations in addition to your company's speaker
- Discounts for additional staff member registrations who wish to attend the conference (limited to 5)
- Provide (2) exhibit only registrations for your company
- Logo posted on the conference web-site with the option of a URL link to your web-site
- Corporate logo & URL link included in conference proceedings web package delivered electronically
- Listing on all signage at the event
- Access to the pre and post-conference delegate mailing lists
- Cooperative E-mail marketing campaign to your clients, extending a discount to attend the event on behalf of your company

Sponsorship Investment: **\$8,500** - breakfast workshop
 \$11,000 - luncheon workshop



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Delegate Cocktail Reception

Benefits:

- Cocktail reception for all delegates in a selected program.
- Hors d'oeuvres and cocktails will be served
- KF will promote the reception via email to all pre-registered delegates two weeks prior to the event
- KF will promote the reception onsite in the session room with a flyer distributed to all delegates
- Signage outside the reception room designating your company as the exclusive sponsor
- Table for company literature and/or promotional items inside the reception room
- Corporate sponsor recognition with logo on the conference web site, Program & Exhibits Guide, conference proceedings and on-site signage
- One (1) full access conference registration to the conference
- 1 set of mailing labels of conference attendees for your 1 time use sent to you after the meeting (upon signing mailing list agreement).

Sponsorship Investment: Dependent upon program selection



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VIP Invitation Only Dinner

Sponsor will host an invitation-only vip dinner (restaurant and exact date/time to be determined). To insure optimum face-to-face networking, each dinner will be limited to 15-20 guests, including invited executives, up to three representatives from the sponsoring company and up to two representatives from KF. KF will work closely with the sponsor to develop an invitation format and invitees list.

Depending on your specific objectives for the dinner, please choose one of the following options for room set-up. For example, you can use the dinner strictly as a social setting for your staff to meet the delegates and establish rapport. Or, use the dinner as a focus group to gain industry feedback on a specific topic, product, etc.

Benefits:

- Attribution as a corporate sponsor.
- Corporate logo on conference web site with URL link to sponsor's web site.
- Corporate logo & URL link included in conference proceedings web package delivered electronically
- Two complimentary, full-access conference registrations in addition to speaker, for a total of three.
- Discounts for additional staff member registrations who wish to attend the conference (limited to 5)
- One-time use of post-conference attendee mailing list
- Signage at the event with attribution as corporate sponsor

Sponsorship Investment: \$11,000



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Corporate Support Sponsorship

Benefits:

- Prominently list your company as a Corporate Support sponsor inside all conference brochures.
- Corporate logo in Program and Event Guide distributed to all attendees
- Tote Bag Insert
- Corporate logo & URL link included in conference proceedings web package delivered electronically
- Provide one (1) full-page advertisement in program and event guide.
- Provide two (2) complimentary registrations to your company.
- Discounts for additional staff member registrations who wish to attend the conference (limited to 5)
- One time use of pre & post conference attendee labels.
- Signage on-site denoting your company as a sponsor of the event.
- Corporate logo link on the conference web-site.
- Cooperative E-mail marketing campaign to your clients, extending a discount to attend the event on behalf of your company

Sponsorship Investment: \$4,000
\$6,500 - includes exhibit booth space



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Invitation Only Focus Group

KF will provide you the opportunity of running a focus group (up to 12 delegates) on-site at the conference. This exclusive gathering can be useful to conduct market research, gain feedback on a new product idea, and gather marketing intelligence from industry experts on a specific topic.

Sponsorship Investment: Dependent upon program selection

Lanyard Sponsorship (Exclusive)

Benefits:

- Customized basic name badge lanyards with your company logo included and prominently displayed and given to all conference delegates
- 8.5" x 11" Black and white advertisement inserted into the conference documentation binder
- Website link from knowledgefoundation.com to your website
- An opportunity to do a joint mailing to your customer and prospect database
- Company logo featured as lanyard sponsor on all marketing materials and on conference website prior to the event

Sponsorship Investment: \$3,000



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Conference Tote Bags (Exclusive)

Benefits:

- Customized basic tote bags with your company logo included and prominently displayed and given to all conference delegates
- Advertisement inserted into the tote bag
- Website link from knowledgefoundation.com to your website
- An opportunity to do a joint mailing to your customer and prospect database
- Company logo featured as sponsor on conference website

Sponsorship Investment: \$6,000

Wireless Internet Access

- Prominent signage with your logo displayed throughout the conference indicating your sponsorship of wireless internet access for delegates
- Company name to be the password to log into wireless
- Advertisement distributed directly to each attendee
- Website link from knowledgefoundation.com to your website
- An opportunity to do a joint mailing to your customer and prospect database
- Company logo featured as sponsor on conference website

Sponsorship Investment: \$2,000



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Onsite Materials Display

Benefits:

- Display your materials prominently at the central conference display table

Advertising Investment: \$600

Tote Bag Insert

Benefits:

- Insert your materials in the conference delegate packet given to each attendee
- Display your materials prominently at the central conference display table

Advertising Investment: \$1,000



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Documentation Binder Advertising

Benefits:

- 8.5" x 11" advertisement inserted into the electronic conference documentation binder

Advertising Investment: \$400

Website Banner Advertising

Benefits:

- 468 pixel x 60 pixel banner ad placed in the banner rotation on knowledgefoundation.com

Advertising Investment: \$350 Per Month



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Exhibits & Sponsorship

Registration Form

Event _____

Name _____

Title _____

Company _____

Address _____

City State Zip _____

Phone _____ Fax _____

E-mail _____

Please sign me up for:

Cost: \$ _____

FAX, MAIL, CALL, E-MAIL TO:

The Knowledge Foundation

250 First Avenue, Suite 300

Needham, MA USA

Tel: (781) 972-1359

Fax: (781) 972-5425

E-Mail:

jmulhern@knowledgefoundation.com

Method of Payment

Master Card Visa American Express

Card Number: _____

Expiration: _____ Security Code: _____



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