

SPONSORSHIP OPPORTUNITIES

U.S.-Saudi SME Forum: Accelerating Growth and International Partnerships

October 1-2, 2018 | J.W. Marriott, L.A. Live | Los Angeles, California



Why Sponsor the U.S.-Saudi SME Forum?

- **Connect with SME ecosystem decision makers**, including U.S. and Saudi high-level government officials, entrepreneurs, thought leaders, and key stakeholders.
- **Be front and center** at the first major Forum focused solely on U.S. and Saudi SMEs and showcase your leadership in this innovative field.
- **Optimize your exposure** prior to and during the Forum through recognition in press releases, e-blasts, and social media, as well as top-tier brand placement during the two-day program.

Sponsorship Options

Sponsorship options include a tiered package of sponsor benefits (Platinum, Gold, and Silver), incorporating a suite of promotional opportunities, priority seating, official participation in the Forum program, and more.

NEW: Companies also have the option of sponsoring a portion of the Forum: Evening Networking Reception, Luncheon, and Refreshment Breaks.

How to Reserve Your Sponsorship

Certain sponsorship options are limited and available on a first-come, first-served basis. To learn more about becoming a Forum sponsor, please contact Jay Ennis at jennis@us-sabc.org or call 703-962-9300.

Organized by:



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SPONSOR PACKAGE BENEFITS		Platinum \$35,000	Gold \$20,000	Silver \$10,000
Executive Visibility	Reserved seating for Chairman/CEO/President at Head Table during the Forum	√		
	Reserved table with company logo at networking luncheon	√	√	√
	Announcement as top level sponsor during welcome remarks	√		
	Announcement of sponsorship during welcome remarks		√	
Branding and Media Coverage	Recognition in USSABC press releases, e-blasts, social media, and Forum's website	Tier 1	Tier 2	Tier 3
	Placement of company name and logo on signage in auditorium, registration, networking areas, and Souq	Tier 1	Tier 2	Tier 3
	Recognition in event program	Tier 1	Tier 2	Tier 3
	Option to host "Open Mic" session in the Souq	√	√	√
	Promotional advertisement in event program	√		
Digital Marketing	Logo with hyper-link displayed on the Forum's website	√	√	
	Banner advertisement on welcome page of the Forum's website and mobile app	√		
Networking and Access	Priority in facilitating meetings with government and corporate decision makers	√		

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Evening Networking Reception - \$15,000

- Stand-alone signage at the venue
- Company promotional material on sponsorship showcase table
- Recognition by the Forum MC in welcome remarks
- Company logo on website with company website link/mobile app
- Opportunity to offer brief remarks by company C-suite executive

Refreshment Break-\$5,000

- **Exclusive** sponsor of the morning and afternoon networking breaks of the Day 1 of the SME Forum
- Logo featured on signage at refreshment stations
- Forum MC immediately preceding break will thank the networking break sponsor
- Logo featured on on-site signage recognizing major sponsors

Luncheon - \$20,000

- Logo featured on-screen during lunch
- Recognition by the Forum MC in welcome remarks
- Seating at head table for One (1) company C-suite executive
- Company logo on website with company website link and mobile app
- Reserved table for company C-suite executives and guests
- Opportunity to offer brief remarks by company C-suite executive

Deadline: September 7, 2018

Point of Contact: Jay Ennis, jennis@us-sabc.org or (703) 962 9272

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BOOTCAMP EXCLUSIVE - \$20,000

Two Spots Available: One U.S. and One Saudi

- Opportunity to provide topical experts and a case study relevant to the SME participants from their sector to analyze and develop solutions
- Leverage new ideas and insights to their challenges offered by SMEs
- Access to mature and growing SMEs looking to effectively expand their businesses and support large international clients
- Engage with pre-vetted SMEs in the marketplace for investment, collaboration, and procurement and to monitor their growth through the Council's network.
- Benefit of visibility and recognition for contribution to national and global efforts to build SME capacity
- Short-term SME progress summary report post event through the Council's follow-up initiatives
- Recognition in welcome remarks and end of DAY 1
- Company logo on website with company website link/mobile app
- Up to ten reserved spaces for sponsor recommended SMEs

BOOTCAMP at a Glance

- **Intensive hands-on learning session on DAY 2: 9 am-1 pm**
- **Description:** In-depth case study workshop with select Saudi and U.S. SMEs, who will collaborate in small groups to identify solutions for real-world, sector specific challenges presented by sponsors
- **Topics:**
 - Gaining Access to RFPs and Developing Winning Proposals
 - Marketing and Branding
- **Facilitators:** 1-2 industry subject matter experts
- **Participants:** 40-60 SMEs that have achieved certain business milestones, growing rapidly, and preparing to expand into the Saudi or U.S. market
- **Structure:** Participating SMEs will be grouped by sector to work on a case study challenge that is custom-tailored to the needs and industries represented to maximize relevance, learning, and impact
- **Supporting materials:** Participants will be provided with electronic copies of the toolkits that can be distributed and referenced within their organizations
- **Post-event follow-ups:** conducted with individual SMEs to better understand their evolving needs to continuously enhance future engagements

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