



LAND FORCES 2020 USA PARTNERSHIP PAVILION SPONSORSHIP OPPORTUNITIES

USA PARTNERSHIP PAVILION OPENING CEREMONY

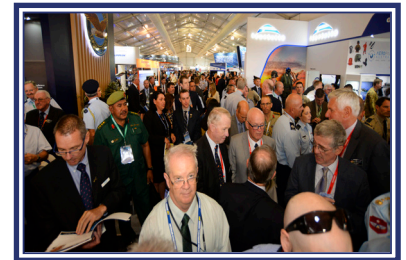
The USA Partnership Pavilion Opening Ceremony is the perfect option for those seeking to share the spotlight with high-ranking foreign and domestic government officials.

The ceremony will take place at the entrance of the USA Partnership Pavilion on September 1st. It will be followed by a VIP tour of the Pavilion. The ceremony itself will consist of brief remarks by top U.S. government representatives (who will recognize the sponsor of the ceremony) and Pavilion organizer, followed by the cutting of the ceremonial ribbon to open the USA Partnership Pavilion for business.

Sponsorship Features:

- Logo on the invitation cards distributed to VIP “distinguished visitors” inviting them to the Opening Ceremony in the USA Partnership Pavilion
- Recognition signage displayed at the opening ceremony
- Mention of sponsor during welcome speech
- *Enhanced branding package on the Visitor Zone*
- Recognition in print and electronic pre-show promotional materials
- Recognition on the Kallman Worldwide website/Land Forces dedicated page

SPONSORSHIP PACKAGE: \$2,500



USA VIP RECEPTION

Kallman Worldwide will be hosting its first VIP Reception at Land Forces 2020. The USA VIP Reception's have earned recognition as one of the most prestigious and highly attended events on the social calendar at our shows. This must-attend VIP event gives U.S. exhibitors an opportunity to network with high ranking U.S. government officials, International VIPs, and other distinguished guests of honor.

Sponsorship Features:

- Corporate branding on all USA Partnership Pavilion printed and electronic promotional materials
- Corporate branding on signage at the entrance of the USA VIP Partnership Reception
- Corporate branding in the USA Partnership Pavilion Meeting Point (signage produced and installed by Kallman Worldwide)
- Corporate branding on the Kallman website & link to your home page
- Sponsor recognition during opening remarks and speeches
- *Enhanced branding package on the Visitor Zone*
- One Senior-level executive to participate in the receiving line alongside high- ranking government officials at the VIP Reception
- 25 complimentary tickets to the USA VIP Reception

SPONSORSHIP PACKAGE: \$12,500





USA PARTNERSHIP PAVILION MEETING POINT/EXHIBITORS' LOUNGE

As an amenity for our exhibitors and their invited guests, the USA Partnership Pavilion Meeting Point is used as an exhibitors' lounge and VIP area throughout the week. Services provided include complimentary beverages and snacks, business support services (concierge services, phone charging stations), and conference room bookings. Events such as the USA Partnership Pavilion Opening Ceremony and U.S. Commercial Briefings hosted by the U.S. Department of Commerce occur in the Meeting Point, bringing a captive audience into the space.

Sponsorship Features:

- Corporate branding signage displayed on entrance header and on graphics
- Enhanced branding package on the Visitor Zone
- Corporate branding in print and posted on electronic pre-show promotional materials
- Corporate branding on the Kallman Worldwide website/Land Forces Show dedicated page

SPONSORSHIP PACKAGE: \$3,000

1 AVAILABLE



THE NEWSSTAND

Attract Extra! Extra! Attention. Showcase your brand at the high-traffic crossroads of the USA Partnership Pavilion. When visitors and exhibitors look for the latest show and industry news they turn to the Newsstand, the information hub of the USA Partnership Pavilion.

SPOTLIGHT SPONSOR PACKAGE - \$2,500

- Fixed position "Sponsored by" credit with logo on the Newsstand header
- 300 x 250 fixed banner ad on the Headline News display screen
- 30- to 60-second video ad displayed in continuous rotation on the Headline News screen and on the show Visitor Zone at kallman.com.

EXCLUSIVE ADVERTISER PACKAGE - \$1,000

- 30- to 60-second video ad displayed in continuous rotation on the Headline News screen and on the show Visitor Zone at kallman.com.

CARPET STARS

The USA Partnership Pavilion at Land Forces contains special aisle carpeting. Within these aisles are a number of high-traffic intersections where we can display your company logo and booth number.

Sponsorship Features:

- Logo and booth number in one (1) carpet star
- Recognition as a sponsor on the Visitor Zone
- Recognition in print and electronic pre-show promotional materials
- Recognition on the Kallman Worldwide website/Land Forces dedicated page

SPONSORSHIP PACKAGE: \$1,250 per star or own all 4 for \$4,000

4 AVAILABLE

