

# Brand Building

## SOFT LAND EXPO: USA EDITION

**Soft Land Expo: USA Edition (SLEUSA)** is a bi-directional event that will connect both international companies seeking to enter the U.S. market and U.S. companies seeking to internationalize to global markets with key agencies, resources, and service providers to support their success. SLEUSA will include:

### Features:

- 24-hours of exploring, learning, and connecting
- Live and high-value daytime content in all time zones
- 32 inbound workshops
- 32 outbound workshops
- 48 ecosystem tours
- 48 product and innovation demos
- 8 amazing case studies and success stories
- 6 hours of networking and matchmaking
- 3 global pitch events facilitated by the Americas Real Deal™ TV show



**SOFT LAND**  
EXPO  
USA Edition

**Audience:** Leaders of international companies that are seeking to enter the U.S. market and leaders of U.S. companies that are seeking to expand globally, national and state trade & investment agencies, import/export resources, venture capitalists and other funders, and a wide array of support services.

**Starts:** Tuesday, 27 October 2020, 12:00 PM GMT (that's 8:00 AM New York time)

**Ends:** Wednesday, 28 October 2020, 12:00 PM GMT

*Yes, this is a 24-hour event! We want to make it easy for companies all over the world to access mission-critical content and connections.*

**Where:** Online...easy on your travel, time, and budget and no risk of Coronavirus

### Sponsorship Opportunities:

Only a select number of organizations will be able to get maximum exposure and declare their commitment to the internationalization and market-entry community through sponsorship. See the levels and full details below.

- **Gold (maximum number = 2):** Stake your claim! This most prominent level of exposure includes the largest logo on all media, 100's of thousands of pre, during, and post-event logo impressions, a 2-minute welcome from the main stage, an executive interview on the Soft Land Central podcast, and many other values.
- **Silver (maximum number = 6):** This mid-tier level of exposure includes your logo on all media, 100's of thousands of pre, during, and post-event logo impressions, an executive interview on the Soft Land Central podcast, and many other values.
- **Bronze (maximum number = 12):** This base-level exposure includes your logo on all media, 100's of thousands of pre, during, and post-event logo impressions, and many other values.

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**Build Your Brand. Secure Your Spot Today!**

bill@softlandpartners.com or +1 (860) 573-4821

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## Details & Pricing

| Values                                      | Bronze              | Silver              | Gold                |
|---|---------------------|---------------------|---------------------|
| Maximum allowed                             | 12                  | 6                   | 2                   |
| Logo on website                             | Small               | Medium              | Largest             |
| Logo on event site                          | Small               | Medium              | Largest             |
| Logo in e-news                              | Small               | Medium              | Largest             |
| Exhibit booth                               | Yes                 | Yes                 | Yes                 |
| Interview on Soft Land Central podcast      |                     | Yes                 | Yes                 |
| Expo tickets                                | 6                   | 8                   | 12                  |
| Exclusive sponsor meetup tickets            | Yes                 | Yes                 | Yes                 |
| Main stage welcome message (2-minutes)      |                     |                     | Yes                 |
| Workshop introduction                       |                     | Yes                 | Yes                 |
| Listed on press releases                    | Yes                 | Yes                 | Yes                 |
| Social media mentions                       | Yes                 | Yes                 | Yes                 |
| Member rate* on or before 31 August 2020    | \$2,000             | \$3,500             | \$5,000             |
| Non-member rate on or before 31 August 2020 | \$2,600             | \$4,500             | \$6,500             |
| <b>Member rate* after 31 August 2020</b>    | <b>\$2,600</b>      | <b>\$4,500</b>      | <b>\$6,500</b>      |
| • <b>BUY NOW</b>                            | <a href="#">BUY</a> | <a href="#">BUY</a> | <a href="#">BUY</a> |
| <b>Non-member rate after 31 August 2020</b> | <b>\$3,400</b>      | <b>\$5,500</b>      | <b>\$8,000</b>      |
| • <b>BUY NOW</b>                            | <a href="#">BUY</a> | <a href="#">BUY</a> | <a href="#">BUY</a> |

\* Members are Soft Land Partners [Service Providers](#) and [Partners](#). Membership is \$100/year for service providers and free for partners. Partners are government or industry trade & investment organizations.

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