

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
- 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
- Ecosystem tours



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.

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
Member rate* after 31 August 2020	\$2,600	\$4,500	\$6,500
• BUY NOW	BUY	BUY	BUY
Non-member rate after 31 August 2020	\$3,400	\$5,500	\$8,000
• BUY NOW	BUY	BUY	BUY

* 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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