

Trade Missions Reimagined

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

Opportunities:

- **Ecosystem Tour:** Take potential investment candidate companies on a tour of your ecosystem. Show them the key features and attributes that make your city, state, region, or country perfect for their company. These sessions are 12-minutes and include a sandbox session for q&a. Ecosystem tour hosts receive 2 "all-access" tickets.
- **Pavilion:** Host a pavilion to help your client and portfolio companies attract customers, investors, and partners. Pavilions can be organized by region, industry, and other variables. There is no limit to pavilion size...10, 20, 50 booths+ are easy and great practice for future trade missions. Analytics are also available so the host can rank individual exhibitor results and engagement for potential future in-person trade mission selection. Each exhibit booth includes 4 "all-access" tickets and pavilion hosts get 2 "all-access" tickets for every 10 exhibits
- **Matchmaking Session:** Sessions are completely flexible. The speed-dating meeting lengths can be set to your preference. Participants are matched based on profiles, your audience classifications, and the system algorithm. Matchmaking Sessions are 50-minutes and hosts receive 2 "all-access" tickets.

Support Your Companies. Secure Your Spot Today!

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- **Private:**
 - **Scenario 1 (The Recruiter):** You've just hosted an awesome virtual ecosystem tour. Now, help the companies that you are trying to attract meet key influencers, stakeholders, and resources in your community.
 - **Scenario 2 (The Trade Mission or Pavilion):** Help your client and portfolio companies connect to customers, investors, and key resources in your private matchmaking session.
- **Branded:** Promote your community and community building by hosting a branded Matchmaking Session.
- **Exhibit Booth:** Promote your Country, State, City, region, or organization in your exhibit booth. Livestream, chat, set appointments, post-marketing assets (videos, collateral, and slides shows), and capture leads to help drive your recruiting, export promotion, and other organizational goals. Exhibitors receive 4 "all-access" tickets.
- **Pre-Delegation Support:** Set your delegates up for success with our trade mission orientation, preparation, and follow-up training. This is delivered in 3 x 30-minutes high-energy, interactive sessions. Delegation hosts also receive participation analytics. Free for organizations that host pavilions of 10 or more companies.

Pricing

A La Carte Options

Option	Member* ≤ 31 August 2020	Non-Member ≤ 31 August 2020	Member* > 1 September 2020	Non-Member > 1 September 2020
Ecosystem Tour	\$750	\$950	\$950 BUY	\$1,250 BUY
Pavilion: 10 Booth	\$5,625	\$7,125	\$7,125 BUY	\$9,375 BUY
Pavilion: 20 Booth	\$9,750	\$12,350	\$12,350 BUY	\$16,250 BUY
Pavilion: Custom	Call or Email for Pricing			
Matchmaking Session	\$750	\$950	\$950 BUY	\$1,250 BUY
Exhibit Booth	\$750	\$950	\$950 BUY	\$1,250 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.

Bundles Options

Options	Member* ≤ 31 August 2020	Non-Member ≤ 31 August 2020	Member* > 1 September 2020	Non-Member > 1 September 2020
Ecosystem Tour and Matchmaking Session	\$1,250	\$1,600	\$1,600 BUY	\$2,075 BUY
Ecosystem Tour and Pavilion: 10 Booth	\$5,875	\$7,575	\$7,575 BUY	\$9,975 BUY
Ecosystem Tour and Pavilion: 20 Booth	\$10,000	\$12,800	\$12,800 BUY	\$16,875 BUY
Pavilion: 10 Booth and Matchmaking Session	\$5,875	\$7,575	\$7,575 BUY	\$9,975 BUY
Call or Email for Additional Bundle Options				

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