



change is in the air

ASPRS UAS Technical Demonstration and Symposium
October 21-22, Reno, NV

Sponsorship Opportunities

Date, Time, Location

October 20-22, 2014

Symposium Venue

The Reno Ballroom

401 N. Center Street
Reno, Nevada 89501
775-325-7333



Sponsored by the Northern California Region of the American Society for Photogrammetry and Remote Sensing (ASPRS)

Focus and Attendees

The Technical Demonstration and Symposium for Unmanned Aircraft Systems (UAS) presents a unique opportunity for showcasing your latest products and services in this exciting and evolving field. This event offers many reasons for sponsorship, such as:

- The event is estimated to draw over 500 attendees from across the nation from a broad spectrum of experience – the audience will include new start-up companies, technology developers, researchers from universities and training institutes, students, survey and mapping companies determining their UAS implementation, as well as government agencies developing UAS national and international mapping programs.
- The general sessions will be focused on the mapping and remote sensing aspects of unmanned acquisitions – providing attendees with practical information on how to implement UAS technology.
- National and international speakers and exhibitors will share their latest sensors and platforms.

All Sponsorship Opportunities Include:

Recognition in symposium promotional newsfeeds and ads

Company promotion on the symposium website with hot links to your company and your products

Recognition in the symposium preliminary and onsite program with logo and company description and points of contact

Prominent display of company logo on conference banners and signs

Slide-show or video promo on screen during general session gathering

Host a user-meeting or workshop in conjunction with the symposium – promotion provided on website



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Focus and Attendees (Cont.)

- Practitioners of UAS technology will speak to the practical current-day applications as well as the developing applications in UAS.
- Visionaries will help us better understand the “changes in the air” and what is at stake.
- Academia and research institutions will inform us of existing educational and training opportunities in UAS as well as provide us information from their latest research.
- The geospatial community, that will likely work with these technologies in the future, will provide information on the needs in the marketplace and gain insight on how UAS mapping can be applied.
- UAS enthusiasts, who may be unfamiliar with the science of mapping from airborne platforms, will be introduced to long-established principals and new emerging standards for UAS mapping.
- This symposium will develop the first test course to be established at one of the FAA-designated test sites (Reno Stead Airport). The test course will include ground surveyed targets of varying height and surface characteristics as well as radiometric targets and “surprise” targets.
- The program includes UAS flights on the newly established test course with on-site processing of data by numerous software and mapping firms to produce quality and accuracy analysis reports.
- UAS firms will benefit from meeting the managers of the Nevada UAS program and obtaining first-hand information on implementation plans to introduce commercial-use UAS into the national airspace.

Contact us with Questions on

Sponsorship

asprs.norcal@gmail.com

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Sponsorship Levels

The organizers of the symposium appreciate all levels of sponsorship. Your sponsorship makes this event possible while providing a method of promoting your company's place in the UAS marketplace.

G E N E R A L S P O N S O R S H I P					
LEVEL	COST	Core Benefits	On-Site Promo Meter Panels (Lighted)	Program Ad Size	Complimentary Registrations
DIAMOND	\$5,000	✓	✓	1/2 page	3
PLATINUM	\$3,000	✓		1/4 page	2
GOLD	\$2,000	✓		1/8 page	1
SILVER	\$1,000	✓		1/8 page	0

DIAMOND GENERAL SPONSOR

Your firm will have the distinction of sponsoring the symposium at the highest level of contribution and in return you will receive the highest level of promotion.

In addition to the core benefits, this sponsorship also includes:

- Logo and company name on the ballroom meter panels (lighted)
- 1/2 Page ad in the preliminary and onsite program
- 3 complimentary registrations

Sponsorhip Fee: \$5,000

All Sponsorship Opportunities Include:

Recognition in symposium promotional newsfeeds and ads

Company promotion on the symposium website with hot links to your company and your products

Recognition in the symposium preliminary and onsite program with logo and company description and points of contact

Prominent display of company logo on conference banners and signs

Slide-show or video promo on screen during general session gathering

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Sponsorship Opportunities

PLATINUM GENERAL SPONSOR

Your firm will be distinguished in many ways to recognize and show appreciate for this high level of contribution to help make the symposium a success.

In addition to the core benefits, this sponsorship also includes:

- 1/4 Page ad in the preliminary and onsite program
- 2 complimentary registrations

Sponsorhip Fee: \$3,000

GOLD GENERAL SPONSOR

Your firm will be distinguished in many ways to recognize and show appreciate for this generous level of contribution to help make the symposium a success.

In addition to the core benefits, this sponsorship also includes:

- 1/8 Page ad in the preliminary and onsite program
- 1 complimentary registration

Sponsorship Fee: \$2,000

SILVER GENERAL SPONSOR

Silver sponsors provide the “silver lining” to our event! This affordable level of sponsorship provides the means to get your company’s name in the forefront through the many promotional avenues provided in general sponsorship – website, email blasts, program listings, conference program advertisement, and signage.

In addition to the core benefits, this sponsorship also includes:

- 1/8 Page ad in the preliminary and onsite program

Sponsorship Fee: \$1,000

All Sponsorship Opportunities Include:

Recognition in symposium promotional newsfeeds and ads

Company promotion on the symposium website with hot links to your company and your products

Recognition in the symposium preliminary and onsite program with logo and company description and points of contact

Prominent display of company logo on conference banners and signs

Slide-show or video promo on screen during general session gathering

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Specialized Sponsorships:

Specialized sponsorships provide unique opportunities for promoting your company and its products. All specialized sponsorships include the benefits associated with general sponsorships at the same level with additional benefits as detailed below.

The table below provides an encapsulated view of the specialized sponsorships. Following these overviews, we provide more in-depth description of the sponsorship opportunities.

S P E C I A L I Z E D S P O N S O R S H I P S		
LEVEL	COST	Additional Benefits (Added to the benefits for the designated level)
DIAMOND JUMBOTRON SPONSOR (1)	\$8,000	<ul style="list-style-type: none">Company promotion – video on Jumbotron at Live DemonstrationBanners at the Live Demonstration (Test Site)
DIAMOND NETWORKING SOCIAL SPONSOR (1)	\$6,000	<ul style="list-style-type: none">Company promotion – 10-minute presentation at the socialSignage of appreciation at the networking social
DIAMOND LUNCH SPONSOR (1)	\$6,000	<ul style="list-style-type: none">Company promotion – 10-minute presentation at the luncheonSignage of appreciation at the luncheon
DIAMOND CONFERENCE BAG SPONSOR (1)	\$5,500	<ul style="list-style-type: none">Promotion on symposium tote bags (provided at registration)
PLATINUM BREAKFAST SPONSOR (1)	\$4,000	<ul style="list-style-type: none">Signage of appreciation at the breakfast
PLATINUM CHARGING STATION SPONSOR (4)	\$3,500	<ul style="list-style-type: none">Custom promotional design of the charging stationsCompany promotion – video on charging station HD monitor

All Sponsorship Opportunities Include:

Recognition in symposium promotional newsfeeds and ads

Company promotion on the symposium website with hot links to your company and your products

Recognition in the symposium preliminary and onsite program with logo and company description and points of contact

Prominent display of company logo on conference banners and signs

Slide-show or video promo on screen during general session gathering

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S P E C I A L I Z E D S P O N S O R S H I P S			
PLATINUM LANYARD SPONSOR (1 at \$3,500 or 2 at \$2,000 each)	\$3,500	<ul style="list-style-type: none">Promotion on symposium lanyards (provided at registration)	
PLATINUM WATER BOTTLE SPONSOR (1 at \$3,500 or 2 at \$2,000 each)	\$3,500	<ul style="list-style-type: none">Promotion on symposium water bottles (provided at registration)	
GOLD SPIRAL NOTEPADS SPONSOR (1 at \$2,500 or 2 at \$1,500 each)	\$2,500	<ul style="list-style-type: none">Promotion on symposium notepads (provided at registration)	
GOLD Break Sponsor (3)	\$2,500	<ul style="list-style-type: none">Signage of appreciation at the breaks	

DIAMOND JUMBOTRON SPONSOR (One Sponsor)

The jumbotron sponsorship provides the symposium the means to make the live demonstration event truly memorable! Your company will have the opportunity to promote your name, logo and company video in this unusual and effective media during the gathering of attendees into the grandstands for the live UAS event at the Reno Stead Airport.

In addition to the core benefits, this sponsorship also includes:

- Company promotion on the Jumbotron!
- Banners at the live demonstration
- Logo and company name on the ballroom meter panels (lighted)
- 1/2 Page ad in the preliminary and onsite program
- 3 complimentary registrations

Sponsorship Fee: \$8,000

All Sponsorship Opportunities Include:

Recognition in symposium promotional newsfeeds and ads

Company promotion on the symposium website with hot links to your company and your products

Recognition in the symposium preliminary and onsite program with logo and company description and points of contact

Prominent display of company logo on conference banners and signs

Slide-show or video promo on screen during general session gathering

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Sponsorship Opportunities

DIAMOND NETWORKING SOCIAL SPONSOR (One Sponsor)

Your company will have the spotlight as the entire symposium gathers back at the Reno Ballroom Exhibit Hall to network and relax after the Live Demonstration event on Day 1. The event will offer hors d'oeuvres and a hosted bar.

In addition to the core benefits, this sponsorship also includes:

- Company promotion – 10-minute presentation at the social
- Signage of appreciation at the networking social
- Logo and company name on the ballroom meter panels (lighted)
- 1/2 Page ad in the preliminary and onsite program
- 3 complimentary registrations

Sponsorship Fee: \$6,000

DIAMOND LUNCH SPONSOR (One Sponsor)

Your company will be afforded a highly-visible spot in the symposium program at the hosted lunch on Day 1 of the symposium. This will be at the height of symposium excitement near the start of events and immediately following the opening session. The luncheon will be held in the Exhibit Hall / Lounge / Break Room areas of the Reno Ballroom where sit-down and high-boy tables will be temporarily set-up to accommodate symposium attendees. The luncheon will include a deli buffet of salads, meats, cheeses, breads, soup, and dessert.

In addition to the core benefits, this sponsorship also includes:

- Company promotion – 10-minute presentation at the luncheon
- Signage of appreciation at the luncheon
- Logo and company name on the ballroom meter panels (lighted)
- 1/2 Page ad in the preliminary and onsite program (Diamond)
- 3 complimentary registrations

Sponsorship Fee: \$6,000

All Sponsorship Opportunities Include:

Recognition in symposium promotional newsfeeds and ads

Company promotion on the symposium website with hot links to your company and your products

Recognition in the symposium preliminary and onsite program with logo and company description and points of contact

Prominent display of company logo on conference banners and signs

Slide-show or video promo on screen during general session gathering

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Sponsorship Opportunities

DIAMOND CONFERENCE BAG SPONSOR (1 SPONSOR)

This may be the most highly-visible promotional item! Each attendee will be provided a colorful canvas tote-bag that will include your company's logo, the ASPRS logo, and the title of the symposium.

In addition to the core benefits, this sponsorship also includes:

- Promotion on the symposium tote-bag (provided at registration)
- Logo and company name on the ballroom meter panels (lighted)
- 1/2 Page ad in the preliminary and onsite program
- 3 complimentary registrations

Sponsorhip Fee: \$5,500

PLATINUM BREAKFAST SPONSOR (One Sponsor)

Your company can take advantage of a promotional opportunity by hosting the symposium breakfast. The breakfast will be held on the morning of the second day in the Exhibit Hall / Lounge / Break Room areas of the Reno Ballroom where sit-down and high-boy tables will be temporarily set-up to accommodate symposium attendees. The breakfast will be a buffet of assorted juices, danishes, muffins, croissants, coffee, and teas.

In addition to the core benefits, this sponsorship also includes:

- Buffet-line signage acknowledging sponsorship of refreshments
- 1/4 Page ad in the preliminary and onsite program
- 2 complimentary registrations

Sponsorship Fee: \$4,000

All Sponsorship Opportunities Include:

Recognition in symposium promotional newsfeeds and ads

Company promotion on the symposium website with hot links to your company and your products

Recognition in the symposium preliminary and onsite program with logo and company description and points of contact

Prominent display of company logo on conference banners and signs

Slide-show or video promo on screen during general session gathering

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Sponsorship Opportunities

PLATINUM CHARGING STATION SPONSOR (Four Sponsors)

Symposium attendees will greatly appreciate your sponsorship of a cell-phone/notebook charging station! Charging stations offer a unique and creative way to promote your company. The charging station is a free-standing kiosk with multiple outlets for charging virtually all mobile devices. The units offer large areas of the display for your company name, logo, and message. Also the charging station offers a HD monitor for your company video!

In addition to the core benefits, this sponsorship also includes:

- Custom-design of your charging station to promote your company
- Company video running on the built-in 17" HD monitor
- 1/4 Page ad in the preliminary and onsite program
- 2 complimentary registrations

Sponsorhip Fee: \$3,500

PLATINUM LANYARD SPONSOR (1 or 2 Sponsors)

Each attendee will be provided a lanyard bearing your company's logo. This is a high-visibility promotional item. Take advantage of the opportunity to make this an exclusive sponsorship!

In addition to the core benefits, this sponsorship also includes:

- Promotion on the symposium lanyard (provided at registration)
- 1/4 Page ad in the preliminary and onsite program
- 2 complimentary registrations at \$3,500, 1 at \$2,000

Sponsorship Fee: 1 at \$3,500 or 2 at \$2,000 each

All Sponsorship Opportunities Include:

Recognition in symposium promotional newsfeeds and ads

Company promotion on the symposium website with hot links to your company and your products

Recognition in the symposium preliminary and onsite program with logo and company description and points of contact

Prominent display of company logo on conference banners and signs

Slide-show or video promo on screen during general session gathering

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PLATINUM WATER BOTTLE SPONSOR (1 or 2 Sponsors)

Full-day symposium attendance can leave attendees thirsty! This promotional opportunity allows each attendee to have a water bottle with your logo. The water bottle will be environmentally friendly and refillable. Take advantage of the opportunity to make this an exclusive sponsorship!

In addition to the core benefits, this sponsorship also includes:

- Promotion on the symposium water bottles (provided at registration)
- 1/4 Page ad in the preliminary and onsite program
- 2 complimentary registrations at \$3,500, 1 at \$2,000

Sponsorhip Fee: 1 at \$3,500 or 2 at \$2,000 each

GOLD SPIRAL NOTE PAD SPONSOR (1 or 2 SPONSORS)

Attendees will take symposium notes on a lined 5"x7" spiral-bound colorful notepad with your company logo! This promotional item will go home with attendees and be referred to for months to come.

In addition to the core benefits, this sponsorship also includes:

- Promotion on the symposium notepads (provided at registration)
- 1/8 Page ad in the preliminary and onsite program
- 1 complimentary registration at \$2,500

Sponsorship Fee: 1 at \$2,500 or 2 at \$1,500 each

All Sponsorship Opportunities Include:

Recognition in symposium promotional newsfeeds and ads

Company promotion on the symposium website with hot links to your company and your products

Recognition in the symposium preliminary and onsite program with logo and company description and points of contact

Prominent display of company logo on conference banners and signs

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GOLD BREAK SPONSOR (Three Sponsors)

Your company can take advantage of a promotional opportunity by hosting one of three breaks during the symposium. The breaks will be held in the Exhibit Hall / Lounge / Break Room areas of the Reno Ballroom. The one afternoon break (Day 2) will include assorted jumbo cookies, chocolate brownies, rice crispy treats, coffee, teas, water, and assorted sodas. The morning breaks will include coffee, teas, water, and assorted sodas.

In addition to the core benefits, this sponsorship also includes:

- Buffet-line signage acknowledging sponsorship of refreshments
- 1/8 Page ad in the preliminary and onsite program
- 1 complimentary registration

Sponsorhip Fee: \$2,500

APPLICATION FORM AND CHECK PAYMENT

Step 1: Please refer to the sponsorship page on the event website <http://uasreno.org> to determine what levels of sponsorship are still available.

Step 2: Complete the attached "Sponsorship Agreement". Submit the forms along with check payment as directed within the Agreement.

Sponsorship level will be indicated by you on the Exhibitor Agreement form. You will be contacted for the names associated with the complimentary registrations.

Send application form along with check to Northern CA ASPRS; c/o Lorraine Amenda; Towill, Inc.; 2300 Clayton Road, Suite 1200; Concord, CA 94520

Step 3: You will be contacted by Northern CA ASPRS (asprs.norcal@gmail.com) to confirm receipt of payment and confirmation of your sponsorship level, obtain information for inclusion on our website, and ad content for the program.

All Sponsorship Opportunities Include:

Recognition in symposium promotional newsfeeds and ads

Company promotion on the symposium website with hot links to your company and your products

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Sponsorship Application Form

Contact Name _____ Email _____
Telephone _____ Website _____
Company Name _____
Mailing Address _____
Street/PO Box _____
City _____ State _____ ZIP _____ Country _____
Sponsorship Level _____

Questions: John Erickson – john.erickson@dot.ca.gov

Email Completed Form to: lorraine.amenda@Towill.com and john.erickson@dot.ca.gov

Submit form and related fee to: Northern CA ASPRS
c/o Lorraine Amenda
Towill, Inc.
2300 Clayton Road, Suite 1200
Concord, CA 94520

All Sponsorship Opportunities Include:

Recognition in
symposium
promotional
newsfeeds and
ads

Company
promotion on the
symposium
website with hot
links to your
company and your
products

Recognition in the
symposium
preliminary and
onsite program
with logo and
company
description and
points of contact

Prominent display
of company logo
on conference
banners and signs

Slide-show or
video promo on
screen during
general session
gathering

Host a user-
meeting or
workshop in
conjunction with
the symposium –
promotion
provided on
website