



## COOPERATIVE MARKETING PROGRAM

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2020

# OUTREACH TO ADVISORY COMMUNITY

JOIN THE EDPNC BUSINESS RECRUITMENT TEAM FOR ONE-DAY EVENTS WITH SEVERAL PREMIER SITE SELECTION CONSULTANTS IN TWO OF OUR LARGEST MARKETS IN THE COUNTRY, ATLANTA AND CHICAGO. WE WILL HOST A LUNCHEON IN EACH CITY WHERE WE AIM TO INVITE 10-15 CONSULTANTS TO JOIN OUR BUSINESS RECRUITMENT TEAM AND PARTNERS TO PROMOTE NORTH CAROLINA AS A GREAT PLACE TO DO BUSINESS AND TO FURTHER STRENGTHEN THESE RELATIONSHIPS.

**\*\* PARTICIPATION FEE LISTED IS PER EVENT AND INCLUDES ACCESS FOR ONE PERSON PER ORGANIZATION**



## IA. ATLANTA

APRIL 21ST - ATLANTA, GA

- Partner Spaces: 10
- Local/County Partners: \$1,000
- Regional Partnerships/Service Providers: \$1,250

## IB. CHICAGO

SEPTEMBER 22ND - CHICAGO, IL

- Partner Spaces: 10
- Local/ County Partners: \$1,000
- Regional Partnerships/Service Providers: \$1,250

# TARGETED INDUSTRY GATHERINGS

PARTNERING WITH EDPNC AT A VARIETY OF INDUSTRY EVENTS WILL ENABLE YOU TO INCREASE YOUR COMMUNITY'S, REGION'S, OR FIRM'S VISIBILITY AMONG KEY INDUSTRY AUDIENCES.

**\*\* PARTICIPATION FEE INCLUDES ACCESS FOR ONE PERSON PER ORGANIZATION**

## 2A. CONSUMER ELECTRONIC SHOW

JANUARY 7TH-10TH  
LAS VEGAS, NV

**Participation in this event includes access to the exhibit hall & EDPNC booth.**

CES is the world's gathering place for all those who thrive on the business of consumer technologies. With more than 4,500 exhibitors, including manufacturers, developers and suppliers of consumer technology hardware, content, technology delivery systems and more – it sets the global stage where next-generation innovations are introduced to the marketplace.

- Partner Spaces: 3
- Local/ County Partners: \$1,000
- Regional Partnerships/Service Providers: \$1,250

[Website](#)

## 2B. AERODEF

MARCH 16TH-19TH  
FORT WORTH, TX

**Participation in this event includes access to the exhibit hall & EDPNC booth.**

AeroDef Manufacturing® is the leading exposition and technical conference for the aerospace and defense manufacturing industry. Produced by the SME, in partnership with industry OEMs, the mission is to foster innovation across the extended enterprise to reduce costs, expedite production times and maintain manufacturing competitiveness in the global economy.

- Partner Spaces: 5
- Local/ County Partners: \$1,000
- Regional Partnerships/Service Providers: \$1,250

[Website](#)

## 2C. SNAXPO

MARCH 22ND-24TH  
CHARLOTTE, NC

**Participation in this event includes access to the exhibit hall & EDPNC booth.**

When it comes to mastering the new snack craze, it takes new approaches, fresh solutions, smart machines. It takes the next generation of innovation. That's what you'll find at SNAXPO, the snack industry's go-to for every aspect of the growing market. Through an immersive exhibit hall featuring innovations from the entire snack supply chain, SNAXPO uncovers all the elements you need to take your business to the next level.

- Partner Spaces: 5
- Local/ County Partners: \$1,000
- Regional Partnerships/Service Providers: \$1,250

[Website](#)

## 2D. SEAIRSPACE MARITIME EXPO

APRIL 6TH-8TH  
NATIONAL HARBOR, MARYLAND

Participation in this event includes full conference access and appointments alongside EDPNC staff.

The Navy League's Sea-Air-Space exposition is the largest maritime event in the U.S and has abundant opportunities to learn about and test the most advanced military equipment on the market. Sea-Air-Space brings U.S defense industrial base, private-sector U.S companies and key military decision makers together just outside of Washington, D.C. The event includes hundreds of compelling, innovative and refined defense and maritime industry exhibits displaying the latest in technology and equipment.

- Partner Spaces: 4
- Local/ County Partners: \$1,250
- Regional Partnerships/Service Providers: \$1,500

[Website](#)

## 2E. SELECTUSA

JUNE 1ST-3RD  
WASHINGTON, DC

Participation in this event includes full conference badge, access to the EDPNC Booth and participation in a NC evening reception.

SelectUSA Investment Summit brings the diversity of the United States together under one roof – enabling any business to find the people, resources, and market it needs to be successful. Topics ranging from infrastructure to workforce development will feature prominent industry experts and government officials. To build on the success of 2019, the SelectUSA tech program, Industry Row, and the dynamic mobile networking app will be returning.

- Partner Spaces: 10
- Local/ County Partners: \$2,500
- Regional Partnerships/Service Providers: \$2,750

[Website](#)

## 2F. OUTDOOR RETAILER

JUNE 23RD-25TH  
DENVER, CO

Participation in this event includes access to the exhibit hall and EDPNC booth.

Outdoor Retailer is the leading B2B outdoor tradeshow. It's the place to write orders, find new accounts, make connections and launch outdoor brands. From small shops to regional chains to the largest national and international retailers, Outdoor Retailer attracts thousands of retail buyers and decision makers looking for outdoor products, services, brands, fresh ideas, apparel launches and innovation. This is where the worldwide outdoor community gathers.

- Partner Spaces: 4
- Local/ County Partners: \$900
- Regional Partnerships/Service Providers: \$1,100

[Website](#)

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## 2G. FARNBOROUGH INTERNATIONAL AIR SHOW

JULY 20TH-24TH  
UNITED KINGDOM

**Participation in this event includes full conference access and appointments alongside EDPNC Staff.**

The Farnborough International Airshow is the place where the entire aviation and aerospace industry gathers to learn, network and do business, delivering leading content with leading platforms. In the ever-changing aviation sector, Farnborough International Airshow has established a reputation for providing a platform for businesses of all sizes, from all tiers of the industry, to showcase their latest innovations.

- Partner Spaces: 4
- Local/ County Partners: \$1,500
- Regional Partnerships/Service Providers: \$1,750

[Website](#)

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## 2H. INTERNATIONAL MANUFACTURING TECHNOLOGY SHOW

SEPTEMBER 14TH-19TH  
CHICAGO, IL

**Participation in this event includes access to the exhibit hall, EDPNC Booth and appointments alongside EDPNC Staff.**

IMTS will feature industry professionals from all over the world to see and experience more than 15,000 new machines tools, controls, computers, software, components, systems and processes that will solve manufacturing challenges and improve efficiency.

- Partner Spaces: 4
- Local/ County Partners: \$1,250
- Regional Partnerships/Service Providers: \$1,500

[Website](#)

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## 2I. SOUTHERN AUTOMOTIVE CONFERENCE

SEPTEMBER  
TBD LOCATION

**Participation in this event includes access to the exhibit hall & EDPNC Booth.**

The Southern Automotive Conference brings together more than 1,800 influential leaders from across the United States and internationally. The event includes plenty of networking opportunities and best-in-class speakers, making it the most must-attend automotive conference of the year.

- Partner Spaces: 4
- Local/ County Partners: \$750
- Regional Partnerships/Service Providers: \$1,000

[Website](#)

# OTHER OPPORTUNITIES

**IF YOU ARE INTERESTED IN PARTICIPATING IN LIFE SCIENCE MARKETING ACTIVITIES THE NC BIOTECHNOLOGY CENTER OFFERS SEVERAL OPPORTUNITIES WHICH THE EDPNC WILL BE SUPPORTING.**

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## LIFE SCIENCE ECONOMIC DEVELOPMENT SUMMIT

**APRIL 21, 2020, RTP AREA**

The Life Science Economic Development Summit discusses life science technology-based economic development through innovation, commercialization and business growth. Hear from economic developers, educators and elected officials from across North Carolina to examine the growth of the life science industry in the state.

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## BIO 2020

**JUNE 9-12, 2020, SAN DIEGO, CALIFORNIA**

Bio 2020 will bring unparalleled partnering, education and networking opportunities to the expected 17,000+ attendees from across the globe. This year's event focuses on the passion, drive and risk-taking of the industry to accomplish things that others might deem impossible.

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## BIO EUROPE

**NOVEMBER 2020, LOCATION TBD**

Bio Europe offers endless opportunities to engage with global life science partners. Hear from key biotech and pharma leaders who will discuss the latest industry trends in workshops and panels.

For more information or to participate in the events listed please contact Robin Deacle at the North Carolina Biotechnology Center

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