

## **NORTH CAROLINA STARTUP PAVILION PACKAGE FACT SHEET**

The Trade Show Manager (TSM) is offering North Carolina startups the opportunity to exhibit in the North Carolina Startup Pavilion at CES 2019/Eureka Park, January 8-11, 2019.

The North Carolina Startup Pavilion is a turnkey exhibitor experience within a dedicated pavilion at Eureka Park with on-site trade show staff that will manage and promote the pavilion and its exhibitors to gain maximum exposure and interest prior to and during CES 2019.

### **Pavilion Package Components**

#### Exhibit Booth

- 8x10 Eureka Park Exhibit Booth for each exhibitor
- Premium pavilion location

#### On-site Management

- On-site operations staff to manage pavilion and provide exhibitor support
- Central coordination with show organizer and exhibitors to ensure all required exhibitor graphics and logos are provided to show organizer for show marketing, signage, etc.
- Move-in/move-out coordination and management
- Manage lead retrieval for pavilion. All Pavilion leads provided to all exhibitors week of 1/14/19 immediately following show.

#### Exhibitor Services

- Exhibitor training session(s) prior to show to review exhibit best practices and tools
- Coordinate with exhibitor marketing personnel/agencies to ensure individual exhibitor marketing plans leverage and align with Startup Pavilion marketing and promotional initiatives

#### Digital Services

- Pre-show planning to discuss individual exhibitors' social media goals, media targets and priorities for social media coverage pre-show and on-site to ensure maximum media coverage.
- On-site digital staff to provide social media ambassador outreach on behalf of each exhibitor and the Startup Pavilion throughout the show.

#### Pavilion Promotion

- Dedicated social media and promotional outreach pre-show to appropriate industry and media channels to build additional interest and coverage for Startup Pavilion and participating exhibitors.
- Sponsorship sales to identify organizations that would be interested in supporting the NC Startup Pavilion and sponsor additional promotional opportunities prior to the show and during the show such as:
  - Pre-show podcasts featuring exhibitor, North Carolina and technology leaders

- Live broadcast booth at Pavilion to host & interview industry thought leaders and key exhibitor prospects to drive additional pavilion traffic and interest.

### **Pavilion Package Pricing**

TSM is offering an all-inclusive package that includes all the components including two on-site trade show staff for entire show period including move-in/move-out.

Pavilion Package Pricing: \$5,490

*Please note booth carpet and individual exhibitor lead retrieval systems are not included in package, but are available for an additional fee directly from CES. Please see CES Exhibitor Manual for details.*

*On-site Pavilion staff will manage lead retrieval for the entire pavilion. Staff provides coverage throughout the show and will attempt to capture all visitor data, but cannot guarantee 100% coverage due to traffic volume during show.*

### **Reservation & Eureka Park Criteria**

To reserve your booth in the North Carolina Startup Pavilion:

Booth locations in the North Carolina Startup Pavilion will be assigned on a **first-come first-served basis** by TSM staff.

- 1) Sign the attached reservation form and email to [jbedor@thetradeshowmanager.com](mailto:jbedor@thetradeshowmanager.com) by **NOON on Friday 8/17/18**. By signing the reservation form, exhibitors acknowledge they have read and meet [Eureka Park Exhibitor Entry Criteria](#) and will submit an online Exhibitor application once reservation has been approved by TSM.
- 2) Once reservation has been approved, Exhibitor must submit online Eureka Park Exhibitor Application to CES, noting North Carolina Startup Pavilion participation. Do NOT apply to Eureka Park until notified by TSM to do so to ensure your booth is included in the Pavilion.

*TSM reserves the right to cancel the Startup Pavilion (prior to deposit payments) if there is not sufficient participation.*

**NORTH CAROLINA STARTUP PAVILION PACKAGE RESERVATION FORM****I WANT TO RESERVE MY SPACE IN THE NORTH CAROLINA STARTUP PAVILION/CES 2019**

---

Signature

---

Name

---

Title

---

Company Name

---

Date