



**SPONSOR**

**PROSPECTUS**

**5<sup>th</sup>**  
  
**UCFTI EXPO**

September 26-27, 2018  
LA Convention Center  
Los Angeles, California USA

# ABOUT

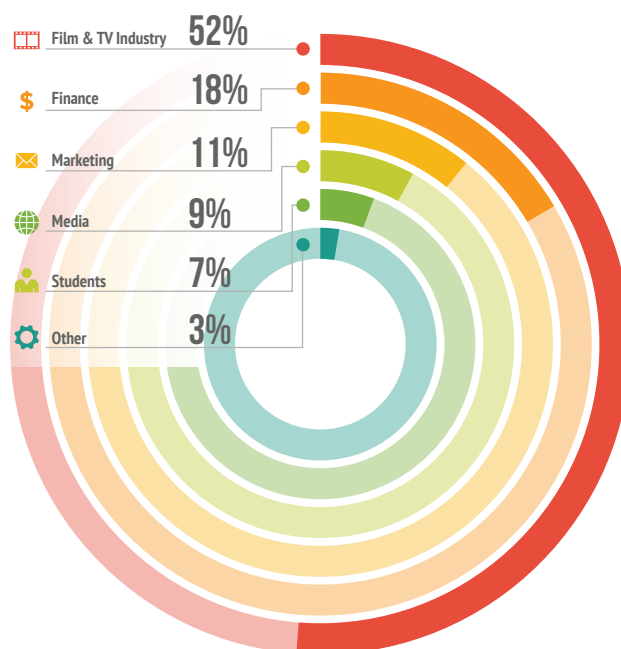
## What is the UCFTI Expo?

A collection of major players from the world's entertainment superpowers that continue to grow membership, content, products and services throughout the year. UCFTI Expo supports the industry through the various engagements from Expo, Student Awards program, panel sessions, production of the Golden Screen Awards and supporter of the American Film Market. UCFTI Expo started as a community that gathered under one roof for the annual U.S. China Film & TV Industry (UCFTI) Expo to address the topics of global filmmaking, television production, financing, distribution, equipment and technology.

The UCFTI Expo continues to grow the opportunity of building the bridge between these two entertainment superpowers, while fostering collaboration to ease navigations between U.S. and Chinese industry processes and connecting potential creative, financial and business partners.

In 2018, we celebrate five years of our efforts and support of this valuable and ever-changing industry, as we are proud of the success and look forward to the future.

## ATTENDEE BREAKDOWN BY TITLE



# ABOUT

## Why should your organization sponsor or exhibit?

By sponsoring or exhibiting at the UCFTI Expo, your organization will have the rare opportunity to showcase your products and services to a large group of industry professionals from both the United States and China, provide product demonstrations to potential buyers and gain access to new international prospects.

Through our other engagements your sponsorship supports the continued growth of our industry through the Student Awards program and Golden Screen Awards, while gaining additional opportunities to network and market beyond the booth.

## Who attends the UCFTI Expo?

Studio and independent production company executives

- Members of professional associations, unions and guilds
- Film & TV equipment, hardware and software providers
- Online/digital media creators and providers
- Investors/capital funders
- Industry publications
- National media outlets
- Convention and visitors bureaus
- Location services
- Film commissions
- Distribution companies

# SPONSORSHIP OPPORTUNITIES

## PLATINUM SPONSORS - \$30,000

*Platinum Sponsors enjoy the opportunity to engage with UCFTI Expo at all major events:*

- One à la carte sponsorship at the Expo and Panel Event (see chart below)
- One panel participation speaker opportunity during the Expo and Panel Event
- 20' x 10' booth space at the Expo and Panel Event
- • Dedicated e-blast to UCFTI Expo membership before or during the Fall (with a target to all UCFTI Expo events)
- Dedicated e-blast to all registered attendees before or during the Expo and Panel Event
- One pre-panel commercial on/near the stage (not to exceed 1:00)- showcased at all three UCFTI Expo events
- Six social media mentions from the UCFTI Expo
- Six VIP tickets for access to Golden Screen Awards
- Logo inclusion on screen at Golden Screen Awards Ceremony
- 10 general session conference admissions to the Expo and Panel event
- Inclusion in pre-event press release
- Large brand logo incorporated into UCFTI Expo advertisements
- Large brand logo and up to 100 words bio on the UCFTI website
- Logo on event signage, showcased at all three UCFTI Expo events
- Logo inclusion on the Step & Repeat banner at the Expo and Panel event
- Two announcements on the loud speaker during the Expo
- Brand logo on all email communications/e-newsletters
- Prominent logo placement in expo program
- Item inclusion in event bag for all attendees, speakers and exhibitors
- Inclusion in post-event sizzle reel, which lives on the UCFTI website and
- Social media platforms



# SPONSORSHIP OPPORTUNITIES

## GOLD SPONSORS - \$18,000

*Gold Sponsors enjoy the opportunity to engage with the UCFTI Expo at all major events:*

- One panel participation speaker opportunity during the Expo and Panel event
- 10' x 10' booth space at the Expo and Panel event
- Dedicated e-blast to all registered attendees before or during the Expo and Panel event
- Two social media mentions from the UCFTI Expo
- Four VIP tickets for access to Golden Screen Awards
- Eight general session conference admissions to the Expo and Panel event
- Inclusion in pre-event press release
- Brand logo incorporated into UCFTI Expo advertisements
- Brand logo and up to 100 words company bio on the UCFTI website
- Logo on event signage, at all three UCFTI Expo events
- Logo inclusion on the Step & Repeat banner at the Expo and Panel event
- Two announcements on the loud speaker during the expo
- Brand logo on all email communications/ e-newsletters
- Prominent logo placement in Expo program
- Item inclusion in event bag for all attendees, speakers and exhibitors
- Inclusion in post-event sizzle reel, which lives on the UCFTI website and
- Social media platforms

# SPONSORSHIP OPPORTUNITIES

## SILVER SPONSORS - \$5,500

- One panel participation speaker opportunity during the Expo and Panel event
- 10' x 10' booth space at the Expo and Panel event
- Two social media mentions from the UCFTI Expo during the Expo and Panel event
- Two VIP tickets for access to Golden Screen Awards
- Four general session conference admissions to the Expo and Panel event
- Inclusion in pre-event press release
- Brand logo incorporated into UCFTI Expo advertisements during the Expo and Panel event
- Brand logo on the UCFTI website
- Logo on event signage, at the Expo and Panel event
- Logo inclusion on the Step & Repeat banner at the Expo and Panel event
- Brand logo on all email communications/ e-newsletters
- Logo placement in expo program
- Item inclusion in event bag for all attendees, speakers and exhibitors

# EXHIBITOR OPPORTUNITIES AT THE EXPO AND PANEL EVENT

## 10' X 10' BOOTH (\$2,200)

## 20' X 10' BOOTH (\$4,000)

- 2 full conference badges (10X10); 4 full conference badges (10X20)
- 8' back wall/3' side walls- hard wall structure, tuxedo carpet
- Table and 2 chairs per 10X10
- One wastebasket per 10X10
- Inclusion in program guide index
- Company listing on the UCFTI website
- Registration bag insert

# EXHIBITOR OPPORTUNITIES AT THE EXPO AND PANEL EVENT

## DURING EXPO AND PANEL EVENT:

### *Breakfast or Lunch Sponsor (Exclusive) (\$7,500)*

- Company name and logo on all communication around the breakfast/lunch.
- Company allowed to select menu items from provided options, or pay additional fees for upgraded options.

### *Attendee Break Stations (limited to 2 Sponsors) (\$4,500)*

- Signage and acknowledgement of the attendee breaks during the Expo and Panel event

### *Cocktail/Happy Hour Reception Co-Sponsor (limited to 3 Sponsors) (\$3,700)*

- Company name and logo on all communication around the reception.
- Company allowed to select menu items from provided options.

### *Sponsored Panel (Exclusive) (\$2,700)*

- Sponsor is responsible for filling all panel spots for a topic related to their company/clients and must match Expo theme, securing topic approval in advance.

### *Dedicated e-Blast (pre, during, or post-event- limited to 3 additional Sponsors) (\$2,200)*

### *Logo on Lanyards Worn by all Attendees (Exclusive) (\$2,500)*

### *Pre-panel commercial (limited to 3 opportunities) (\$750)*

- Commercial, less than 1:00, to play in advance of 3 panels.

### *Gift bag sponsor (Exclusive) (\$2,200)*

- Sponsor logo on all attendee gift bags distributed upon arrival for exposure to every attendee.

### *Wireless Internet Sponsor (Exclusive) (\$3,500)*

- Logo and company name included on Wi-Fi signage, including press room.

### *Lounge Area with Charging Station (Limited to 2 Sponsors) (\$4,500)*

- Attendee Lounge area with branded charging stations on the Expo floor and a call out in the event program.
- Demo Sponsorship (multiple opportunities) (\$550)
- 20-minute presentation/product demo in the mini theater.
- Specialty Signage (Floor stickers, banners- price pending location and style)

# EXHIBITOR OPPORTUNITIES AT THE EXPO AND PANEL EVENT

## DURING GOLDEN SCREEN AWARDS

- VIP Reception- Pre Awards Reception, UCFTI Expo will host an exclusive pre show event for up to 200 VIPs and their guests. (Limited to 2 Sponsors) (\$8,000)
- VIP Transfers- Exclusive car service for our VIP's, hosts and award winners. (Exclusive) (\$3,500)
- Award Winner Gift Bag- For all award winners (\$2,000)
- Advertisement in Program (\$1,500)
- VIP Show Program- UCFTI will provide chair drops (food/beverage or gift) during the event (\$1,500)
- Specialty Bar – hosting during the VIP and the show (\$4,000)

## AT THE AMERICAN FILM AND MARKET EVENT

- Booth items
- Co sponsor a region





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