

Esri® Partner Opportunities

IN THE 2014 COMMERCIAL MARKETS

If your focus for 2014 is within any of the core commercial markets, we are looking to hear from you in 2014. These industries include, but are not limited to, retail, real estate, insurance, financial services, manufacturing, marketing, media, and tourism.

2014 Business Summit \$1,500–\$10,000 per Sponsorship

This July, join Esri and top business managers and technologists from around the world in San Diego, California, for a ringside seat at one of the industry's most dynamic and educational summits. Discover opportunities to speak, exhibit, network, and grow your brand among this global audience. See the reverse side for sponsorship details.
esri.com/bizsummit

Get "In the News" No Cost

Help us help each other. Esri's In the News pages feature daily stories that highlight how Esri is molding various industries. Create a pitch deck that lists key references and stories highlighting your successes so our media team can help to get you in the news. esri.com/esri-news/in-the-news

User Case Studies No Cost

Esri distributes user case studies through its publications, on its website, and at events throughout the year. Showcase your best user success stories by submitting best practices and descriptions of their work with GIS and location analytics. Submit your user case studies to businesssolutions@esri.com.

Success Story Press Releases No Cost

Have a user that has done something groundbreaking for the industry highlighting our joint solutions? Bring this news to our attention so we can work to publish a press release around the announcement or success. Submit your press release ideas to businesssolutions@esri.com.

Joint Blog Postings No Cost

One of the goals of the commercial team is to create stimulating thought leadership for the community. The *Esri Insider* blog is a perfect forum for this activity where Esri staff, users, and industry professionals come to network and learn. Work with us to coauthor a blog post for the *Insider* blog to share with the community. <http://blogs.esri.com/esri/esri-insider>

Publications and Newsletters No Cost

Submit articles to our numerous publications including the *Esri News for Business* newsletter, *ArcNews™*, and *ArcUser™*. Topics may include announcements and/or case studies of projects in your industry including GIS solutions and technology, explanations of GIS-related developments and trends, and discussions of concerns and successes experienced by those employing GIS or location analytics for their business.

Podcasts No Cost

Create a joint podcast on a topic pertinent to both your company and Esri to be recorded and edited by Esri and posted on the Esri Speaker Series page, esri.com/speakerseries, and the corresponding industry website.

Create Collateral for Your Industry No Cost

Looking for a way to highlight how Esri works so well together with you? Create a brochure for your industry highlighting your solution, and we will provide quotes and branding needed to help support those efforts.

For more information about any of these marketing activities and partner opportunities, please contact these industry professionals:

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Understanding our world.

2014 Esri Business Summit

July 12–15, 2014, Hilton San Diego Bayfront

Sponsor and exhibitor opportunities are open only to partners in the Esri Partner Network. Sponsors and exhibitors are responsible for providing upgrades such as hard-wired Internet and audiovisual equipment and monitors. Full information and the agenda can be found on esri.com/bizsummit.

Platinum Sponsor—\$10,000 (limit 5)

- One tabletop exhibit space (6' skirted table, two chairs, electricity, and access to free Wi-Fi)
- 100-word corporate description on the event website (deadline: April 11)
- 10 full conference Business Summit registrations for company employees, including the Plenary Session, all scheduled sessions, workshops, meals, and beverage breaks on Monday and Tuesday of the Esri International User Conference (Esri UC)
- Company logo featured on event website, Plenary Session slide, event e-blast, and table stanchions (deadline: April 11)
- Complimentary space within an Esri trade show booth in 2015 (One available per industry. Industries include retail, insurance, real estate, manufacturing, and marketing. Retail value varies depending on trade show. Subject to availability and Esri approval.)
- Quarter-page color ad in a future edition of *Esri News for Business* (subject to Esri approval)
- 750-word featured article in a future edition of *Esri News for Business* (topic subject to Esri approval)
- One full-panel sign (artwork provided by sponsor; deadline: April 11)
- Social media promotion (three Tweets, subject to Esri approval; content provided by sponsor; 140-character count per Tweet; deadline: April 11)

Gold Sponsor—\$3,500

- One tabletop exhibit space (6' skirted table, two chairs, electricity, and access to free Wi-Fi)
- 75-word corporate description on the event website (deadline: April 11)
- 6 full conference Business Summit registrations for company employees, including the Plenary Session, all scheduled sessions, workshops, meals, and beverage breaks on Monday and Tuesday of the Esri UC
- Company logo featured on event website, Plenary Session slide, event e-blast, and table stanchions (deadline: April 11)
- One speaking opportunity in technical Plenary Session (topic subject to Esri approval)

- 15-minute speaking opportunity in designated technical track (topic subject to Esri approval)
- Joint media interview with Esri (topic subject to Esri approval; placement to be determined based on topic)
- Quarter-page color advertisement in a future edition of *Esri News for Business* (subject to Esri approval)
- 750-word featured article in a future edition of *Esri News for Business* (topic subject to Esri approval)
- One sponsor full-panel sign (artwork provided by sponsor; deadline: April 11)
- Social media promotion (two Tweets, subject to Esri approval; content provided by sponsor; 140-character count per Tweet; deadline: April 11)

Silver Sponsor—\$2,500

- One tabletop exhibit space (6' skirted table, two chairs, electricity, and access to free Wi-Fi)
- 50-word corporate description on the event website (deadline: April 11)
- 4 full conference Business Summit registrations for company employees, including the Plenary Session, all scheduled sessions, workshops, meals, and beverage breaks on Monday and Tuesday of the Esri UC
- Company logo featured on event website and Plenary Session slide (deadline: April 11)
- One featured case study or user article with Esri (placement dependent on content; topic subject to Esri approval)
- One sponsor full-panel sign (artwork provided by sponsor; deadline: April 11)
- Social media promotion (one Tweet, subject to Esri approval; content provided by sponsor; 140-character count per Tweet; deadline: April 11)

Bronze Sponsor—\$1,500 (no exhibit space)

- 50-word corporate description on the event website (deadline: April 11)
- 4 full conference Business Summit registrations for company employees, including the Plenary Session, all scheduled sessions, workshops, meals, and beverage breaks on Monday and Tuesday of the Esri UC

- Company logo featured on event website and Plenary Session slide (deadline: April 11)
- One featured case study or user article with Esri (placement dependent on content; topic subject to Esri approval)
- One sponsor full-panel sign (artwork provided by sponsor; deadline: April 11)
- Social media promotion (one Tweet, subject to Esri approval; content provided by sponsor; 140-character count per Tweet; deadline: April 11)

EXPO Social Sponsor—\$3,000 (limit 2)

- Company logo featured on event website, Plenary Session slide, event e-blast, napkins, and beverage cups (deadline: April 11)
- 4 full conference Business Summit registrations for company employees, including the Plenary Session, all scheduled sessions, workshops, meals, and beverage breaks on Monday and Tuesday of the Esri UC
- 75-word corporate description on the event website (deadline: April 11)
- One sponsor full-panel sign (artwork provided by sponsor, deadline: April 11)
- Social media promotion (two Tweets, subject to Esri approval; content provided by sponsor; 140-character count per Tweet; deadline: April 11)

Concurrent Event Discounts

All organizations that have purchased a booth at the 2014 Esri UC are entitled to a 15 percent discount on sponsorships or exhibit space at concurrent events: Esri Education GIS Conference, Esri National Security Summit, Esri Business Summit, Esri 3D Mapping Forum, and Esri AEC Summit. When applying to exhibit at concurrent events, please note your Esri UC booth number and "concurrent event discount" in the application notes field.



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