Through The Science of Where, Esri pioneers problem solving using ArcGIS—the world’s most powerful mapping and analytics software. As the global market leader in GIS, we believe The Science of Where can unlock data’s full potential in every organization. Since 1969, we have been helping customers improve their bottom line.

Esri Partners around the globe share our vision. At the forefront of geospatial technology, they leverage the ArcGIS platform to achieve their mission and solve some of the world’s toughest challenges.

Be among a multitude of Esri Partners and Federal agencies that are connecting and collaborating to share innovative solutions and apps. Sponsors and exhibitors are provided the opportunity to select the right spot near an Esri Industry Neighborhood and exhibit as part of an expanded industry community. This is your opportunity to be a part of an expo with a purpose. Inspire attendees, to help further their education, and guide them to actionable solutions while leveraging Esri’s Science of Where!

“We had not exhibited at this event for several years because we were not achieving the goals we wanted to achieve. For many reasons, we decided to give it a try again this year, and boy, are we glad we did! You guys have done a great job revamping this event. The Expo traffic was fantastic, and the floor layout was very well done. There was a much larger attendance than we have seen in the past; the conversations we had were superb; and the number of new, quality contacts we received was impressive. The event exceeded our expectations. Congrats to the Esri events team!”

Jessi Dick, Director of Marketing—North America
Airbus Defence and Space – Intelligence

Table of Contents

Event and Attendee Summary 3
Sponsor Opportunities 4
Perk Points Menu 5
Sponsorship Comparison 6
Exhibitor Opportunities 7
A La Carte Menu 8
Expo Location, Date, and Hours 9
Contact Us 9
The Fine Print 9
Event and Attendee Summary

120+ Professional Development Workshops

4,800+ Federal Professionals

Hands-On Learning Lab

450 Hours of Training

Nearly 100 Exhibitors

Inspirational Keynotes

Executive Departments

Attendees by Profession

- Specialist 24%
- GIS Manager/Supervisor 21%
- GIS Analyst 16%
- IT MGR/Spvsr 3%
- DoI 3%
- DoS 1%
- DoT 2%
- EPA 2%
- Nat Intel 1%
- Other 6%
- Didn’t Say 1%
- NA 51%

Executive Departments

- ED 0%
- DoD 13%
- DoC 5%
- USDA 5%
- HUD 4%
- DHS 4%
- DoJ 1%
- Treasury 0%
- VA 0%

Profession

- C-level 2%
- Sr Exec 4%
- Student 2%
- Developer 4%
- Engineer 4%
- Educator 1%
- Consultant 3%
- Other 11%
- Manager 4%
- IT Tech 1%
- Specialist 24%
- Manager 4%
- Other 11%

Attendees by Department

- USDA 5%
- DoD 13%
- DoC 5%
- USDA 5%
- HUD 4%
- DHS 4%
- DoJ 1%
- Treasury 0%
- VA 0%

 Didn’t Say 1%
NA 51%
Sponsor Opportunities

What’s important to your organization? Short- or long-term brand recognition? Exhibit space? Networking? With the sponsor packages and perks below, we invite you to customize your sponsorship for a truly unique experience that helps you position your brand to attract and engage the desired decision-makers and influencers from the diverse Esri Federal GIS (FedGIS) Conference audience.

Gold Sponsor

$17,500 | 45 Perk Points

Showcase your brand in style and make a statement with decision-makers. 45 Perk Points allow you to customize your sponsorship for maximum impact.

- One (1) 10’ x 20’ Booth including drape and an ID sign
- Twelve (12) Full-Conference Registrations including the Plenary Session, all scheduled sessions, workshops, meals, beverage breaks, and all conference materials
- Four (4) Expo-Only Registrations including entrance to activities taking place in the expo hall only
- 100-word Corporate Description on the event website
- Two (2) Lead Retrieval Units
- Sponsor-Level Expo Floor Sticker
- One (1) Full-panel Graphic Sign (content provided by sponsor)
- Logo Inclusion on Thank-You Email to all registered attendees
- Logo Inclusion on Event Website
- Logo Inclusion on Plenary Slide
- Logo Inclusion on directional Digital Signage
- Invitation for Two (2) Company Representatives to attend the Senior Executive Program (Contact confregis@esri.com and copy sponsorperks@esri.com with attendee names)
- Social Media Promotion: One (1) Tweet, subject to Esri approval, with content to be provided by sponsor; must include #FedGIS event hashtag, 140-character count per Tweet
- One (1)-Hour use of a Venue Meeting Space during lunch (seating for up to 50)
- One (1) Dedicated Meeting Room in Expo including one (1) table, six (6) chairs, and electricity
- 45 Perk Points to customize your sponsorship package (perks listed below)

Silver Sponsor

$12,500 | 30 Perk Points

Attract and engage attendees looking for innovative GIS solutions. Customize your presence to best fit your marketing strategy with 30 perk points.

- One (1) 10’ x 10’ Booth including drape and an ID sign
- Eight (8) Full-Conference Registrations including the Plenary Session, all scheduled sessions, workshops, meals, beverage breaks, and all conference materials
- Two (2) Expo-Only Registrations including entrance to activities taking place in the Expo Hall only
- 75-word Corporate Description on the event website
- One (1) Lead Retrieval Unit
- Sponsor-Level Expo Floor Sticker
- One Full-panel Graphic Sign (content provided by sponsor)
- Logo Inclusion on Thank-You Email to all registered attendees
- Logo Inclusion on Event Website
- Logo Inclusion on Plenary Slide
- Logo Inclusion on directional Digital Signage
- Invitation for One (1) Company Representative to attend the Senior Executive Program (Contact confregis@esri.com and copy sponsorperks@esri.com with attendee name)
- One (1)-Hour use of a Venue Meeting Space during lunch (seating for up to 50)
- 30 Perk Points to customize your sponsorship package (perks listed below)
## Perk Points Menu

All sponsor perks are first come, first secured (FCFS). Certain perks are limited to one per organization.

- **Gold Sponsors** receive 45 Perk Points.
- **Silver Sponsors** receive 30 Perk Points.

<table>
<thead>
<tr>
<th>Perks</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional 10’ x 10’ Booth Space</td>
<td>20</td>
</tr>
<tr>
<td>(Max size 20’x20’ contiguous space)</td>
<td></td>
</tr>
<tr>
<td>Expo Social Shared Recognition</td>
<td>15</td>
</tr>
<tr>
<td>(Logo inclusion on event signage)</td>
<td></td>
</tr>
<tr>
<td>One (1) Full-Conference Registration</td>
<td>10</td>
</tr>
<tr>
<td>One (1) Invitation to attend Senior Executive Program</td>
<td>10</td>
</tr>
<tr>
<td>One (1) Expo-Only Registration</td>
<td>5</td>
</tr>
<tr>
<td>Additional Lead Retrieval Unit</td>
<td>5</td>
</tr>
<tr>
<td>E-blast: Logo, URL, and 25 words included in an Esri email</td>
<td>5</td>
</tr>
<tr>
<td>(sent to all registered attendees; limit 1 per sponsor)</td>
<td></td>
</tr>
<tr>
<td>Social Media Promotion</td>
<td>5</td>
</tr>
<tr>
<td>(per Tweet; limit 2 per sponsor)</td>
<td></td>
</tr>
</tbody>
</table>
Sponsorship Comparison

What's important to your organization? Short- or long-term brand recognition? Exhibit space? Networking? With the sponsor packages and perks below, we invite you to customize your sponsorship for a truly unique experience that helps you position your brand to attract and engage the desired decision-makers and influencers from the diverse Esri Federal GIS (FedGIS) Conference audience.

<table>
<thead>
<tr>
<th>Comparison</th>
<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
<th>Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$17,500</td>
<td>$12,500</td>
<td>$5,000</td>
</tr>
<tr>
<td>Exhibit Space</td>
<td>10' x 20'</td>
<td>10' x 10'</td>
<td>10' x 10'</td>
</tr>
<tr>
<td>Full-Conference FedGIS Registrations</td>
<td>12</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>Expo-Only FedGIS Registrations</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Lead Retrieval Unit</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Online Corporate Description</td>
<td>100 words</td>
<td>75 words</td>
<td>25 words</td>
</tr>
<tr>
<td>Logo Feature: Event Website</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Logo Feature: Plenary Slide</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Logo Feature: Session Room Digital Signage</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Logo Feature: Thank-You Email to all registered attendees</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>One-hour use of Venue Meeting Space During Lunch</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Sponsor Full Panel Graphic Sign</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Sponsorship Recognition Floor Sticker (for the booth)</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Dedicated EXPO Meeting Room</td>
<td>✓</td>
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<td></td>
</tr>
<tr>
<td>Senior Executive Program Invitations</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Social Media Promotion</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perk Points</td>
<td>45</td>
<td>30</td>
<td></td>
</tr>
</tbody>
</table>
Exhibitor Opportunities

Enjoy the benefit of prime real estate within industry-specific Esri neighborhoods. Showcase your GIS products and services in high-traffic areas that correlate directly to attendees’ areas of interest. Neighborhoods include the following:

- Defense
- Earth Sciences and Natural Resources
- Mapping, Charting and Land Management
- National Intelligence
- Platform Enablement
- Population, Health, and Social Services
- Safety and Security
- State and Local Government
- Sustainable Development

**Exhibitor | $5,000**

- One (1) 10’ x 10’ Booth including drape and an ID sign
- Two (2) Full-Conference Registrations including the Plenary Session, all scheduled sessions, workshops, meals, beverage breaks, and all conference materials
- One (1) Expo-Only Registration including entrance to activities taking place in the Expo Hall only
- 25-word Corporate Description on the event website
- One (1) Lead Retrieval Unit

**Federal Small Business Pavilion Exhibitor | $2,750**  
* (FSBS Members Only)

- One (1) TBD Federal Small Business Pavilion (FSBP) Structure including TBD Graphic, carpet, two (2) stools, one (1) 42” monitor, 5 amps of electricity, and Internet access
- Two (2) Full-Conference Registrations including the Plenary Session, all scheduled sessions, workshops, meals, beverage breaks, and all conference materials
- Two (2) Expo-Only Registrations including entrance to activities taking place in the Expo Hall only
- 25-word Corporate Description on the event website

**Startup Zone Exhibitor | $1,150**  
* (EBP Members Only)

- One TBD Startup Zone (SUZ) Structure including TBD Graphic, carpet, one (1) stool, one (1) 23” monitor, 5 amps of electricity, and Internet access
- Two (2) Full Conference Registrations including entrance to activities taking place in the Expo Hall only
- 25-word Corporate Description on the event website.
A La Carte Menu

**Charging Station Lounge (Locked) | $5,000 | NEW!**

Our mobile app is the primary resource for the conference agenda, so attendees’ ability to keep their devices charged will be a top priority. The Charging Station Lounge provides the opportunity to customize a universal charging station with your organization’s brand and messaging.

- One (1) sponsor-branded charging station; sponsor branding applied to the table surface and slides (sponsor may opt to provide custom full-graphic or logo)
- One (1) Full-panel sign located near the lounge
- 25-word Corporate Description on the event website

**Locator Map Ad (Limit 2) | $500 | NEW!**

Our You Are Here locator map is strategically placed inside the Expo Hall for all to see. Here’s your chance to boost your presence. Your 30" x 30" ad will be featured on the side panel of our locator map, encouraging attendees to visit your booth. Your ad will be created and produced by Esri and will feature your logo, booth number, URL, and a 10-word description about your product or service.
**Expo Location & Hours**

Walter E. Washington Convention Center, Washington, D.C.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Day</th>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Set Up</td>
<td>Monday</td>
<td>March 19, 2018</td>
<td>8:00 AM–4:00 PM</td>
</tr>
<tr>
<td>Set Up</td>
<td>Tuesday</td>
<td>March 20, 2018</td>
<td>7:00 AM–9:00 AM</td>
</tr>
<tr>
<td>Expo Open</td>
<td>Tuesday</td>
<td>March 20, 2018</td>
<td>12:30 PM–6:30 PM</td>
</tr>
<tr>
<td>Expo Social</td>
<td>Tuesday</td>
<td>March 20, 2018</td>
<td>5:00 PM–6:30 PM</td>
</tr>
<tr>
<td>Expo Open</td>
<td>Wednesday</td>
<td>March 21, 2018</td>
<td>10:45 AM–5:15 PM</td>
</tr>
<tr>
<td>Dismantle</td>
<td>Wednesday</td>
<td>March 21, 2018</td>
<td>5:15 PM–6:00 PM</td>
</tr>
</tbody>
</table>

**GIS Solutions Expo Contacts**

- **Exhibits and Sponsorships**
  exhibits@esri.com

- **Badge Registration**
  confregis@esri.com

- **Housing**
  fedgishotelres@esri.com

- **Agenda**
  feduc@esri.com

- **Meeting Rooms**
  feduc@esri.com

**The Fine Print**

Sponsor and exhibitor opportunities are available only to members of the Esri Partner Network.

All sponsor and exhibitor applications must include an online credit card payment (Visa, MasterCard, Discover, or American Express).

Sponsor perks may be limited and are secured by a first come, first secured method. Sponsor deliverables are due no later than January 16, 2018.

All booths are raw space. Note: This venue is not carpeted. It is a requirement at Esri events to have approved flooring in your booth.

Complimentary Wi-Fi is available throughout the Expo Hall and is intended for light usage. Esri does not guarantee reception or performance. Additional Internet options are available in the exhibitor manual.

Esri Federal GIS Conference Registrations are exclusively for the organization’s employees. Registrations may not be transferred to anyone, including, but not limited to, contractors, consultants, family members, partners, clients, or other Esri clients or partners without express written consent from Esri. This provision is intended to be interpreted in its broadest sense and will be strictly enforced.