VIRTUAL EVENT

PLATFORM OVERVIEW
VIRTUAL + IN-PERSON

AUVSI XPONENTIAL 2021 is now an expanded hybrid event series, incorporating virtual and in-person experiences to support our mission to convene the unmanned and automated systems community and accelerate innovation and market adoption. This new approach will allow us to continue offering the most comprehensive and relevant sessions on tech and policy developments, while hosting the leading marketplace for B2B connections and transactions.
Event participants will log-in with same credentials used in the AUVSI registration process.
The simple, clean and “familiar” site layout is intentional and designed to help users easily find their way around the website.

For navigational ease, visitors can access key areas of the platform from several locations:

1. Side navigation bar
2. Top navigation
3. Buttons within the page
PARTICIPANT PROFILE

All participants can manage their profile and share information about themselves and their interests. They can upload a cover image, profile picture and bio.

Pro Tips!

1. Use matching cover photos for all team members to reinforce brand and messaging
2. Earn points! Network and connect with other participants, ask questions, etc. Use points to unlock special badges and bragging rights!
While participants may view exhibitors and sponsors in the format that is most convenient for them — tile or list — the default view will be list view.

List view allows attendees to see the first couple of lines of your company description, compelling them to visit your booth!
Steps to a Great Company Profile:

1. Customize cover and profile images
2. Offer attendees something fun and a reason to come back, such as a drawing or competition
3. Promote and link to your company’s speaking engagements at the event
Steps to a Great Company Profile:
(cont’d)

4 Link to external websites
5 Post photos and relevant promotional materials
6 Take advantage of the NEW Attendee search and invite feature (more details on slide 10!)
Steps to a Great Company Profile: (cont’d)

7 “Staff” your “booth” with team members with a wide range of expertise — from engineering to bus dev

Visitors may text or video chat with online team members in real time.
ATTENDEE OUTREACH

Get More From Your Virtual Presence:

1. Use the filters to narrow down the registered attendee list to the targets you want.
2. Select the attendee(s) you want to message.
3. Write a compelling message to get their attention*!

*Messages in Latin are not recommended 😄
Community Q&A — allows an entire community of experts and thought leaders to share knowledge.

- A forum for thought-provoking questions and answers and productive debate
- Questions and responses are upvoted (and downvoted) by the community, raising the most relevant discussions to the top
- This forum can be a long-term resource for the community
Roundtable Discussions — allow small groups of people (up to 16 per table) to gather and network through free-flow or topic-oriented discussions.

Start your own to find other attendees interested in the same topic or join an existing discussion.

• Engage face-to-face through video chat
• Meet other participants through a common interest
KEYNOTES + EDUCATION

Keynotes and Sessions

Presented in a variety of formats — live panels, fireside chats, solo presentations, interactive workshops — the XPONENTIAL program will cover pressing topics in:

- Ecosystem Integration
- Enterprise and Government Solutions
- Go to Market Strategies
- Platforms, Hardware and Software
- Policy & Governance
- Technology & Autonomous Infrastructure
KEYNOTES + EDUCATION

Keynotes and Sessions (cont’d)

Participants have access to:

1. Session description
2. Speakers
3. Fellow attendees
BUYERS GUIDE

NEW Exhibitor Benefit!

- Exhibitors may list an unlimited number of products
- Product search options to include
  - Keyword
  - Component Sensor Type
  - Platform Type
  - Services
- Attendees can compare up to three products side-by-side
NEW Exhibitor Benefit!
(cont’d)

Each Product Listing to include:

1. Product name
2. Multiple photos; select one to be the cover photo of the product
3. Problem the product/solution solves (i.e., what does it do?)
4. Target customer/market (who does it do it for?)
5. Top differentiating features (up to 3)
6. Price range (a drop down of ranges to choose from)
PRODUCT RUNWAY

Buyers attend XPONENTIAL to compare solutions, conduct product research, due diligence and make buying decisions.

The Product Runway is the most effective way to meet prospective buyers looking for your specific solution.

There are only six product runway sessions, each 45 minutes long with only four sponsors per session.

This is an exclusive XPONENTIAL Virtual opportunity!

Sponsor has 10 minutes to cover:
- Problem your product/solution solves
- Target customer/market
- Top 3 differentiating features
- Audience Q&A

Product Runway session topics are:
- Communication Systems
- Data Management Systems
- Imaging/Vision Systems
- Navigation Systems
- Power
- Remote ID
VIRTUAL BOOTH BENEFITS

- Company profile on XPONENTIAL’s virtual platform
- Unlimited number of product listings in the Buyer’s Guide within the virtual platform
- Access to view and filter the registered attendee list and connect directly within the platform
- Allotment of complimentary exhibitor badges based on booth size that provide access to the virtual and in-person events
- Company description with demographic information included in the official digital XPO Guide, on XPONENTIAL.org and in the event app (available at the in-person event)
- Promotional toolkit with marketing assets, sample press release and sample social media posts
- Attendee acquisition widget (website banner linking prospects directly to your online listing)
- Show logo/banner ad for your website
VIRTUAL BOOTH UPGRADES

ADVERTISING

• The Official Digital XPO Guide*
• Website Advertising on XPONENTIAL.org and AUVSI.org
• Email Sponsorships

SPEAKING OPPORTUNITIES

• Enterprise + Government Solutions (EAGS) Session*
• Product Runway [New for 2021!]

INDUSTRY BRAND BUILDERS

• Educational Program Sponsor*
• General Sponsorship*
• Hosted Experience
• Keynote Sponsorship*
• Registration*
• XCELLENCE Awards*

*Virtual and In-person
# EXHIBITOR REGISTRATION RATES

<table>
<thead>
<tr>
<th>REGISTRATION PASS TYPE</th>
<th>AUVSI MEMBER*</th>
<th>NON-MEMBER*</th>
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<tbody>
<tr>
<td>Virtual Full Conference Pass</td>
<td>$149</td>
<td>$179</td>
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<tr>
<td>Virtual Full Conference Pass Upgrade</td>
<td>$129</td>
<td>$159</td>
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<td>(e.g., upgrading a comp booth pass)</td>
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<tr>
<td>Virtual XPO Hall Pass</td>
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<tr>
<td>In-person Registration Also Includes Access to the Virtual Event!</td>
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<td>In-person Full Conference Pass</td>
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<tr>
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* Early Bird pricing; available until April 15, 2021
EXHIBITOR BADGE ACCESS

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<tr>
<th>SHOW FEATURE</th>
<th>REGISTRATION PASS TYPE</th>
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<tr>
<td></td>
<td>Virtual XPO Hall Pass</td>
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<td>XPO Hall</td>
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<td>Keynote Sessions</td>
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<td>I.D.E.A. Workshop</td>
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<td>Inclusion, Diversity + Equity in Autonomy</td>
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<td>Attendee profile, Community Q&amp;A, Roundtable Discussions, Chat</td>
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<td>Post-Show Access to On-Demand Virtual Content*</td>
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<td>Educational Sessions</td>
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* Type of content available is dependent on pass type

In-person passes also include equivalent access to the virtual event!
As with a traditional in-person event, Marketing and Business Development must be in alignment on how success will be measured.

The return on investment is strongly correlated to pre-event promotion, customer engagement and creating an onsite plan.

**Set Event Goals:**

- What are the goals for the event?
  - Thought Leadership or Speaking Engagement
  - Qualified Leads
  - Product Launch
  - Build Brand

- What job roles or titles do you want to reach?

- What industry are you targeting?

- What 3-5 keywords describes the key customer?
NEXT STEPS

1. Outline your goals for XPONENTIAL virtual
2. Secure your virtual event upgrades to help achieve those goals
3. Get your team comfortable with the platform and assign roles
4. Organize, collect and design booth materials and collateral
5. Engage!

QUESTIONS?

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<table>
<thead>
<tr>
<th>Event</th>
<th>Description</th>
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<tbody>
<tr>
<td>**3 Phase Event</td>
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<td><strong>Virtual</strong></td>
<td>June 23 – 24</td>
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<td>**2 Episode Event</td>
<td>Virtual**</td>
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<tr>
<td>**In-person Event</td>
<td>Atlanta**</td>
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