

2019 Sponsorship Opportunities¹

ELEMENT	DETAILS	PRICE
BRANDED SIGNAGE		
Hanging Banners	Your brand graphic displayed on two-sided banner, co-branded with Arm TechCon	\$13,000
Hanging Banners	Your brand graphic displayed, co-branded with Arm TechCon	\$10,000
Meterboard	Your brand graphic displayed on one side of meterboard - co-branded with Arm TechCon	\$4,000
Single Stair Graphic	Your branded graphics on left or right staircase at entrance	\$15,000
Double Stair Graphic	Your branded graphics on left and right staircase at entrance	\$25,000
BRAND AWARENESS		
Charging Lounge Sponsorship	Lounge area with charging units co-branded with your logo and Arm, push notification on mobile app for awareness, recognition on website and mobile app, floor plan and signage. One literature stand for your branded collateral.	\$13,000
Registration Sponsorship	Your brand logo will be on the Arm TechCon 2019 registration page and visible on all registration confirmation emails.	\$16,000
Arm TechCon Theater Sponsorship	Your logo will be on the theater structure and branding on the surrounding signage. Two, 30-minute sessions each day, and access to scans from each non-sponsored session.	\$22,000
Keynote Seat Drop Day 1 Wednesday	Arm team will distribute and place the item on each of the seats for attendees. Sponsor produces and ships item to event.	\$7,500
Keynote Seat Drop Day 2 Thursday	Arm team will distribute and place the item on each of the seats for attendees. Sponsor produces and ships item to event.	\$5,500
Digital Screen Ad	One ad placed in a digital loop seen within the conference on informational screens running throughout the event.	\$2,000
SPEAKING SESSION OPPORTUNITIES		
Arm TechCon Theater Session	(1) 30-minute session in Arm TechCon Theater	\$5,500
Single Sponsored Session	(1) 50-minute session	\$7,500
Three Sponsored Sessions	(3) 50-minute sessions for a bundled rate (\$4,000 bundled savings)	\$18,500
Five Sponsored Sessions	(5) 50-minute sessions for a bundled rate (\$5,000 bundled savings)	\$32,500
Hands-on Workshop	(1) Two-hour workshop session	\$9,500

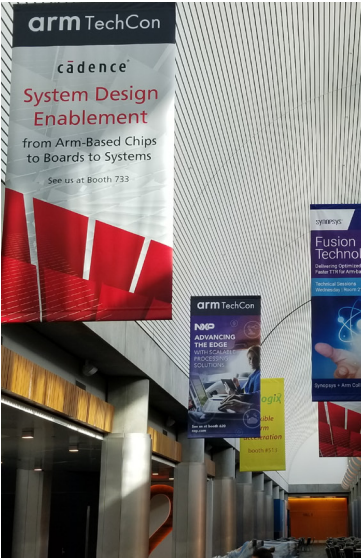
¹Based on availability

READY TO GET STARTED?

Sponsorships are filling up fast - reserve your space today!

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arm TechCon



arm TechCon

2019 EXHIBITOR AND SPONSORSHIP OVERVIEW

EVENT DATES

October 8–10, 2019

EXPO FLOOR DATES

October 9–10, 2019

#ArmTechCon

Make an Impact at Arm TechCon 2019

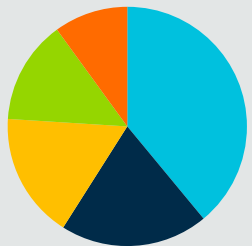
WHERE YOUR BUSINESS MEETS THE Arm ECOSYSTEM

Arm TechCon 2019 brings together our ecosystem of partners with the aim of creating a sense of responsibility for innovating the present and future of technology. This is your opportunity to connect and bond with a global audience of like-minded engineers, architects, developers and executive decision makers at top companies as you showcase your successes and inspire one another to build the things no one has dreamed of yet.

Don't miss out on the opportunity to build awareness and generate leads with thousands of attendees at Arm TechCon 2019.

2018 SNAPSHOT

Attendee Company Size



- Less than 100
- >20,000
- 100-999
- 5,000 - 19,999
- 1,000 - 4,999

Attendee Feedback

82%

Found the Expo Hall the most important feature of the show.

88%

Have an active Arm-based project or planned within the next 12 months.

Attendee Profile

+ **60%**
Returned to experience Arm TechCon.

+ **40%**
First time attendees.

Top 3 jobs represented:

CEO/President/GM + Hardware Engineer + Embedded Software Engineer

50.2%
Recommend

25.8%
Not involved (user)

20.5%
Final decision-maker

3.5%
Specify supplier

Three Days of Innovation, Networking, Growth...and You!

Arm TechCon 2019 will be buzzing with informative sessions lead by industry experts, interactive pavilions with a wealth of Arm and partner solutions, opportunities for networking at evening receptions and much more! Your target audience will visit the Expo Floor looking to build relationships and gain knowledge to develop next-gen software and hardware designs that address the needs of existing and new projects.

LET US DO THE WORK!

Don't own a booth or have budget constraints? One of our turnkey booths may be your answer! Turnkeys are ready to go and include carpet, power and stools as shown.



10' x 10': \$12,000



10' x 20': \$23,000

Designs and furnishings subject to change.

EXHIBITING ON THE EXPO FLOOR

The Arm TechCon 2019 Expo Floor is the chance for you to showcase your leading-edge products and services. Having a presence on the Expo Floor increases your visibility and allows for multiple ways to promote your brand and expertise throughout the conference².

BOOTH SPACE PRICING

2019 Early-Bird Booth Space Rate: \$61.75/sq. ft.

Available October 16 – November 16, 2018

Standard Floor Space Rate: \$63.00/sq. ft.

Begins November 17, 2018

EXHIBITOR BENEFITS³

Exhibitors will enjoy the following benefits before, during and after the conference:

PRE-SHOW

- + Company description, including link and logo, on the Arm TechCon 2019 website exhibitor page
- + Company press releases (up to 2) on the Arm TechCon 2019 website
- + Access to registered press/analyst list⁴
- + Exhibitor listing in the Arm TechCon 2019 mobile app, the primary on-site attendee resource tool

ON-SITE

- + Five (5) exhibitor staff passes per 100 square feet of booth space
- + One (1) All-Access conference pass
- + Access to the Media Center

POST-SHOW

- + Post-event report with an overview of attendee demographics and highlights from the event

²To be eligible for Sponsorship opportunities, you must also have exhibit space on the Expo Floor.

³All items within your space must be ordered a la carte (including chairs, tables, carpet, electrical, etc.)

⁴List will be made available 3 weeks before the start of the show.

Premium Sponsorship Level Benefits

Premium sponsorships take into account your company's total spend on exhibits, sponsorships and promotions. Once you reach a premium tier, your company receives value-added benefits at no additional cost.

Benefits will be extended based on availability and ability to deliver before show open.

PREMIUM SPONSORSHIP LEVEL ADDITIONAL BENEFITS	DIAMOND	PLATINUM	GOLD	SILVER
Level achieved once total Exhibit/Sponsorship investment reaches:	\$65,000	\$50,000	\$40,000	\$30,000
GENERAL PASSES AND DEVICES				
All-Access Passes (For Customers or Staff)	11	8	6	3
Expo Floor Only Passes (For Customers or Staff) (In addition to your Exhibitor staff inclusion of five Expo Floor passes for every 100 square feet)	16	13	11	8
Lead Scanner - Standard Smartphone Includes: All hardware and Software Needed	1	1		
PRE-CONFERENCE BENEFITS				
Logo on Homepage	+			
Sponsor Web Page Ad	+			+
Sponsor Web Page Logo	+	+		+
Sponsor page – Logo, Company URL & Company Description (100 word count)	+	+		+
Logo Featured in Conference Promotional Emails	+	+		
Access to Pre-registered Press/Analyst List	+	+		+
CONFERENCE BENEFITS				
Sponsor Recognition Signage	+	+	+	+
Sponsor Branded Hanging Banner Placement (sponsor to produce/Arm to install. 100% sponsor graphic)	1	1		
Digital Screen Ad (# of ads in digital loop on screen)	2	1		
Thank You Acknowledgment During Pre-Keynote Slide Presentation	+	+	+	+
Prominent signage in high traffic area	1			
Ability to Purchase Additional Sponsorship Opportunities	+	+	+	+
MOBILE APP				
Promoted Posts (Rotating banner with logo and sponsorship level)	2	1		
Participation in Gamification	+	+	+	
Booth Space Defined on Expo Floor Map	+	+	+	+
Feature Ad for your Company on Home Screen	1			
Datasheets/PDFs (Placed in your exhibitor record)	4	3	2	1
POST-CONFERENCE BENEFITS				
Post Event Report	+	+	+	+

WHY EXHIBIT?

- + **Meet** qualified decision makers to discuss how your products or solutions can meet their needs.
- + **Build** new relationships and reconnect with existing clients in the Arm ecosystem.
- + **Share** your thought leadership and technological innovations.
- + **Launch** new products and solutions, building awareness and creating demand.

Take your Arm TechCon presence to the next level

Additional sponsorship opportunities include:

- + Hands-on Workshops
- + Expo Theater Sessions
- + Exclusive Networking
- + Evening Events and Happy Hours
- + Digital Advertising

Don't see something you like? Just ask!

Exhibitors/Sponsors can purchase additional Full Conference badges for a discount of \$100 off early bird and \$200 off standard rate.