



The U.S. Department of Commerce presents the
Seventh Annual U.S. Industry Program
at the 58th General Conference
of the International Atomic Energy Agency
September 21-24, 2014 in Vienna, Austria



Information for Marketing Partners

Marketing partners can achieve a higher profile while helping us to keep participation fees low. Here are some partnership ideas:

Welcome Reception

The U.S. Industry Program begins with an evening reception, hosted by an executive representative of the U.S. Embassy to Austria and co-hosted by our marketing partner. This ice-breaker gives participants a chance to meet each other as well as members of the U.S. Government delegation to the General Conference and receive a “Team USA” briefing about the upcoming event. Participants will receive their welcome kits, including schedules, badges, and invitations for further networking events, and event organizers will be on hand to answer any questions. As marketing partner, you will be invited to add up to 20 names to the guest list, and will be offered a speaking slot. In addition, you will be invited to set up a small display, which could include a pop-up display, a poster board, a model, a video screen or a combination those within the limits of the available space. In addition, your logo will appear on the menu cards and in the event schedule.

Partnership fee: \$8,000



America Lounge

In the foyer outside our meeting rooms, we will make a lounge area available for our participants and their guests, from September 16-18th. The America Lounge was a hit last year, with its light catering, tables, sofas, newspapers, wifi, and a welcoming, pleasant atmosphere. As marketing partner, you will be invited to set up a small display in this area, which could include a pop-up display, a poster board, a model, a video screen or a combination those within the limits of the available space. In addition, your logo will appear on the menu cards and the event schedule, and a large sign will thank the sponsors of the America Lounge. **Partnership fee: \$3,000**



Product Presentation

Subject to approval and the limits of available space, our exhibit space can be used by members of our delegation to present or demonstrate a product or service. The details of this option must be worked out individually, but could include invitations, an official introduction, a public address system, or catering. Your logo appears on the event schedule. Please contact one of the event coordinators for more information. **Partnership fee: \$3,000**



Policymaker Roundtable Breakfast

Always a highlight of our program, the policymaker roundtable puts participants at the table with ranking U.S. policymakers in the nuclear field. This is a one of a kind opportunity to make industry's concerns known and find out first-hand what U.S. government leaders from the Departments of Energy, State, and Commerce are doing to support U.S. civil nuclear industry in the international arena. Our marketing partner sponsors a buffet breakfast immediately



preceding the roundtable meeting. As marketing partner, you will be invited to set up a small display in this area, which could include a pop-up display, a poster board, a model, a video screen or a combination those within the limits of the available space. In addition, your logo will appear on the menu cards and the event schedule. **Partnership fee: \$8,000**

Industry Networking Reception

The industry reception is our premier networking event, showcasing the importance the U.S. Government places on the global expansion of the U.S. civil nuclear industry. With top of the line catering, a string quartet, and an on-site location, this reception has become a fix point in the calendars of conference participants. During the event, U.S.



industry representatives will be officially introduced



to energy policy-makers from current and emerging overseas markets, as well as U.S. Government and IAEA officials. The guest list is determined according to the top target markets and top issues of concern within our group, and official printed invitations are distributed through our office. In addition, participants are encouraged to invite their contacts electronically. As marketing partner, you will be

invited to set up a small display, which could include a pop-up display, a poster board, a model, a video screen or a combination those within the limits of the available space. In addition, your logo will appear on the menu cards, in the event schedule, as well as on a prominent sign thanking our sponsors, and you will be thanked officially by the speaker.

Partnership fee: \$10,000

For more information about any of these options, or if you have an idea for a partnership that is not listed on this page, please contact Marta Haustein at marta.haustein@trade.gov.