



2017

MIDWEST DRONE FEST

The graphic features a silhouette of a city skyline with various skyscrapers in shades of blue and grey. A drone is flying above the skyline. The year '2017' is written in large, bold, dark blue letters. Below the skyline, the words 'MIDWEST DRONE FEST' are written in a bold, dark blue, sans-serif font.

Sponsored by

VORTEX UAS

September 19th - 21st, 2017
9:00am - 6:00pm Daily

Sears Centre Arena
5333 Prairie Stone Pkwy
Hoffman Estates, IL 60192

Visit us at www.midwestdronefest.com
Email info@midwestdronefest.com
Call 872 - 239 - 4UAS (4827)

ABOUT MIDWEST DRONE FEST

Midwest Drone Fest, presented by Vortex UAS, is a multi-faceted, three-day event that endeavors to facilitate commercial UAS industry awareness and education across all levels of interest and operations. Midwest Drone Fest offers exhibitors and drone based service providers an excellent opportunity to showcase their cutting-edge drone technology and industry expertise while connecting with professional pilots, corporations, and other industry experts in need of, or interested in, UAS technology, ancillary products and services.



Be Part of the Experience

Midwest Drone Fest is not just another conference; we invite participants to be part of the experience. Make an impact, increase their brand awareness while developing business and community relationships that will be remembered long after the event is over.

Our various sponsorships, registration and promotional opportunities, allow participants to choose a strategy that helps them achieve their business goals.

Participants can exhibit, speak on a relevant topic, hold a workshop or demonstration, interview trained and aspiring UAS pilots, learn about exciting industry trends and opportunities...and meet their next qualified customer.



THE VENUE

Chicagoland's Premier Event Location

The Sears Centre Arena is a state-of-the-art, multi-purpose arena located in the northwestern Chicago suburb of Hoffman Estates. Strategically situated off the main highway, 25 minutes from O'Hare airport and just 35 minutes from downtown Chicago, the 3rd largest city in the US. The Sears Centre offers excellent exposure as one of Chicagoland's premier event venues with four floors of exhibition, presentation and workshop areas along with onsite concessions and catering.

LOCAL ACCOMODATIONS

- Chicago Marriott NW (1.2 miles)
- Hawthorne Suites by Wyndham Schaumburg / Hoffman Estates (3.7 miles)
- Hampton Inn & Suites Chicago / Hoffman Estates (3.9 miles)
- Hyatt Place Chicago / Hoffman Estates (3.9 Miles)
- Quality Inn (4.3 miles)
- Red Roof Inn Chicago – Schaumburg (4.5 miles)
- Hilton Garden Inn Hoffman Estates (4.7 miles)

MARKETING

& PUBLIC RELATIONS

EXHIBITOR SPACE

Global Visibility

- Trade show exhibitors, speakers, career and entrepreneur fair participants will receive global visibility through social media and a strong web presence.
- Social Media Recognition (Page Like/Follow)
- Newsletter Announcement
- Hyperlinked Company Logo on Website
- Media sponsor advertisements
- Locally, MWDF will be announced via press release, newspaper ads, radio, email blasts, mailings, etc.
- Excellent visibility from the main highway (Interstate 90).
- Event announcement to Sears Centre VIP database of 100,000 individuals.

Booth Amenities

Whether you're looking for a grand presence or a simple information table, we've got you covered.

Midwest Drone Fest offers booths that range in size from 30x20 to 6x6, at rates that can't be beat in the Chicagoland area.

All Booth amenities include:

- Tables
- Linens
- Chairs
- Waste Baskets
- The ability to display your company signage

ADDITIONAL PROMOTIONAL OPPORTUNITIES

Midwest Drone Fest Offers Opportunities to

- Speak on a Relevant Topic
- Hold Workshops
- Provide Demonstrations



DAY 1

September 19th 9am - 6pm
CORPORATE FLIGHT PLAN

COMMERCIAL DRONE TECHNOLOGY AND INDUSTRY REGULATIONS FOR ORGANIZATIONS AND AGENCIES

Deploying Drones for a Better Bottom Line

On day one we focus on large organizations that are considering employing a department of professional UAV pilots to enhance their current service offerings. We will provide access to subject matter experts who can provide information on opportunities and benefits for various industries, rules and regulations, hardware and software options, investment and return on investment, and how to find and train professional pilots.

Target Audience

- Large organizations/agencies that are considering using drones to enhance service offerings.
- Large organizations/agencies that are considering hiring and training professional UAS pilots.
- Large organizations/agencies currently hiring and training professional UAS pilots.
- Men and women considering, or seeking, career opportunities as a Professional UAS Pilot.

A Career Fair will be held to connect professional and aspiring UAV pilots with corporations who are actively seeking to hire staff pilots.



DAY 2

September 20th 9am - 6pm
PROFESSIONAL PILOTS

COMMERCIAL DRONE TECHNOLOGY AND INDUSTRY REGULATIONS FOR PROFESSIONAL PILOTS

Corporate or Entrepreneur - That is the Question

On day two we focus on the professional and aspiring professional UAS pilot. We will provide subject matter experts who can help them decide if they should take an employment or entrepreneur path.

We will provide information on industry opportunities for professional pilots in the corporate and entrepreneurial arenas, rules and regulations, hardware and software options, investment and return on investment, and how to start or enhance a small business with commercial drone services.

Target Audience

- Men and women considering, or seeking, career opportunities as a Professional UAS Pilot.
- Men and women exploring entrepreneurial opportunities as a Professional UAS Pilot to start a new business, or enhance their current business offerings.

A Career Fair will be held to connect professional and aspiring UAV pilots with corporations who are actively seeking to hire staff pilots.

DAY 3

September 21st 9am - 6pm
UNMANNED ENTREPRENEURS

COMMERCIAL DRONE TECHNOLOGY AND INDUSTRY REGULATIONS

▶ **FOR THE ENTREPRENEUR**

Building Your Business & Educating the Consumer

On day three we focus on the Unmanned Entrepreneur. A formidable individual who, despite the inherent challenges, has a burning desire to step into a new technological age, and a new endeavor, to make a unique contribution. Early adopters can take advantage of this opportunity to learn from subject matter experts and other entrepreneurs on the growing trends and benefits of deploying UAS technology across various industries, rules and regulations, hardware and software options, investment and return on investment, and how to start or enhance a small business with commercial drone services.

Target Audience

- Men and women exploring entrepreneurial opportunities as a Professional UAS Pilot to start a new business, or enhance their current business offerings.
- Enthusiasts who are interested in taking their knowledge and expertise to the next level.
- Consumers who may be on the fence about hiring a drone-based service provider.

*An **Entrepreneur Fair** will be held to allow entrepreneurs to engage with other entrepreneurs, industry experts, and consumers to promote the growing trends, benefits and capabilities of drone-based service providers.*



TRADE SHOW EXHIBITOR SPACE OPTIONS

Trade Show Exhibitor Space Info	Goliath Partner Sponsor	Titan Premium Sponsor	Juggernaut Preferred Sponsor	Ascender Preferred	Voyager Preferred	Ace Standard	Navigator Standard
Quantity	2 Available	4 Available	4 Available	12 Available	8 Available	26 Available	30 Available
Booth Size	30 x 20	20 x 20	20 x 20	20 x 10	20 x 10	10 x 10	10 x 10
Location	Event Floor	Event Floor	Concourse	Event Floor	Concourse	Event Floor	Concourse
Register by May 1st	\$16,000	\$13,000	\$12,000	\$7,000	\$5,000	\$3,000	\$1,000
Register by June 1st	\$18,000	\$14,000	\$13,000	\$8,000	\$6,000	\$4,000	\$2,000
Register by Aug. 20th*	\$20,000	\$15,000	\$14,000	\$9,000	\$7,000	\$5,000	\$3,000

*Registration accepted through August 20th.

TRADE SHOW EXHIBITOR SPACE SELLING POINTS

Core Value

- All booths feature the basic amenities including tables, linens, chairs, waste baskets and the ability to display your company signage.
- Security staff on-site for load-in, load-out and overnights.
- State of the art, premier event venue with 4 floors of exhibition, presentation and workshop areas.

Strategic Value

- Event Floor – Variety of booth options at the main event level.
- Concourse Level – Variety of booth and semi-private suite options at the attendee entrance level.
- Fair Area – Large private area designated for career fair and entrepreneur activities, such as interviewing and one-on-one discussions.

Added Value

- Early bird registration options include booth package discount and longer promotional window.
- Onsite catering and concessions
- Private and semi-private suites available
- Private interview rooms
- Multi-media marketing strategy
- Video commercial opportunities all three days of the event.

See page 12 for Career and Entrepreneur space options.

TRADE SHOW EXHIBITOR FEATURES & AMENITIES

Trade Show Exhibitor Info	Goliath Partner Sponsor	Titan Gold Sponsor	Juggernaut Silver Sponsor	Ascender Preferred	Voyager Preferred	Ace Standard	Navigator Standard
Booth Size	30 x 20	20 x 20	20 x 20	20 x 10	20 x 10	10 x 10	10 X 10
Framework & Black Curtain	√	√	√	√	√	√	
Hospitality Suite	√	√	√	Add-on	Add-on	Add-on	Add-on
VIP Parking	√	√	√				
Standard Pkng	√	√	√	√	√	√	√
Tables/Linens	4	3	3	2	2	1	1
Chairs	6	4	4	3	3	2	2
In-booth Hospitality Area	√	√	√				
Wastebaskets	2	1	1	1	1	1	1
Power Runs	2	1	1	1	1	1	1
Wi-Fi	√	√	√	√	√	√	√
Office Services (B&W only)	√	√	√	√	√	√	√
3-day Passes*	10	8	8	5	5	3	3
9/18 Grand Opening Pass**	4	4	4	Add-on	Add-on	Add-on	Add-on
9/19 After Party Pass	4	4	4	Add-on	Add-on	Add-on	Add-on
9/20 After Party Pass	4	4	4	Add-on	Add-on	Add-on	Add-on
9/21 After Party Pass	Free for all	Free for all	Free for all	Free for all	Free for all	Free for all	Free for all

*Exhibitor credentials 3-day pass.

**Grand opening meet and greet access and 1 drink ticket each.

TRADE SHOW EXHIBITOR MARKETING & PROMOTIONS

Trade Show Marketing & Promotions Info	Goliath Partner Sponsor	Titan Gold Sponsor	Juggernaut Silver Sponsor	Ascender Preferred	Voyager Preferred	Ace Standard	Navigator Standard
Booth Size	30 x 20	20 x 20	20 x 20	20 x 10	20 x 10	10 x 10	10 X 10
Promo Item/insert in swag bag	✓	✓	✓	✓	Add-on	Add-on	Add-on
Exhibitor Spotlight on Blog	✓	✓	✓	Add-on	Add-on	Add-on	Add-on
Premium Video Spots per hour	2 2-minute 4 1-minute	1 1-minute 2 30-Sec.	1 30-Sec. Add-on	Shared Add-on	Shared Add-on	Shared Add-on	Shared Add-on
4/C Program Guide Ad	One Full Page	One 1/4-Page	One 1/4-Page	Add-on	Add-on	Add-on	Add-on
Logo featured on Event Signage	✓	✓	✓	✓	✓		
Welcome Package	✓	✓	✓	✓			
2 Email Blasts	✓	✓	✓	✓			
Sponsor Recognition at Morning Welcome & After Parties	✓	✓	✓				
Listing in MWDF Press Release	✓	✓	✓				
Co-sponsor Recognition on all Print and Electronic MWDF Materials	✓	✓	✓				

Media Sponsors



CAREER FAIR & ENTREPRENEUR FAIR SPACE OPTIONS

CAREER FAIR

Fair Space Info	Corporate Executive	Corporate Premium	Corporate Standard
	DAYS 1 AND 2		
Quantity	5 Available	10 Available	24 Available
Booth Size	14 x 12	8 x 8	6 x 6
Location	Club Concourse	Club Concourse	Club Concourse
Register by May 1st	\$500	\$400	\$100
Register by June 1st	\$600	\$500	\$200
Register by Aug. 20th*	\$700	\$600	\$300

ENTREPRENEUR FAIR

Entrepreneur Executive	Entrepreneur Premium	Entrepreneur Standard
DAY 3		
5 Available	10 Available	24 Available
14 x 12	8 x 8	6 x 6
Club Concourse	Club Concourse	Club Concourse
\$300	\$200	\$100
\$400	\$300	\$200
\$500	\$400	\$300

*Registration accepted through August 20th.

CAREER FAIR & ENTREPRENEUR FAIR SELLING POINTS

Core Value

- Large private area designated for career and entrepreneur fair activities, such as one-on-one discussions.
- All booths feature the basic amenities including tables, linens, chairs, waste baskets and the ability to display your company signage.
- Security staff on-site for load-in, load-out and overnights.
- State of the art, premier event venue with 4 floors of exhibition, presentation and workshop areas.

Strategic Value

- Opportunity to connect with trained, or trainable, UAS pilots, face-to-face and interview onsite.
- Private interview rooms available.
- Promote your business at the only drone conference in the Chicagoland area.
- Career-minded, UAS industry specific attendees.
- Adjacent to the trade show where you'll have an opportunity to see new technology and attend at no additional charge.
- Opportunity to connect with other entrepreneurs.
- Opportunity to connect with potential customers.

Added Value

- Early bird registration options include booth package discount and longer promotional window.
- Multi-media marketing strategy.
- Video commercial opportunities all three days of the event.
- Opportunity to speak or hold a workshop.

CAREER FAIR & ENTREPRENEUR FAIR FEATURES AND AMENITIES

CAREER FAIR

Fair Info	Corporate Executive	Corporate Premium	Corporate Standard
	DAYS 1 AND 2		
Booth Size	14 x 12	8 x 8	6 x 6
Framework and Black Curtain	√	√	
VIP Parking			
Standard Parking	√	√	√
Tables/Linens	2	2	1
Chairs	6	4	2
In-booth Hospitality	√	Shared	
Waste Baskets	1	1	1
Power Runs	1	1	Upon Request
WiFi	√	√	√
Office Services (B&W only)	√	√	√
3-day Passes*	5	4	2
9/18 Grand Opening Pass**	1	1	1
9/19 After Party Pass	0	0	0
9/20 After Party Pass	0	0	0
9/21 After Party Pass	Free to all	Free to all	Free to all

ENTREPRENEUR FAIR

Fair Info	Entrepreneur Executive	Entrepreneur Premium	Entrepreneur Standard
	DAY 3		
Booth Size	14 x 12	8 x 8	6 x 6
Framework and Black Curtain	√	√	
VIP Parking			
Standard Parking	√	√	√
Tables/Linens	2	2	1
Chairs	3	4	2
In-booth Hospitality	√	Shared	
Waste Baskets	1	1	1
Power Runs	1	1	Upon Request
WiFi	√	√	√
Office Services (B&W only)	√	√	√
3-day Passes*	5	4	2
9/18 Grand Opening Pass**	1	1	1
9/19 After Party Pass	0	0	0
9/20 After Party Pass	0	0	0
9/21 After Party Pass	Free to all	Free to all	Free to all

*Exhibitor credentials 3-day pass.

**Grand Opening Meet and Greet access and 1 drink ticket each.

CAREER FAIR & ENTREPRENEUR FAIR MARKETING & PROMOTIONS

CAREER FAIR

Fair Marketing & Promotions Info	Corporate Executive	Corporate Premium	Corporate Standard
	DAYS 1 AND 2		
Booth Size	14 x 12	8 x 8	6 x 6
Logo featured on Event Signage & Welcome Packet	✓	✓	✓
Promo Item/insert in swag bag	✓	✓	✓
Premium Video Spots per hour	Shared Add-on	Shared Add-on	Shared Add-on
4/C Program Guide Ad	Add-on	Add-on	Add-on
Exhibitor Spotlight on Blog	Add-on	Add-on	Add-on
2 Email Blasts	✓	✓	✓

ENTREPRENEUR FAIR

Entrepreneur Executive	Entrepreneur Premium	Entrepreneur Standard
DAY 3		
14 x 12	8 x 8	6 x 6
✓	✓	✓
✓	✓	✓
Shared Add-on	Shared Add-on	Shared Add-on
Add-on	Add-on	Add-on
Add-on	Add-on	Add-on
✓		

Employers

Are you a UAS disruptive technology trail blazer looking to hire trained, or trainable, UAS pilots to advance your business and your market share? Finding qualified UAS pilots in this emerging market can be a challenge. Sign up for a booth at the **Midwest Drone Fest Career Fair**, September 19th and 20th, and let the candidates come to you.

Job Seekers

Are you seeking a career as a staff UAS pilot? Want to find out more? Bring your resume and find out who's hiring!

Drones are helping to create a whole new means of realizing the American dream.

— Michael Huerta, FAA Administrator

Join us at the **Midwest Drone Fest Entrepreneur Fair** on September 21st to meet the men and women who are making it happen. Learn how their drone-based services are transforming the face of business with emerging UAS technologies. Think drones are a fad? Think again.



MARKETING AND PROMOTIONAL ADD-ONS

Power And Internet

Additional power and internet feeds can be provided at an additional \$50 per day.

Marketing And Promotional

- One 1-Minute Video Spot per Hour
(Spots will run each hour, all 3 days of the conference). - \$300
- One 30-Second Video Spot per Hour
(Spots will run each hour, all 3 days of the conference).- \$150
- One ¼ Page Color Ad in Festival Program Guide, Exhibitor Packet, and Exhibitor Spotlight.- \$75
- One Page Color Ad in Festival Program Guide, Exhibitor Packet, and Exhibitor Spotlight. - \$300
- Include Exhibitor Provided Promotional Items in Swag Bags - \$100
- Direct/Retail sales at conference. There is no additional charge. Exhibitor must have Village of Hoffman Estates retail sales license on file. We can provide.

Hospitality Suites

Private Hospitality Suite

Large private Hospitality Suites (*suite level*).

- \$125 per day
- \$350 for 3 full days

Semi-Private Hospitality Suite

Small semi-private hospitality suites (*concourse level*).

- \$50 per day
- \$100 for 3 full days

Grand Opening Meet and Greet

Additional passes can be purchased for \$50 per person. The pass includes access to event, hors d' oeuvres and 1 drink ticket per person (good for beer and wine).

Additional food and beverage purchases are the responsibility of the attendee. Space is limited.

Corporate Flight Plan After Party* and Professional Pilot After Party**

Additional passes can be purchased for \$20 per person/per event. Includes access to event and hors d' oeuvres.

Additional food and beverage purchases are the responsibility of the attendee. Space is limited.

**September 19th After Party. **September 20th After Party.*



PRESENTATIONS AND DEMONSTRATIONS

Group Presentations

Group presentation opportunities are available on all three days. Speaking and workshop presentations are 50 minutes in length and can accommodate up to 50 participants.

To submit your topic for consideration, please fill out the **Group Presentation Form**, or contact us at info@midwestdronefest.com or 872-239-4UAS (4827).

Demonstrations

Demonstrations are 15 minutes in length and can accommodate up to 50 participants.

PLEASE NOTE: Flight demonstrations are conducted outside and may be delayed or cancelled due to inclement weather.



DAY 1

September 19th 9am - 6pm

CAREER FAIR SCHEDULE OF EVENTS ORGANIZATIONS AND AGENCIES

Career Fair co-sponsored by



GoForward®



10am - 10:50am **Keynote Speaker** *Event Level - Main Stage*
John Doe *Drones R Us*

Speaker 1 *Suite Level - Prairie View*
Speaker 2 *Suite Level - Lounge*

Workshop 1 *Bridge Level - 207*
Workshop 2 *Bridge Level - 212*

11am - 11:50am **Subject Matter**
Jeff Smith
Drones R Us

Subject Matter
Jeff Smith
Drones R Us

11am - 12pm **Subject Matter**
Jane Doe
Drones R Us

Subject Matter
Jane Doe
Drones R Us

12pm - 12:50pm **Subject Matter**
Jeff Smith
Drones R Us

Subject Matter
Jeff Smith
Drones R Us

12:30pm - 1:30pm **Subject Matter**
Jane Doe
Drones R Us

Subject Matter
Jane Doe
Drones R Us

1pm - 1:50pm **Subject Matter**
Jeff Smith
Drones R Us

Subject Matter
Jeff Smith
Drones R Us

2pm - 3pm **Subject Matter**
Jane Doe
Drones R Us

Subject Matter
Jane Doe
Drones R Us

2pm - 2:50pm **Subject Matter**
Jeff Smith
Drones R Us

Subject Matter
Jeff Smith
Drones R Us

3:30pm - 4:30pm **Subject Matter**
Jane Doe
Drones R Us

Subject Matter
Jane Doe
Drones R Us

3pm - 3:50pm **Subject Matter**
Jeff Smith
Drones R Us

Subject Matter
Jeff Smith
Drones R Us

4pm - 4:50pm **Subject Matter**
Jeff Smith
Drones R Us

Subject Matter
Jeff Smith
Drones R Us

Flight Demonstrations
(Weather Permitting)
Every quarter hour from
11am - 4:45pm - *Parking Lot*

Flight Simulator Demonstration
Twenty minute simulations.
11 participants per session.
Available 11am - 3pm each.
Sponsored by Harper College.

