



HOW CAN MY COMPANY BENEFIT THE MOST FROM AUTOTESTCON 2013?

Promotional Partner Opportunities

The use of promotional opportunities at AUTOTESTCON significantly increases name recognition throughout the ATE customer base. Exhibitors have indicated promotional opportunities serve as a multiplier and can increase the probability of new orders and business opportunities.

AUTOTESTCON 2013 is pleased to offer a wide range of promotional opportunities for your consideration. We encourage you to choose your promotions early to ensure you will have the opportunity for the right promotions to achieve your company's marketing and sales objectives. Please check the www.autotestcon.com website for the latest available promotional opportunities.

AUTOTESTCON 2013 offers two levels of partnership status: Gold and Silver. If your company attains **GOLD** level status, Kay Burch, our Conference Chair, will announce your company's name during opening ceremonies and at the luncheons. You will also receive special name recognition in the Exhibit area and will have the opportunity to use a meeting room in the convention center free of charge (based on space availability).

To sign up for a promotion or for additional information, please contact Bill Ross, AUTOTESTCON 2013 Promotions Chair, at william.ross@navy.mil or (301)757-6880.

Notes:

1. Each company will receive a sign with their name and/or logo prominently displayed at the event.
2. Each company who purchases \$5,000 or more in promotions will be recognized as a **Silver Level** partner. Silver Level partners will have their names and/or logos displayed on the AUTOTESTCON 2013 web site, will be listed in the preliminary and final programs, and will be included on special signs in the exhibit area.
3. Each company who purchases \$10,000 or more in promotions will be recognized as a **Gold Level** partner and will receive the following additional benefits:
 - Names and logos displayed in a more prominent fashion on the web site, in programs and in the exhibit hall.
 - Complimentary use of one meeting room in the convention center for the duration of the conference (on a space available basis)
 - Kay Burch, our Conference Chair, will announce your company's name during opening ceremonies and at luncheons.
4. All amounts shown are USD

Kay Burch and the entire AUTOTESTCON 2013 committee thank you for your support and interest!

**GOLD:
NORTHOP GRUMMAN, TERADYNE**

**SILVER:
BOEING, CSI, EADS, LOCKHEED, MARVIN TEST SOLUTIONS**

	As Of	2-Aug-13
Promotional Opportunity	Cost	Organization
Welcome Reception (Monday Evening)		Teradyne
Golf Tournament (Monday)		
Breakfast	500	
Lunch	1,750	
Beverage Cart	1,000	
Hole Sponsorship		
1. Taken		Teradyne
2. Taken		Teradyne
3. Taken		Teradyne
4. Taken		Marvin Test Solutions
5. Taken		EADS
6. Available	250	
7. Available	250	
8. Available	250	
9. Available	250	EADS
10. Available	250	
11. Available	250	
12. Available	250	
13. Available	250	
14. Available	250	
15. Available	250	
16. Available	250	
17. Available	250	
18. Available	250	
Longest Drive		Teradyne
Closest to Pin		Lockheed Martin
Driving Range	500	
Straightest Drive		Lockheed Martin
Golf Giveaways for Raffle		CSI
Golf Giveaways for Raffle		DRS
Golf Giveaways for Raffle	Cost	
Golf Balls		Teradyne
Golf Balls		EADS
Shirts, Markers, etc.		CSI
Pin Flags		Boeing
Grand Prize	500	
Technical Session Coffee Breaks Tue 0700		Signalcore
Technical Session Coffee Breaks Tue 0930		EADS
Technical Session Coffee Breaks Tue 1500		Lockheed Martin
Technical Session Coffee Breaks Wed 0700		EADS
Technical Session Coffee Breaks Wed 0930		Lockheed Martin
Technical Session Coffee Breaks Wed 1500		Lockheed Martin

Technical Session Coffee Breaks Thu 0700	250	
Technical Session Coffee Breaks Thu 0930	250	
Audiovisuals		Boeing
Exhibitor Lounge Food	1,000	
Exhibitor Lounge Beverages	1,000	
Exhibits Floor Plan		Marvin Test Solutions
Entrance Column Wrap-Around Graphics		Northrop Grumman
Entrance Column Wrap-Around Graphics		Northrop Grumman
Entrance Column Wrap-Around Graphics		Lockheed Martin
Entrance Column Wrap-Around Graphics	1,000	
Entrance Column Wrap-Around Graphics	1,000	
Entrance Column Wrap-Around Graphics	1,000	
Entrance Column Wrap-Around Graphics	1,000	
Entrance Column Wrap-Around Graphics	1,000	
Exhibit Hall Wall Gobo		EADS
Exhibit Hall Wall Gobo (14 Available)	1,800	
Exhibitor Logo on Attendees' Hotel Keys		Northrop Grumman
Water in Exhibit Hall	1,200	
Water in Technical Sessions Rooms	1,200	
Chicago Theme Potato Chips at ATC 2013	1,000	
Preliminary Program (B&W)		
Inside Cover full page ad	1,200	
Back Cover full page ad		CSI
Full Page Ad		Teradyne
Full Page Ad		EADS
Full Page Ad	1,200	
Full Page Ad	1,200	
Full Page Ad	1,200	
Final Program Advertisement (color)	1,200	
Full Page Ad		DRS
Full Page Ad		Teradyne
Full Page Ad		Marvin Test Solutions
Full Page Ad		Northrop Grumman
Full Page Ad		EADS
Full Page Ad		Mu-Test
Full Page Ad	1,250	
Back Cover Full Page Ad		CSI
Inside Front Cover Full Page Ad		Teradyne
Inside Back Cover Full Page Ad		Lockheed Martin
Exhibitor Guide Map Pullout		CSI
Promotional Items		
Lanyards (ACT2013/Company Logo)		Marvin Test Solutions
Bags (ATC 2013/Company Logo)		Northrop Grumman
Pens (ATC 2013/Company Logo) Supplied by Company	1,500	
Logo-wrapped Water Bottles		DRS
Company brochure in attendee bag (EXHIBITOR)		Pacific Power
Company brochure in attendee bag (EXHIBITOR)		APT
Company brochure in attendee bag (EXHIBITOR)		Pickering
Company brochure in attendee bag (EXHIBITOR)		EADS
Company brochure in attendee bag (EXHIBITOR)		Spectracom
Company brochure in attendee bag (NON-EXHIBITOR)		DRS
Company brochure in attendee bag (NON-EXHIBITOR)	600	

Company brochure in attendee bag (NON-EXHIBITOR)	600	
Company brochure in attendee bag (NON-EXHIBITOR)	600	
Magazine inserted in attendee bag	500	
Magazine inserted in attendee bag	500	
Magazine inserted in attendee bag	500	
Internet Café in Exhibit Hall		Wireless Telecom
Self-registration kiosk (2 available)		Marvin Test Solutions
Self-registration kiosk (2 available)	500	
Wednesday evening event		
Chicago team cup giveaway (include co. logo)		Northrop Grumman
Blues Brothers Tribute show		Lockheed Martin
Harray Carey & Chicago Luvabull Girls	750	
Radar Pitch Baseball	300	
Putting Green		EADS
Pool Tables	300	
Desert Bar	300	
Chicago Hot Dogs	300	