



2016 SPONSOR DECK



The vision for 2016

The SoCal Maker Convention is in its 3rd year and growing by leaps and bounds. The projected attendance for 2016 is over twice the attendance of the inaugural event and will occupy a footprint on the Fairplex grounds three times larger than the first year!

Along with exponential growth we have also made significant improvements to the production value of the event, adding major attractions and making strategic investments to insure sponsors, exhibitors, and attendees have a rewarding experience and are eager to return. According to independent survey results from 2015, 90% of attendees say they will come back next year! Many exhibitors and sponsors from 2015 are excited about returning also.

The vision for 2016 is to focus on continued growth and cultivate partners who can benefit from this growth; partners who share our vision for providing a place where American innovation and the entrepreneurial spirit can thrive.



About the maker movement

The maker movement is not about membership in some club or a magazine subscription; it's about a set of core values and visionary ideas. Even though these values and ideas are constantly evolving as the movement rapidly grows and becomes more mainstream, there are some fundamental tenets that have motivated it:

- ⚙ Finding DIY (do it yourself) and DIT (do it together) alternatives to cynical consumerism
- ⚙ Learning new skills to unleash personal creative potential
- ⚙ Providing access to tools and creative communities
- ⚙ Using science and technology to provide innovative solutions and inventions
- ⚙ A belief in the use of open collaboration and open sourcing to solve big problems
- ⚙ Educational initiatives to make STEM disciplines more hands-on and project-based

Event Date, Location, and Websites

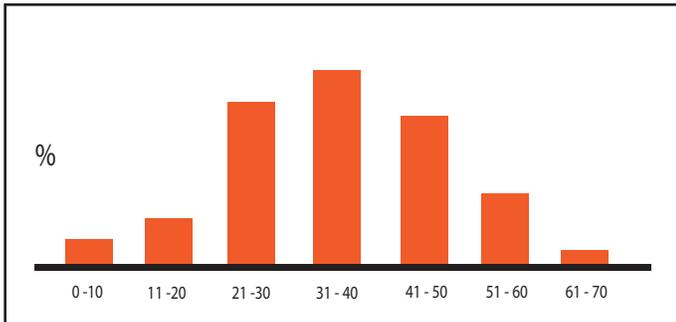
- ⚙ Date: November 5 2016 (one day only)
- ⚙ Time: 9am to 5pm
- ⚙ Location: Los Angeles Fairplex

- ⚙ socialmakercon.com
- ⚙ facebook.com/socialmakercon.com
- ⚙ twitter.com/socialmakercon.com
- ⚙ instagram.com/socialmakercon.com

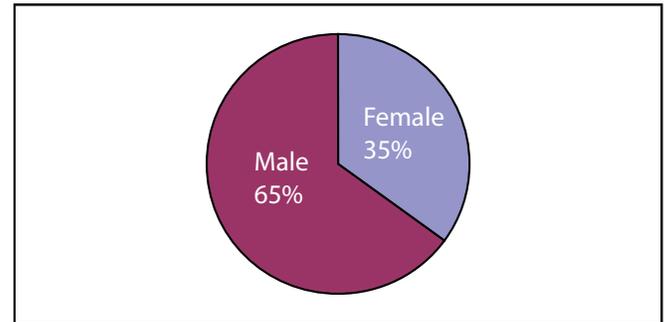




Age Distribution



Gender



Attendee interests and passions

- ⚙️ Disruptive technologies, tech startups and original inventions
- ⚙️ STEM education resources and services for children
- ⚙️ DIY resources and tools
- ⚙️ 3D printing and other digital fabrication tools
- ⚙️ Makerspaces and community resources for making
- ⚙️ Robotics and tech-inspired innovations
- ⚙️ Drones
- ⚙️ Entrepreneurial resources and opportunities

Attendees are mid to upper income, and according to exhibitor reports, spend money on the exhibit floor. If your marketing objective is to reach this audience of passionate and active makers, sponsoring the SoCal Maker Convention is just the opportunity you have been waiting for!





Marketing

The 2016 marketing budget has been expanded in order to achieve the goal of reaching millions of people in the Southern California region.

Here are some of the key marketing activities planned for 2016:

- ⚙ Our PR activities in 2015 were highly successful in attracting coverage from major media outlets like CBS, New York Times, and LA Times. In 2016, we will be able to build on this reputation and extend our PR profile.
- ⚙ Social media is an indispensable way to reach those most passionate about the maker movement. Advertising on Facebook and Twitter is reasonably priced and allows for effective targeting.
- ⚙ Leveraging online communities that we have built up and nurtured around the event is a highly effective way to maintain a presence and reach those with influence in their communities or groups.
- ⚙ Targeted online advertising is a simple yet effective way to spread the word.
- ⚙ Partnering with organizations in the community that see the apparent educational value in the event is a way to reach parents, children, and colleg-age demographics in a compelling way.
- ⚙ Street Team activity for the SoCal Maker Convention in 2015 was successful in distributing over 40,000 flyers to the local communities, and we will be expanding that reach this year.
- ⚙ Our email subscriber list is the ideal way to instantly reach thousands of people who have either attended a past event or signed up for our newsletter. The current list is at 8,000 emails and growing every day!
- ⚙ The event website organically attracts thousands of visitors every month. We are continually investing in making significant improvements which directly enhance the exposure of sponsors and exhibitors.

As a sponsor of the SoCal Maker Convention you benefit directly from every aspect of our marketing campaign. No matter what sponsorship level you are at, you can rest assured our talented marketing team is hard at work creating opportunities for meaningful exposure to the millions of people we reach.



SoCalMakerCon

Innovations, Inventions, Ideas

2015 Sponsors



Sponsorship Packages

On the next page you will find an outline of the sponsorship packages we offer. This is to serve as a basic guideline for pricing and the associated sponsor benefits. We are very flexible in this regard and are happy to discuss alternative packages that are customized to your particular needs and objectives.

Inventory for these sponsorship packages is limited and will get taken up quickly, so don't delay in reaching out to us.





SoCalMakerCon

Innovations, Inventions, Ideas



Platinum Gear

Contribution: \$25,000

- ⊗ Exclusive title as Presenting Sponsor of SoCal Maker Convention
- ⊗ Right of first refusal for keynote address
- ⊗ Inclusion in all PR material and public engagements (interviews, press conferences etc.)
- ⊗ Inclusion on advertising material where possible (radio, flyers, social media and more)
- ⊗ 20' x 40' island display on the exhibit floor
- ⊗ High profile on event website
- ⊗ Full integration of logo into SoCal Maker Convention logo on all media platforms (print, web, social media)
- ⊗ Multiple banners and strategically placed branding on day of event
- ⊗ Promotional messages during show
- ⊗ Custom social media campaign
- ⊗ Full page print ad in event guide (distributed to all attendees)
- ⊗ Logo in prominent position on the event t-shirt
- ⊗ Two exclusive emails to full email list (one pre-event and one post-event)
- ⊗ Thirty VIP Tickets to the event



Gold Gear

Contribution: \$8,000

- ⊗ Title as a contributing sponsor of the SoCal Maker Convention
- ⊗ 20x20 space on exhibit floor (island)
- ⊗ Logo on event website
- ⊗ Large banner in high-profile location
- ⊗ Promotional messages during show
- ⊗ Half page print ad in event guide distributed to all participants
- ⊗ Exclusive email to full list post event
- ⊗ Custom social media campaign
- ⊗ Logo on event t-shirt
- ⊗ Twenty regular admission tickets to the event



Silver Gear

Contribution: \$4,000

- ⊗ 10x20 space on exhibit floor (end cap)
- ⊗ Logo on event website
- ⊗ Large banner in high-profile location
- ⊗ Promotional messages during show
- ⊗ 1/4 page print ad in event guide distributed to all participants
- ⊗ Logo on event t-shirt
- ⊗ Ten regular admission tickets to the event



Bronze Gear

Contribution: \$2,000

- ⊗ 10x10 space on exhibit floor (corner booth)
- ⊗ Banner in high-profile location
- ⊗ 1/8 page print ad in event guide distributed to all participants
- ⊗ Logo on pages of event website
- ⊗ Five regular admission tickets to the event