

SATELLITE 2019[®] MAY 6-9, 2019

THE BUSINESS OF MEANINGFUL CONNECTIONS WALTER E. WASHINGTON CONVENTION CENTER WASHINGTON DC

SATELLITE exhibitors and sponsors enjoy unparalleled access to prospective and current customers, as well as integrators and strategic partners at every level of the value chain! Use SATELLITE to:



Make Face-to-Face Connections



Announce New Products



Build Brand Awareness



Generate New Leads



Solidify Business Relationships



About SATELLITE

SATELLITE 2018 was the largest event in our 35+ year history, welcoming thousands of professionals to Washington DC to experience innovations in satellite technology, conduct business with strategic partners and help drive the future of the industry!

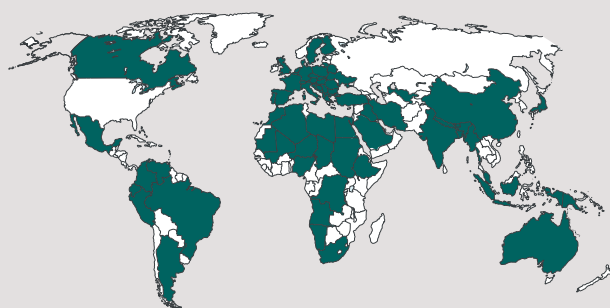
15,066
total SATELLITE registrants

340
exhibiting companies

310
speakers

92
members of the press

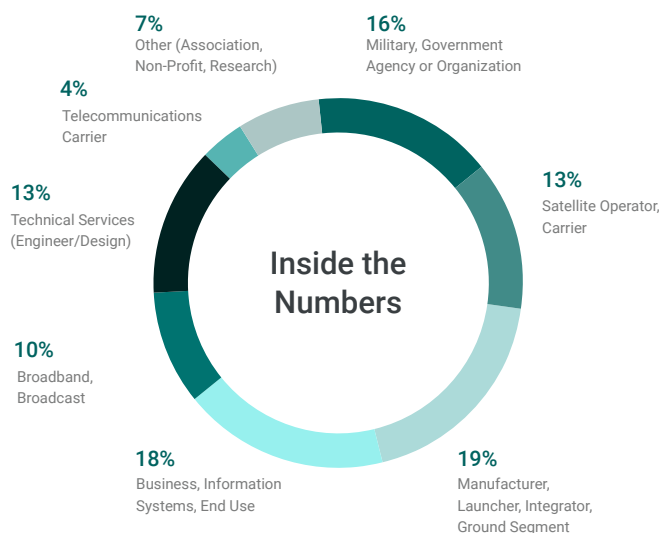
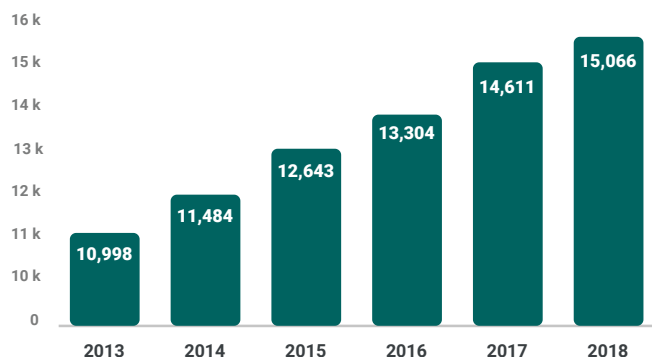
84,000
net square feet of exhibit space



24%

international registrants from 110+ countries represented

SATELLITE Attendance Continues to Grow!



Contact Michael Cassinelli at mcassinelli@accessintel.com or +1-301-354-1691 to reserve your space!

About the SATELLITE Audience

- Nearly 1 out of every 2 SATELLITE attendees are C-level or Executive Management
- 77% attend solely to experience the exhibits
- 80% of attendees play a role in purchasing decisions, and almost half of them are final decision-makers
- 56% of attendees plan to make a purchase within 24 months

10 Most Sought After Products

1. Satellite networks
2. Antennas
3. Broadband Technology
4. Amplifiers
5. Modulators
6. Modems
7. RF/Microwave Components
8. Internet-of-Things (IoT)/ M2M Technology
9. Terminals
10. IP Networking

Buyers You'll Meet at SATELLITE

With more than 15,000 professionals at SATELLITE, attendees from every industry will be walking the Exhibit Show Floor! This is your chance to form relationship with these new clients or strengthen your current relationships. The list below are just a few companies from each industry that you'll see on the SATELLITE Show Floor.



Look who's already exhibiting!

SATELLITE's Exhibit Hall floor represents the entire ecosystem of manufacturers, service providers and integrators serving all technology end-user markets. These companies have already secured their spot on the SATELLITE Show Floor, so make sure your company is a part of the excitement!



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Bringing the Right Buyers to You

Each year, SATELLITE evolves to keep pace with the ever-changing industry and grows accordingly with new end-user markets, applications and technologies. The marketing plan for 2019 will employ a combination of strategic efforts that will drive the right customers to the show floor!

MARKETING EFFORTS

Our comprehensive marketing plan will feature on-point messaging that cuts through the noise and speaks directly to each market's challenges. The plan includes:

- Exhibitor promotions crafted for each audience featuring the new products, services and demos attendees are interested in
- Group attendee packages created to boost attendance from the companies, regions and markets you want to see

PARTNERSHIPS

As a part of our marketing plan, we are constantly on the search for new partnerships that we can introduce to SATELLITE.

- Obtain new partnerships with industry publications and associations across all markets to increase our reach
- Give added incentives with our sister publications and events, which include:



LEAD GENERATION TOOLS

With thousands of registered attendees descending on Washington DC for SATELLITE week, you'll have access to attendees of all markets, job levels and regions. As sponsors and exhibitors, this is your opportunity to turn those connections into leads before, during and after the show!

Email Blast to SATELLITE Audience. For pre and/or post-show access to registered SATELLITE attendees, a dedicated email blast on your company's behalf is a simple yet effective way to reach attendees. Whether not you opt to hit the entire registration database with your message or drill down to a single, specialized category of registrants, this is the perfect way to directly target attendees with your brand and message!

Online Advertising. SATShow.com offers a variety of ad options on all pages throughout the site, including the event home page! With hundreds of thousands of impressions leading up to the show, you'll want to take advantage of getting your message and brand in front of the entire satellite community and technology end-users.

Targeted Lead Generation. This program creates pre-qualified sales leads and onsite appointments for your team based on the target markets, companies and titles you want to meet with at SATELLITE. Our team will work directly with you to identify your prospects in order to build a database of engaged decision-makers, and work with you on creative and content, to deliver compelling messaging to your unique audience. This is THE BEST WAY to guarantee that your investment in SATELLITE pays dividends and accomplishes your #1 objective – direct meetings with the individuals most interested in and likely to purchase your products and services.

SATELLITE Website Upgrades

Upgrading your exhibitor listings with an enhanced package provides you with:

- Featured video content, product images and white papers of your choice in your profile
- Top priority listing in exhibitor search
- Highlighted booth on the online exhibit hall floor plan
- Access to leads of site visitors viewing your online profile!



Show Floor Features

We're giving attendees even more reasons to spend time on the show floor during SATELLITE 2019! Some of our most exciting content will take place in the SATELLITE Unveiled Theater, which is located directly on the show floor.

Through innovative sessions, the Unveiled Theater is another way for attendees to learn about the most innovative technology available and learn what's about to become the next big thing!

SATELLITE 2019[®] STARTUP SPACE

Startup Space gives burgeoning entrepreneurs a chance to pitch their business and technology ideas to a panel of highly accomplished space professionals, investors, thought leaders, and fellow entrepreneurs. Last year's competition crowned LeoLabs the grand prize winner for their pioneering work in space debris mapping services! Sponsorships available!



SATELLITE Unveiled TECH DEMOS

Executives and technical engineers from satellite companies will give attendees an insider's look to their latest technology and new product launches. Tech Demonstrations allow you to:

- **INTRODUCE A NEW PRODUCT OR SERVICE** - with a captive audience and 30 minutes to tell your story, this is the perfect time to announce a new product/service and educate attendees on how this service will revolutionize your market!
- **INCREASE BRAND AWARENESS** - new to the community or need to get your name in front of more prospects? Pre-show promotion, a dedicated and a captive audience set the stage to increase the reach of your brand!
- **LAUNCH YOUR CORPORATE STRATEGY** - serving new markets? Offering new applications? Reorganizing your existing services present the transition and evolution of your company's strategy to stay on the innovative edge!

SATELLITE 2019[®] STARTUP PAVILION

The all-new Startup Pavilion at SATELLITE 2019 is dedicated area for new market entrants looking to showcase their innovative technologies to prospective investors, partners and buyers via all-inclusive, hassle-free turnkey exhibit packages which include company graphics, carpeting, electrical connectivity and company listings in all related marketing and promotional materials.

The Startup Pavilion is THE place for startup companies looking to take their businesses to the next level at SATELLITE and is sure to be a top destination for attendees interested in discovering the latest and newest products and services from some of the most innovative companies in the satellite and aerospace industries.

SATELLITE NETWORKING EVENTS

What better way to attract attendees to the show floor than a happy hour? This year, we are introducing two new networking events that are opened to all attendees right on the show floor! The networking events will drive more traffic on the show floor, which means more traffic to your booth. The Happy Hour with Exhibitors will take place on Tuesday and the Dessert Reception will take place on Wednesday. This is your chance to get personal with the attendees in a fun, relaxed environment!



SPONSORSHIPS

With the ever-increasing competition in the world of connectivity, it is more important than ever to stand out from the crowd and establish your company as a leader in satellite technology! SATELLITE 2019 offers many opportunities for your company to get in front of the right audience, at the right time and accomplish your sales and marketing goals.

We're committed to working with you to better understand your marketing objectives and build you a customizable package that will ensure your success at SATELLITE 2019!

SPONSORSHIP OPPORTUNITIES:

Onsite Branding

Digital Signage

Direct Messaging

Digital Advertising

Thought Leadership

Food & Fun

Interactive

Lasting Impressions

New for 2019

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