

The U.S. Department of Commerce presents the
Sixth Annual U.S. Industry Program
at the 57th General Conference
of the International Atomic Energy Agency
September 15-20, 2013 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 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. During this ice-breaker, our participants have a chance to meet each other and the event organizers. U.S. Government representatives will introduce policy goals and priorities going in to the conference, and give an insider's view on how to get the most out of the event. Participants receive their welcome kits, including schedules, badges, and invitations. 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, a pop-up display may be set up in the venue, and your logo appears on the invitations and menu cards. **Partnership fee: \$5,000**



America Lounge

In the foyer outside our meeting rooms, we will make a lounge area available for our participants and their guests, from September 17-19th. The America Lounge was introduced last year and was very well received, offering light catering, tables, sofas, newspapers, wifi, CNN and a welcoming atmosphere. As marketing partner, you can set up a small display in this area, which could include a pop-up display, a poster board, a model, or a video screen within the limits of the available space. In addition, your logo will appear on the buffet table, on the tables in the room, and a large sign will thank the sponsors of the America Lounge. **Partnership fee: \$3,000**



Video Display

The exhibit space dedicated to the United States is located in the main conference venue, and will include a video monitor. Interested members of our delegation are invited to submit a video or other automatically progressing presentation (up to 10 minutes in length) that portrays U.S. technology leadership in the nuclear sector. **Partnership fee: \$1,000**



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 your 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. Your organization is recognized as partner in the schedule, your logo appears at the breakfast buffet and on the menu cards at the tables, and you are invited to place up to three pop-up displays in the breakfast area. **Partnership fee: \$5,000**



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. During the event,



which is traditionally hosted by the U.S. Ambassador to the IAEA, participating U.S. industry representatives will be officially introduced to invited 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 includes between 150-200 names. With exclusive catering, a string quartet, and an on-site location, this reception has become a fix point in the calendars of conference participants. As marketing partner, you are invited to add up to 20 names or countries to the guest list, and receive ten open invitation cards to pass to people you meet during the conference. Your company name appears on the buffet table and the menu cards, as well as on a prominent sign thanking our sponsors, and you will be thanked by the speaker. You also are invited to provide up to three pop-up displays, subject to the limitations of the available space, and to set up a video display along with your company literature. **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.