



## The U.S. Department of Commerce presents the **U.S. Industry Program LITE**

at the 60th General Conference of the  
International Atomic Energy Agency  
September 25-26, 2016 in Vienna, Austria

### Information for Marketing Partners

Marketing partners can achieve a higher profile while helping us to keep participation fees low. The deadline to apply for Marketing Partnership Opportunities is July 1, 2016. For more information about any of these options, or if you have a partnership idea not listed, please contact Jason Sproule ([Jason.sproule@trade.gov](mailto:Jason.sproule@trade.gov)) or Marta Haustein ([marta.haustein@trade.gov](mailto:marta.haustein@trade.gov)).

### Welcome Briefing and Reception

The U.S. Industry Program begins with an evening briefing and reception, hosted by an executive representative of the U.S. Embassy in Austria. This ice-breaker gives participants a chance to meet each other as well as members of the U.S. Government delegation to the General Conference and receive a "Team USA" briefing about the upcoming event. Participants will receive their welcome kits, including schedules, badges, and invitations for further networking events, and



event organizers will be on hand to answer any questions. As a marketing partner, you will be invited to add up to 20 names to the guest list. In addition, you will be invited to set up a small display, which could include a pop-up display, a poster board, a model, a video screen or a combination of those within the limits of the available space. Your logo will appear on the menu cards and in the event schedule, and your sponsorship will be officially noted by a U.S. Government speaker.

- Partnership fee: \$8,000. Multiple sponsors are welcome to share sponsorship costs.

### 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 industry's concerns known and find out first-hand what U.S. government leaders from the Departments of Energy, State, and Commerce are doing to support the U.S. civil nuclear industry in the international arena. Our marketing partner sponsors a buffet breakfast immediately preceding the roundtable meeting. As a marketing partner, you will be invited to set up a small display in this area, which could include a pop-up display, a poster board, a model, a video screen or a combination those within the limits of the available space. In addition, your logo will appear on the menu cards and the event schedule, and your sponsorship will be officially noted by a U.S. Government speaker.



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