

# RESILIENT



# AMERICA

*The Practical Preparedness Event*

## EXHIBITOR AND SPONSOR OPPORTUNITIES



## RESILIENT AMERICA CONFERENCE & EXPO

February 29 – March 1, 2020

Mass Mutual Center

Springfield, MA

[www.resilientamerica.com](http://www.resilientamerica.com)

# Join Us!

The Resilient America Conference & Expo will bring citizens, experts, and vendors together to learn about skills, strategies, and products that will prepare them to be resilient in the face of small and large-scale change. Don't miss this opportunity to be a part of the first event of its kind and scope in the Northeast region.

## CONFERENCE & EXPO FEATURES

- Tradeshow Marketplace with themed, sponsored pavilions: Community, Shelter, Sustenance, Health, Tools/Security.
- "Resiliency Quiz" to help attendees assess their readiness.
- Attendees will have opportunities to meet 1:1 with industry experts to assess readiness and create personal preparedness plans.
- Workshops led by industry experts.
- Networking opportunities featuring innovative and motivating speakers.
- Robust multi-channel marketing strategy to attract existing practitioners and newcomers to the resilience movement.

## WHO SHOULD PARTICIPATE

If your company provides any of the following products or services you won't want to miss this opportunity to be involved in **Resilient America**.

- Sustainability
- Preparedness
- Survival
- Subsistence
- Emergency
- Empowerment
- Shelter
- Independence
- Prevention
- Safety
- Security
- Self-Reliance
- Health
- Nutrition

## EVENT LOCATION

The Springfield, Massachusetts area is a convenient driving distance from Boston, Hartford/New Haven, Albany, Providence, and Northern New England - approximately 23 million people live and work within a 60-mile radius. Average earnings in this region are greater than \$60,000 per year. The MassMutual Center in Springfield is a state-of-the-art facility less than 1/2 mile from I-91 and 15-minutes from I-90.

## WHY THIS EVENT IS NEW & DIFFERENT

- Targeting a broader audience than traditional prepper/homesteaders.
- Introducing newcomers to the concept of resilience.
- Management team produces over 200 events and shows a year.
- Interactive and experiential opportunities for attendees to determine their readiness via the Resiliency Quiz and have experts suggest ways to make them more prepared to visit vendors at the show.

## WHO YOU'LL SEE

46% of respondents to a FEMA survey believe their community will experience a natural disaster but only 43% of American families have an emergency response plan. Attendance at trainings on preparedness, including first aid, are below 30% and trending down while only 33% of Americans report talking about preparedness with others.

These are the types of people you will see at Resilient America. They are concerned about their ability to respond to natural and man-made disasters and to provide for their families in an emergency situation. They are looking for concrete steps they can take to feel empowered and have enough disposable income to purchase products that will support preparedness.



# Sponsor Opportunities

**TITLE SPONSOR**  
**"COMMUNITY"**  
**CENTRAL**  
**PAVILION**  
\$15,000



Our centrally located Community Pavilion provides a highly visible and dynamic 30' x 50' space for demonstrations, consultations, workshops, and conversations. We'll work with you to create activities for this area including the Meet the Experts consultation area.

**PAVILION SPONSOR**  
(4 Opportunities)  
\$8,000



Our four perimeter themed pavilions each focus on a different key aspect of resilience. Choose and brand the one that relates to your business or product! Each pavilion can host hands-on and display demos.

- **Shelter:** tiny houses, energy efficiency, geodomes, bunkers, purchasing land, temporary shelter, camping, etc
- **Sustenance:** growing/storing/preparing food, dehydrated food, livestock, water storage and purification, etc
- **Health:** first-aid, hygiene, triage, long-term health, etc
- **Tools/Security:** generators, go bags, security systems, insurance, financial planning, personal protection, guns, axes, knives, etc

**RESILIENCY**  
**QUIZ SPONSOR**  
\$3,000

The quiz will be available online in advance and once completed will give attendees a discount code for the show. Your company will brand the quiz.

**YOUTUBE**  
**SPONSOR**  
\$3,000

Help us develop a how-to video in your area of specialty and be recognized as the sponsor.

**WORKSHOP**  
**TRACK SPONSOR**  
(8 opportunities)  
\$3,000/\$2,000

Each of the four areas of resiliency will have a series of talks on Saturday and Sunday. Help us develop the track, introduce speakers and moderate the sessions. One track, both days - \$3,000. One track, one day - \$2,000.

**Interested in becoming a Marketing/Media Sponsor? Call us to discuss!**



# Sponsor Benefits

Benefits	Title Sponsor \$15,000	Pavilion Sponsor \$8,000	Resiliency Quiz Sponsor \$3,000	YouTube Sponsor \$3,000	Workshop Track Sponsor \$3,000/ \$2,000
Banner prominently displayed in themed pavilion	✓	✓			
Exhibit space in trade show (includes 6' table; assigned on a first-come, first-served basis) adjacent to your interest area	10' x 20'	10' x 20'	10' x 10'	10' x 10'	10' x 10'
Complimentary event passes to give to customers	40	20	10	10	10
Logo recognition on event website and app with link to your website*	✓	✓	✓	✓	✓
Logo recognition on all event signage	✓	✓	✓	✓	✓
Advertisement in the printed event program and/or app	Full-page inside cover	Half-page	Quarter-page	Quarter-page	Quarter-page
Company name on pre-sale event tickets	✓				
References in social media marketing	10 references	5 references	3 references	3 references	3 references
References in event YouTube videos	2 references	1 reference		Sponsor	

\* Sign up by **August 31<sup>st</sup>** and receive an enhanced listing on the website including a description and 3 products you'll be promoting at the show.

## HOW TO SIGN-UP

Review the sponsor benefits grid and exhibit opportunities grid on the following pages and select the sponsorship level/and or exhibitor level that best fits your needs. Registration is available online only. Go to [www.resilientamerica.com](http://www.resilientamerica.com) to register today.



# Attendee Marketing Strategy

## AUDIENCE TARGETING

- Highly targeted digital ads put our message in front of the right people while they are shopping and using the Google search engine.

## SOCIAL MEDIA CAMPAIGN

- Regular postings and sharing of content on Facebook, Twitter, Instagram, and Youtube.

## TRADITIONAL MEDIA

- We are seeking broadcast, print, and digital media partners and we are researching other options such as billboards.

## AUDIENCE ENGAGEMENT

- Through the Resilience Quiz, and a more in-depth quiz being developed, we will engage our content experts with potential attendees in ways that highlight their current level of resiliency and motivate them to seek greater resilience.

## PROGRAM DEVELOPMENT

- Our content experts are contacting government, non-profit, and many other potential partners in pursuit of relevant workshops and demonstrations in order to provide added value to attendees. Offerings will also include film viewings and product demonstrations.



*Interested in  
becoming a Media  
Partner?  
Call Laura at  
(802) 865-5202*