



# Exhibitor/Sponsor Prospectus

## Indianapolis

Photo: Indianapolis Convention & Visitors Association; visitindy.com.



2012  
National SBIR  
**Beyond  
Phase II**  
Conference &  
Technology Showcase

Monday – Thursday  
September 10 – 13, 2012  
JW Marriott Indianapolis



Dear Potential Exhibitor/Sponsor/Partner,

You can be a part of the 2012 SBIR Beyond Phase II Conference and Technology Showcase as an exhibitor, sponsor, SBIR supporter or conference partner. This year's conference will take place Monday – Thursday, September 10 - 13, 2012, at the JW Marriott, Indianapolis. Hosted by the Department of Defense, with support from other Federal SBIR agencies, this event will focus exclusively on transitioning current Phase II technologies into the military and private sector commercial use. Your participation as an exhibitor, sponsor, SBIR supporter or conference partner affords your organization with valuable visibility and the opportunity to interact and network with a unique audience.

Please review the list of opportunities and sponsorship levels available to increase your organization's recognition and visibility. Sponsorships are limited to provide you with maximum exposure before, during and after the 2012 SBIR Beyond Phase II Conference and Technology Showcase.

For more information contact: Andy Talbert, Conference Manager DoD SBIR/STTR at (703) 412-3152 or [conference@esncc.com](mailto:conference@esncc.com).





# Exhibitor/Sponsor Prospectus



## ABOUT SMALL BUSINESS INNOVATION RESEARCH (SBIR)

The Department of Defense (DoD) SBIR and STTR programs fund a billion dollars each year in early-stage R&D projects at small technology companies -- projects that serve a DoD need and have commercial applications.

- The SBIR Program provides up to \$1,150,000 in early-stage R&D funding directly to small technology companies (or individual entrepreneurs who form a company).
- The STTR Program provides up to \$850,000 in early-stage R&D funding directly to small companies working cooperatively with researchers at universities and other research institutions.
- Small companies retain the intellectual property rights to technologies they develop under these programs.
- Funding is awarded competitively, but the process is streamlined and user-friendly.

## WHO WILL ATTEND THE CONFERENCE?

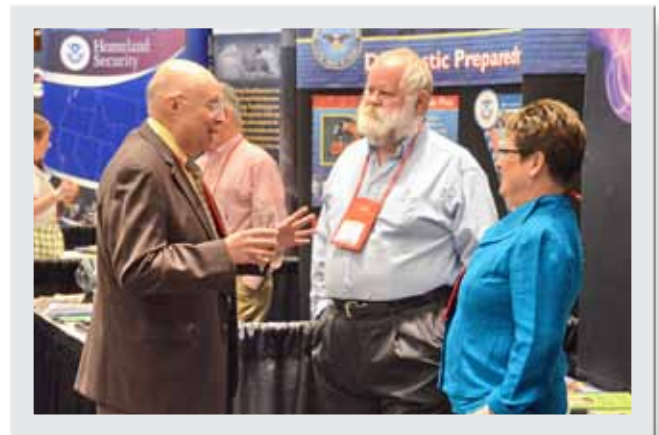
This conference provides a forum to bring together scientists, engineers, and technology decision makers from a wide range of disciplines and interest areas to discuss all aspects of transitioning SBIR-supported research and development into government and private sector commercial markets.

## ATTENDEES WILL INCLUDE

- SBIR/STTR small businesses
- Prime government contractors and large businesses
- Defense Acquisition program managers
- Representatives from other government agencies/offices that acquire technology products and services
- Venture Capital Firms
- Companies providing services, technologies, and products to small businesses
- Economic Development Agencies and Councils

## CONFERENCE HIGHLIGHTS

- Pre-arranged “Phase II Matchmaking Meetings” between Phase II company reps and acquisition professionals, prime government contractors and large businesses
- In-depth, focused sessions on advanced Phase II topics
- Technology Showcase with exhibits and booths hosted by large businesses, SBIR support companies, and industry service providers
- Exhibit Hall luncheon
- Welcome Reception in Exhibit Hall



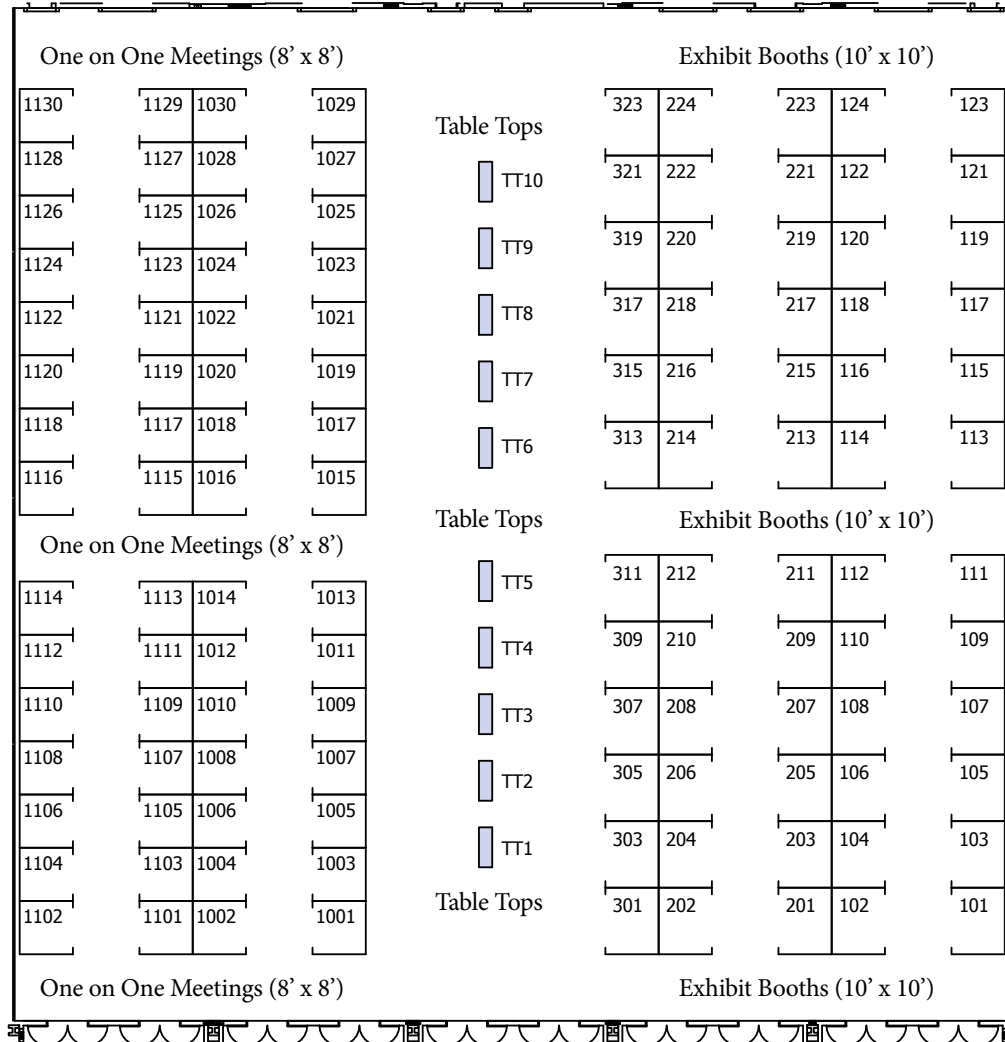
**Indianapolis**

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For Exhibitor and Sponsorship Information please contact Andy Talbert, (703) 412-3152 or [conference@esncc.com](mailto:conference@esncc.com)

## Exhibit Floor Plan



ENTRANCE

### EXHIBIT SCHEDULE

Innovative Expo move in/set up	Sun Sept 9, 2012	12:00 n to 6:00 pm
Exhibitor move in/set up	Mon Sept 10, 2012	8:00 am to 3:00 pm
Exhibit hours	Mon Sept 10, 2012	3:00 pm to 7:30 pm
	Tue Sept 11, 2012	12:00 n to 6:00 pm
	Wed Sept 12, 2012	1:00 pm to 6:00 pm
Exhibitor Teardown	Wed Sept 12, 2012	6:00 pm to 9:00 pm
Innovative Expo out by	Thu Sept 13, 2012	8:30 am to 4:00 pm



# Exhibitor/Sponsor Prospectus



## Exhibitor Information

### CONFERENCE REGISTRATION/EXHIBIT REGISTRATIONS

**Registration** \$475.00 through August 15, 2012 (Advance Rate)  
\$595.00 after August 15, 2012 (Regular Rate)  
\$475.00 Government Rate

**Guests Meal Plan** \$175.00 (Includes meals only: 1 reception, 3 continental breakfasts, and 3 lunches. Access to the general sessions is not included.)

**Exhibitors** **10' x 10' Booth**

\$1,850.00 through August 15, 2012 (Advance Rate)  
\$2,250.00 after August 15, 2012 (Regular Rate)

\$1,850.00 Government Rate (No Increase)

Additional exhibitor/registration \$450.00 through August 15, 2012

**Table Top Booth (SPACE LIMITED)**

\$850.00 through August 15, 2012 (Advance Rate)  
\$1,250.00 after August 15, 2012 (Regular Rate)

**PLEASE NOTE THE EXHIBIT AREA IS CARPETED.**

### EXHIBIT FEE INCLUDES

- Listing on conference Web site
- Company Listing and 25 word description in conference on site program and agenda
- Final attendee list (sent post event)

### FULL SIZE 10' X 10' EXHIBIT BOOTHS INCLUDE

- Two (2) full conference registrations
- 8 foot table, two chairs, wastebasket, and exhibitor manual

### TABLE TOP BOOTH INCLUDES

- One (1) full conference registration
- 6 foot table, two chairs, wastebasket, and exhibitor manual

### EXHIBIT HALL TRAFFIC BUILDERS

- 14.5 Hours of Exhibit Time
- 12 Hours of unopposed exhibit time
- SBIR Phase II Matchmaking One-on-One meetings to be held in exhibit hall
- Welcome/Exhibit Grand Opening reception in Exhibit Hall on Monday Evening
- Walk Around Lunch in Exhibit Hall



# Exhibitor/Sponsor Prospectus



## 2011 Beyond Phase II Exhibitors

- Accurate Automation Corporation
- Amethyst Research, Inc.
- Argos Intelligence, LLC
- Army SBIR Program
- BAE Systems
- BASF Corporation
- CFD Research Corp.
- DARPA SBIR/STTR
- Dawnbreaker
- Department of Homeland Security SBIR (DHS)
- Diversified Technologies, Inc.
- DoD Domestic Preparedness Support Initiative
- DOE, Kansas City Plant
- Federal Laboratory Consortium (FLC)
- GIRD Systems, Inc.
- Global Technology Connection, Inc.
- Gov-Con Solutions, Inc.
- Intelligent Automation, Inc.
- IntraMicron, Inc.
- Iris Technology
- Kennon Products, Inc
- Kutta Technologies, Inc.
- Lockheed Martin Corporation
- Luna Innovations
- U. S. Air Force SBIR
- McGaw Technology, Inc.
- Missile Defense Agency (MDA) SBIR
- Missile Defense Agency Technology Applications Program
- Modus Operandi, Inc.
- Nokomis, Inc.
- Northrop Grumman Corporation
- Object Computing Inc.
- Operative Experience, Inc.
- Optimax Systems, Inc.
- Paramount Industries, Inc.
- Pathfinder Systems, Inc.
- Physical Optics Corporation
- Physical Sciences Inc.
- Prototype Productions Inc.
- Raytheon Company
- SBIR Louisiana
- STI Electronics, Inc.
- Systems and Materials Research Corporation
- Tetramer Technologies, LLC
- The Boeing Company
- The SBIR Coach
- The SBIR Network, Inc.
- Third Dimension Technologies
- USSOCOM
- VIP Sensors

## 2012 Confirmed Sponsorship List

- BAE, Systems
- BASF
- The Boeing Company
- Federal Laboratory Consortium
- Lockheed Martin Corporation
- Northrop Grumman Corporation
- Rolls Royce
- Raytheon Corporation
- The SBIR Coach
- Small Business Technology Council (SBTC)
- Indiana Economic Development Corporation
- City of Indianapolis
- Indianapolis Convention Visitors Bureau

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# 2012 National SBIR Beyond Phase II

September 10 – 13, 2012

## Exhibitor/Sponsor Confirmation and Payment Information

Page 1 of 2

Company/Organization Information			
Company/Organization			
Company/Organization Type	<input type="checkbox"/> Phase II <input type="checkbox"/> Prime/Large <input type="checkbox"/> SBIR Agency <input type="checkbox"/> Vendor/Supplier <input type="checkbox"/> Non-Profit <input type="checkbox"/> Other _____		
Address			
City, State, Zip			
Day/Work Phone	Cell	Fax	
Email			
Exhibitor/Sponsor POC			
Exhibitor/Sponsor POC Title			
Exhibitor Attendee Information			
Exhibitor # 1, Name ( <input type="checkbox"/> Same as POC)			
Exhibitor # 1, Title			
Address			
City, State, Zip			
Day/Work Phone	Cell	Fax	
Email			
Exhibitor # 2, Name			
Exhibitor # 2, Title			
Address			
City, State, Zip			
Day/Work Phone	Cell	Fax	
Email			
Exhibit Information			
Exhibitor Package (Check Box)	<input type="checkbox"/> <b>10 X 10 Booth</b> \$1850.00 before August 15, 2012 (\$2250.00 after August 15, 2012) Includes two (2) full conference registrations  <input type="checkbox"/> <b>Table Top</b> \$850.00 before August 15, 2012 (\$1250.00 after August 15, 2012) Includes one (1) full conference registration  <input type="checkbox"/> <b>Federal Government</b> 10 X 10 Booth \$1850.00 Includes two (2) full conference registrations		
Exhibit Fee	\$		
Booth Preference	1st	2nd	3rd
Exhibitors you do not wish to be near			
Sponsorship Information			
Sponsorship Package			
Sponsorship Fee	\$		

Continue to Additional Exhibitor/Registrations on page 2.

Conference Use Only:  Received  
 Status  
 Cvent  
 Payment

# 2012 National SBIR Beyond Phase II

September 10 – 13, 2012

## Exhibitor/Sponsor Confirmation and Payment Information

Page 2 of 2

Exhibitor/Sponsor (Company/Organization)	
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### Payment Information

**Payment Details:**

Check:

Credit Card:  AMEX,  Visa,  MasterCard,  Discover,  Diners Club

Card Number:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Exp Date (MM/YY):

--	--

Card Security Code: *(Four digits for AMEX)*

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Name on Card ( <input type="checkbox"/> Same as POC)			
Billing Address (Credit Card Sent To)			
City, State, Zip			
Day/Work Phone		Cell	Fax
Email			
Amount Authorized	\$		
Authorized Signature			

I agree to all terms of exhibit and or sponsorship contract and will comply with all exhibit rules and regulations.

**Terms of Payment for Exhibits or Sponsorship:** One half (1/2) deposit must accompany exhibit or sponsorship application. No application will be processed without remittance of deposit. Balance must be paid by August 15, 2012.

**Payable to:** Engineering Services Network, Inc.  
 SBIR Beyond Phase II c/o Engineering Services Network, Inc.  
 2450 Crystal Dr.  
 Suite 1015  
 Arlington, VA 22202

Send your completed registration form to [conference@esncc.com](mailto:conference@esncc.com) or fax to (703) 412-3642.





# Exhibitor/Sponsor Prospectus



## Sponsorship Opportunity Levels

	TITANIUM	PLATINUM	GOLD LUNCHEON	SILVER GRAB & GO LUNCH	NETWORKING BREAKFAST	MORNING & AFTERNOON BREAKS	SBIR INDUSTRY	GOVERNMENT PARTNERSHIP	NON PROFIT PARTNERSHIP	PHASE II	WATER BOTTLE
OPPORTUNITIES	\$20,000	\$17,500	\$10,000	\$9,000	\$7,500	\$5,000	\$5,000	\$2,750	\$2,750	\$2,750	\$3,000
Full Conference Registrations	20	15	9	8	5	4	4	4	4	4	4
10' x 10' Exhibit Booth	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ad in Conference Agenda and Program	Full Page	Full Page	Full Page	½ Page	½ Page	½ Page	½ Page	½ Page	½ Page	½ Page	½ Page
Advance List of Attendees	✓	✓	✓	✓	✓						
Material Distributed in Conference Bag	✓	✓	✓	✓	✓						
Company Logo on Conference Signs	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Company Logo and Name in Conference Program	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Company Description in Conference Program	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Company Logo and Link on Conference Website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Podium Recognition	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

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# Exhibitor/Sponsor Prospectus



## Sponsorship and Partnership Opportunities

### ALL SPONSORSHIPS INCLUDE

- Recognition from podium throughout Conference
- Company name and logo prominently displayed on all marketing materials
- Company name and logo with link placed on home page of conference website
- Company name and logo with link placed on all marketing and reminder emails
- Company name and logo prominently displayed on signage throughout the conference
- Company name and logo and description in bold in Conference on-site program and agenda

### TITANIUM CONFERENCE SPONSORING PARTNER \$20,000

- Recognition as Titanium Sponsor on signage throughout entire conference.
- Twenty (20) complimentary full conference registrations for firm representatives (special sponsor name tag).
- Complimentary 10' x 10' exhibit space in Exhibit Hall during conference (2 Exhibit spaces if requested).
- Full page color advertisement in conference on-site program (camera ready ad from sponsor). This sponsor has option of location on conference program (back cover, inside front or back cover choices).
- 25 -50 word company description placed in conference program and posted on conference website, sponsorship section. (Conference Staff reserves the right to edit description content)
- Company name and logo on signs positioned at individual event.
- Sponsor material distributed in conference bags to all conference participants at registration. (These items are to be printed, provided and delivered to conference location by sponsor on agreed time line. Items must be approved by Conference Planner and subject to Deadline).

### PLATINUM RECEPTION SPONSORING PARTNER \$17,500

- Recognition as Platinum Reception Sponsor on signage throughout entire conference.
- Fifteen (15) complimentary full conference registrations for firm representatives (special sponsor name tag).
- Complimentary 10' X 10' exhibit space in Exhibit Hall during conference.
- Full page color advertisement in conference on-site program (camera ready ad from sponsor). This sponsor has option of location on conference program (back cover, inside front or back cover choices).
- 25 -50 word company description placed in conference program and posted on conference website, sponsorship section. (Conference Staff reserves the right to edit description content)
- Company name and logo on signs positioned at individual event.
- Sponsor material distributed in conference bags to all conference participants at registration. (These items are to be printed, provided and delivered to conference location by sponsor on agreed time line. Items must be approved by Conference Planner and subject to Deadline).

### GOLD LUNCHEON SPONSOR \$10,000

*Only two Gold Conference Sponsors will be available*

- Recognition as Gold Lunch Sponsor with signage in lunch area.
- Nine (9) complimentary full conference registrations for firm representatives (special sponsor name tag).
- Complimentary 10' X 10' exhibit space in Exhibit Hall during conference.
- Full page color advertisement in conference on-site program (camera ready ad from sponsor).
- 25 -50 word company description placed in conference program and posted on conference website, sponsorship section. (Conference Staff reserves the right to edit description content)
- Company name and logo on signs positioned at individual event.

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# Exhibitor/Sponsor Prospectus



## Sponsorship and Partnership Opportunities

- Sponsor material distributed in conference bags to all conference participants at registration. (These items are to be printed, provided and delivered to conference location by sponsor on agreed time line. Items must be approved by Conference Planner and subject to Deadline).

### **SILVER GRAB & GO LUNCH SPONSOR \$9,000**

*Only one Silver Conference Sponsor will be available*

- Recognition as Conference Welcome Lunch Sponsor with signage in lunch area.
- Eight (8) complimentary full conference registrations for firm representatives (special sponsor name tag).
- Complimentary 10' X 10' exhibit space in Exhibit Hall during conference.
- Company name and logo on signs positioned at individual event.
- 25 -50 word company description placed in conference program and posted on conference website, sponsorship section. (Conference Staff reserves the right to edit description content)
- Half (1/2) page color advertisement in conference on-site program (camera ready ad from sponsor).
- Sponsor material distributed in conference bags to all conference participants at registration. (These items are to be printed, provided and delivered to conference location by sponsor on agreed time line. Items must be approved by Conference Planner and subject to Deadline).

### **NETWORKING BREAKFAST SPONSOR \$7,500**

*Two breakfasts available*

- Recognition as Networking Breakfast Sponsor with signage in breakfast area.
- Five (5) complimentary full conference registrations for firm representatives (special sponsor name tag).
- Complimentary 10' X 10' exhibit space in Exhibit Hall during conference.
- Company name and logo on signs positioned at individual event.
- 25 -50 word company description placed in conference program and posted on conference website, sponsorship section. (Conference Staff reserves the right to edit description content)
- Half (1/2) page color advertisement in conference on-site program (camera ready ad from sponsor).

### **BREAK SPONSOR \$5,000**

*Five refreshment breaks available*

- Recognition as Morning or Afternoon Break Sponsor with signs in break area.
- Four (4) complimentary full conference registrations for firm representatives (special sponsor name tag).
- Complimentary 10' X 10' exhibit space in Exhibit Hall during conference.
- Company name and logo on signs in front of your sponsored break area.
- 25 -50 word company description placed in conference program and posted on conference website, sponsorship section. (Conference Staff reserves the right to edit description content)
- Half (1/2) page color advertisement in conference on-site program (camera ready ad from sponsor).

### **SBIR INDUSTRY SPONSOR \$5,000**

- Recognition as SBIR Industry Sponsor.
- Four (4) complimentary full conference registrations for firm representatives (special sponsor name tag).
- Complimentary 10' X 10' exhibit space in Exhibit Hall during conference.
- 25 -50 word company description placed in conference program and posted on conference website, sponsorship section. (Conference Staff reserves the right to edit description content)
- Half (1/2) page color advertisement in conference on-site program (camera ready ad from sponsor).

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# Exhibitor/Sponsor Prospectus



## Sponsorship and Partnership Opportunities

### SBIR GOVERNMENT PARTNERSHIP \$2,750

- Recognition as sponsor of a Beyond Phase II Partner.
- Four (4) complimentary full conference registrations for government agency/organization representatives (special sponsor name tag).
- Complimentary 10' X 10' exhibit space in Exhibit Hall during conference.
- 25 -50 word company description placed in conference program and posted on conference website, sponsorship section. (Conference Staff reserves the right to edit description content)
- Half (1/2) page color advertisement in conference on-site program (camera ready ad from sponsor).

### NON PROFIT PARTNERSHIP \$2,750

- Recognition as sponsor of a Beyond Phase II Partner.
- Four (4) complimentary full conference registrations for government agency/organization representatives (special sponsor name tag).
- Complimentary 10' X 10' exhibit space in Exhibit Hall during conference.
- 25 -50 word company description placed in conference program and posted on conference website, sponsorship section. (Conference Staff reserves the right to edit description content)
- Half (1/2) page color advertisement in conference on-site program (camera ready ad from sponsor).

### PHASE II SPONSOR (PHASE II COMPANIES ONLY) \$2,750

- Recognition as SBIR Phase II Sponsor.
- Four (4) complimentary full conference registrations for firm representatives (special sponsor name tag).
- Complimentary 10' X 10' exhibit space in Exhibit Hall during conference.
- 25 -50 word company description placed in conference program and posted on conference website, sponsorship section. (Conference Staff reserves the right to edit description content)
- Half (1/2) page color advertisement in conference on-site program (camera ready ad from sponsor).

### BEYOND PHASE II SBIR WATER BOTTLE \$3,000

#### *Only one water bottle Sponsor will be available*

- Recognition as sponsor of a Beyond Phase II Partner and supplier of water bottle.
- Two (2) complimentary full conference registrations for firm representatives (special sponsor name tag).
- Complimentary 10' X 10' exhibit space in Exhibit Hall during conference.
- 25 -50 word company description placed in conference program and posted on conference website, sponsorship section. (Conference Staff reserves the right to edit description content)
- Half (1/2) page color advertisement in conference on-site program (camera ready ad from sponsor).

## Sponsorship and Partnership Opportunities

### CONFERENCE PROGRAM ADVERTISEMENT (SPACE LIMITED)

- Full Page \$1,500.00
- Half Page \$750.00

### GENERAL INFORMATION

A sponsor does not have to take advantage of all benefits described in the sponsorship levels available. All rates and conference registration totals could be negotiable. Additional sponsorships are available and can be tailored to your specific needs or budget.

PLEASE NOTE ALL FULL CONFERENCE REGISTRATIONS include meals (2 receptions, 3 breakfasts, 4 lunches), conference materials.

ESN, Inc. will determine content, size and placement of all signage. Each Sponsor will supply its name and/or logo in camera ready and/or computer compatible format in various sizes to accommodate various signage applications.

Each individual is also responsible for securing their own hotel reservations.

If the required submission is not received by ESN by the date specified ESN cannot guarantee and will not be obligated to provide the benefits or opportunities associated with the sponsorship category.

### IMPORTANT DATES

- |                                   |                                  |
|-----------------------------------|----------------------------------|
| • Camera ready logo (JPG AND EPS) | Due on Sponsor Agreement Signing |
| • 50% Deposit                     | Due on Sponsor Agreement Signing |
| • Full payment due date           | August 15, 2012                  |
| • Item for distribution           | August 15, 2012                  |
| • Company description             | August 15, 2012                  |





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**Call for Speakers/Presentations**

You are invited to participate in the **2012 National SBIR Beyond Phase II Conference & Technology Showcase, at JW Marriott, Indianapolis, Indiana, Monday – Thursday, September 10 – 13, 2012**, as a speaker, presenter or panelist. The Beyond Phase II Conference is the only national SBIR event whose sole focus is to transition advanced SBIR Phase II technology to the Defense, Government and consumer markets. Attendees to this conference include SBIR awardee firms, large businesses, prime contractors, government representatives and support contractors plus providers of services, technology, and support for the SBIR community.

**2012 Beyond Phase II Speaker/Presenter Application**

<b>Presenter's Name:</b>					
<b>Title:</b>					
<b>Organization:</b>					
<b>Address:</b>					
<b>City, State &amp; Zip:</b>		<b>State:</b>		<b>Zip:</b>	
<b>Telephone:</b>		<b>Cell:</b>		<b>Fax:</b>	
<b>E-mail:</b>					
<b>Web site Address:</b>					
<b>Session Description:</b>					
<b>Session Type:</b>	Presentation <input type="checkbox"/> Panel <input type="checkbox"/>				
<b>If Panel Discussion:</b>	<b>Moderator:</b>				
	<b>Additional Presenters:</b>				
The presentations from the Beyond Phase II Conference will be posted on the SBIR conference website for conference attendees to view post event. Please indicate your acceptance: Yes <input type="checkbox"/> No <input type="checkbox"/>					
<b>Presented at a previous SBIR conference?</b>	Yes <input type="checkbox"/> No <input type="checkbox"/>		<b>Conference Date(s) &amp; Location(s):</b>		

\*Please attach additional sheets/information.



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Presentations at the 2012 National SBIR Beyond Phase II Conference & Technology Showcase are designed to provide attendees with educational information regarding SBIR/STTR and small business topics. Presentations should not include marketing or any type of solicitation—whether direct or indirect.

It has been the practice of the SBIR Program that speakers donate their time to speak at the conference. The Beyond Phase II Conference will not reimburse speakers for registration or travel expenses. Speakers, who will only be attending their session, do not need to pay the registration fee and are welcome to take part in all conference activities on the day of their presentation. Speakers, who plan on attending the entire conference, will need to register and pay the appropriate registration fees.

#### **Presenter's Travel and Availability**

All travel expenses and costs associated with presentations made at the Beyond Phase II Conference are the sole responsibility of the presenter.

#### **Required Documents**

All of the following items are required to be considered for selection:

1. Completed Presenter Application form
2. 1-2 page description of the proposed presentation, including:
  - a. A list of two to three learning objectives
  - b. Specific benefits to the participants
  - c. Plan to engage the audience in interacting with one another
  - d. Description as to why this topic is essential knowledge for the audience
  - e. How you gained your expertise on this subject
  - f. A biography
3. References from other organizations where you have presented

If selected you will be requested to complete and sign a speaker agreement and send a recent photograph of yourself, biography and your presentation.

**Submission Deadline Friday, March 1, 2012, 5:00 pm EDT**

Please E-mail all materials to [conference@esncc.com](mailto:conference@esncc.com) or fax to (703) 412-3642