

Boy Scout Jamboree 2010 Exhibit Sponsorship

The Automation Federation (AF) has been selected by the Boy Scouts of America to provide activities for Technology Quest at the 2010 Boy Scout Jamboree in Fort A. P. Hill in Virginia, 26 July–4 August 2010.

The Jamboree, which celebrates the 100th Year of Scouting in America, will attract over 250,000 Scouts and leaders (per day). Technology Quest consists of exhibits where Scouts can take part in a variety of science-related activities that demonstrate the importance of math and science in education.

The AF exhibit will consist of a series of interactive stations that will provide the Scouts with opportunities to take part in hands-on demonstrations that will give them insight into a variety of automation careers.

Help us build the “Next Generation of Automation Professionals” by becoming a sponsor of our Technology Quest Exhibit.

We invite you to take advantage of one or more of these exhibit sponsorship opportunities:

Interactive Sponsorship Opportunities

6' x 15' Exhibit Space (Only 1 left!)

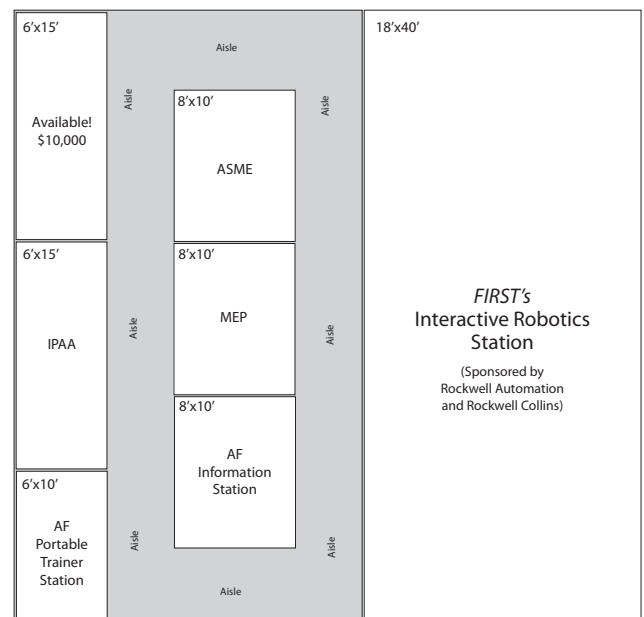
\$10,000 each

- Table (provided)
- Full-Page ad with note of recognition of sponsorship in Automation Is Cool brochure for Scouts
- Recognition of sponsorship on the AF Boy Scout Jamboree 2010 website
- Recognition of sponsorship on AF exhibit signage, where appropriate
- Recognition of sponsorship in AF exhibit marketing and public relations efforts, where appropriate

8' x 10' Space (Sold Out!)

\$8,000 each

- Table (provided)
- Half-Page ad with note of recognition of sponsorship in Automation Is Cool brochure for Scouts
- Recognition of sponsorship on the AF Boy Scout Jamboree 2010 website
- Recognition of sponsorship on AF exhibit signage, where appropriate
- Recognition of sponsorship in AF exhibit marketing and public relations efforts, where appropriate





Giveaway Sponsorship Opportunities

Pocket Knife Sponsor (Only 1 available!)

Cost: TBD

- Logo on one side of pocket knife give-away to Scouts
- Recognition of sponsorship on the AF Boy Scout Jamboree 2010 website
- Recognition of sponsorship on AF exhibit signage, where appropriate
- Recognition of sponsorship in AF exhibit marketing and public relations efforts, where appropriate

Automation Federation Technology Quest Boy Scout Badge Sponsor (Only 1 available!)

\$7,500

- Full-Page ad with note of recognition in Automation Is Cool brochure for sponsorship of our exhibit badges. Note: Your logo and name will not appear on the badge.
- Recognition of sponsorship on the AF Boy Scout Jamboree 2010 website
- Recognition of sponsorship on AF exhibit signage, where appropriate
- Recognition of sponsorship in AF exhibit marketing and public relations efforts, where appropriate

Exhibit Water Cooling Station Sponsor (Only 1 available!)

Cost: Provide 10,000 bottles of water and equipment to keep them cold

- Recognition of sponsorship on the AF Boy Scout Jamboree 2010 website
- Recognition of sponsorship on AF exhibit signage, where appropriate
- Recognition of sponsorship in AF exhibit marketing and public relations efforts, where appropriate

Automation Is Cool Brochure Advertising Opportunities

Full-Page Ad

\$5,000

4/C Full Bleed
6" x 9"—Add 1/8" bleed

4/C Full Non-Bleed
5.25" x 8.25"

Half-Page Ad

\$2,500

4/C Bleed
(sides and bottom of page)
6" x 4.25"—Add 1/8" bleed

4/C Half Non-Bleed
5.25" x 3.75"

Ad Messaging Recommendations:

- Celebrating or congratulating the Scouts on 100 Years of Scouting in America
- Encourage careers in automation



Contact Mike Marlowe

for more information or to become a sponsor:

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