

## FlightSimExpo 2021 Media Partner Application

### THANKS FOR YOUR SUPPORT!

Media partners from across the simulation community help us spread the word about FlightSimExpo and contribute to bringing simmers from around the world to this in-person and online event. We look forward to establishing a cross-promotion relationship with you for our 2021 conference.

### STEP 1: MEDIA PARTNER PROFILE

#### Primary Contact

Name: \_\_\_\_\_ Title/Position: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone Number: \_\_\_\_\_

#### Organization Information

Organization Name: \_\_\_\_\_

*Please list the organization name exactly as you wish it to appear on all conference materials.*

Website/Marketing URL: \_\_\_\_\_

*Your logo on the FlightSimExpo website will be hyperlinked to this address.*

Channel/Stream URL: \_\_\_\_\_

*If applicable, this URL will be listed on our online event's hub for attendees to visit during the show.*

Facebook URL: \_\_\_\_\_ Twitter URL: \_\_\_\_\_

Other Relevant Marketing URLs: \_\_\_\_\_

Are you planning to attend FlightSimExpo 2021 in person?  Yes  No  Maybe/Unsure

What type of media partner are you?

*If more than one applies, please select the one that primarily describes your focus.*

#### STREAMER / CONTENT CREATOR

You stream, produce videos, record podcasts, or otherwise engage with your audience through live and recorded media. Users interact primarily by watching or listening to your content.

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#### NEWS OUTLET

You publish news, articles, and information, initially or predominantly in written form. Users interact primarily by reading your content, online, in print, or on mobile devices.

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## STREAMERS AND CONTENT CREATORS

### STEP 2: SELECT YOUR BENEFITS

Select which of the items you can provide, each of which corresponds to a benefit we provide. Select as many benefits and items as you wish. Upon completion of each item, we'll provide the matching benefit.

<b>Your Items</b> <i>Your organization will:</i>	<b>Your Benefits</b> <i>Upon completion of the corresponding Item, we will:</i>
Mention FlightSimExpo in 2 social media posts. Like/follow FlightSimExpo on at least one social media platform.	<b>Social Media Mention</b> Mention the media partnership on either Facebook or Twitter.
Include FlightSimExpo in a channel overlay, "about" description, or other persistent content area from the time of agreement until the conclusion of FlightSimExpo 2021.	<b>Facebook Takeover<sup>1</sup></b> Host your custom cover photo on the FlightSimExpo Facebook page and boost one post advertising your content for 7 days.
Mention FlightSimExpo in at least 2 streams/videos/posts/etc. and/or host the FlightSimExpo team for an interview.	<b>Media Partner Registration</b> 1 free, three-day Media Partner registration to FlightSimExpo 2021 (in-person event access or participation on the online-only show).
Attend the <b>in-person event</b> and either: <ol style="list-style-type: none"> <li>1. Host the FlightSimExpo team for a pre-event interview; or,</li> <li>2. Stream/record from the event and use the content in a post-event video or stream.</li> </ol>	<b>Media Partner Registration &amp; T-Shirt</b> 1 free, three-day Media Partner registration to FlightSimExpo 2021, and 1 free T-Shirt.  <b>WiFi Connection</b> 1 connection to the dedicated FlightSimExpo 2021 Livestream WiFi network.
Attend the <b>online event</b> and: <ol style="list-style-type: none"> <li>1. Stream at least 2 hours of you interacting with exhibitors, watching livestreamed seminars, etc. and providing your commentary; and,</li> <li>2. When you are not livestreaming, "host" or provide a link to our live broadcast.</li> </ol>	<b>Media Partner Registration</b> 1 free, three-day Media Partner online-only event registration.  <b>Website Placement</b> A link to your channel/stream is included with your logo on our central online event hub.

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<sup>1</sup> Available to the first six Media Partners, until August 30, 2021.

NEWS OUTLETS

STEP 2: SELECT YOUR BENEFITS

Select which of the items you can provide, each of which corresponds to a benefit we provide. Select as many benefits and items as you wish. Upon completion of each item, we'll provide the matching benefit.

<b>Your Items</b> <i>Your organization will:</i>	<b>Your Benefits</b> <i>Upon completion of the corresponding Item, we will:</i>
<p>Mention FlightSimExpo in 2 social media posts. Like/follow FlightSimExpo on at least one social media platform.</p>	<p><b>Social Media Mention</b> Mention the media partnership on either Facebook or Twitter.</p>
<p>List FlightSimExpo in an 'upcoming events' section on a website or forum, from the time of agreement until the conclusion of FlightSimExpo 2021.</p>	<p><b>Facebook Takeover<sup>2</sup></b> Host your custom cover photo on the FlightSimExpo Facebook page and boost one post advertising your organization for 7 days.</p>
<p>Provide free paid advertising in the form of a banner on your organization's website, or similar benefit.</p>	<p><b>Media Partner Registration</b> 1 free, three-day Media Partner registration to FlightSimExpo 2021 (in-person event access or participation on the online-only show).</p>
<p>Attend the <b>in-person event</b> and:</p> <ol style="list-style-type: none"> <li>1. Publish a minimum of 1 pre-event article about FlightSimExpo, released before August 30, 2021; and,</li> <li>2. Publish one post-event article about FlightSimExpo 2021, to be released prior to October 15, 2021.</li> </ol>	<p><b>Media Partner Registration &amp; T-Shirt</b> 1 free, three-day Media Partner registration to FlightSimExpo 2021, and 1 free T-Shirt.</p> <p><b>WiFi Connection</b> 1 connection to the dedicated FlightSimExpo Livestream WiFi network.</p>
<p>Attend the <b>online event</b> and:</p> <ol style="list-style-type: none"> <li>1. Publish a minimum of 1 pre-event article about FlightSimExpo, released before August 30, 2021; and,</li> <li>2. Publish one post-event article about FlightSimExpo 2021, to be released prior to October 15, 2021.</li> </ol>	<p><b>Media Partner Registration</b> 1 free, three-day Media Partner online-only event registration.</p>

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<sup>2</sup> Available to the first six Media Partners, until May 30, 2021.

### STEP 3: SUBMIT THIS APPLICATION FORM

**Complete Page 5**, then send the completed document to us. Once we receive your application, we will:

- Reply to confirm you as a Media Partner.
- Offer you permission to take photographs and video of the conference and conference attendees, and use such media for marketing purposes, provided the media remains available to FlightSimExpo upon our request.
- With our next planned website update, put your hyperlinked logo on our website under the corresponding “in-person” or “online support” section.
- Upon your request, provide access to the FlightSimExpo 2021 Partner Directory, which provides contact information for all our sponsors and exhibitors.

Please also send us your logo with a transparent background (.png format).

### STEP 4: COMPLETE YOUR ITEMS AND EMAIL US

When you have completed the Items you selected in Step 2, and no later than September 1, 2021, email [media@flightsimexpo.com](mailto:media@flightsimexpo.com) with links/screenshots showing completion of the items you selected, and:

For the **Social Media Mention Benefit**, include:

- Streamers: A link to a video, stream, or recording about us; we'll share the link on our social media.
- News Outlets: A link to an article about us; we'll share the link on our social media.

For the **Facebook Takeover Benefit**, include:

- A sized cover photo, content for the post, and the requested dates of the Takeover.
- 2 weeks' lead time for us to create the post.

For the **Media Partner Registration Benefit**, include:

- The name, home airport ICAO code, and email address of the registrant.

For the **T-Shirt Benefit**, include:

- The requested T-Shirt size.

For the **Wi-Fi Connection Benefit**, include:

- Streamers: A link to the published content from the interview with our team.
- News Outlets: A link to the pre-event article.

Once we receive your email, we'll provide the Benefits corresponding to each Item you've selected.

Questions?

We're happy to consider customized Media Partner Agreements or unique benefits. If you would like to discuss these options in more detail, email [media@flightsimexpo.com](mailto:media@flightsimexpo.com) or call 1-833-4-FSEXPO.

## AGREEMENT

FlightSimExpo is an all-ages, family-friendly event, that welcomes attendees from around the world. We expect Media Partners who display the FlightSimExpo logo or promote the event to conduct themselves in a respectful and professional manner at all times.

By signing below, you agree to represent FlightSimExpo in a positive, professional, and respectful way. You understand that FlightSimExpo has the right to terminate this agreement and remove your logo and content from its website for any reason.

You also agree that you have read and agree to the event [Registration Terms & Conditions](#).

## NEXT STEPS

To move forward:

1. Sign the application below.
2. Send the completed application to [media@flightsimexpo.com](mailto:media@flightsimexpo.com). Include a logo with a transparent background (.png format, or similar).
3. If you plan to attend the in-person event, consider booking your travel. The hotel link, along with airfare and car rental discounts, are available [in our FAQs](#).

## APPLICATION

We irrevocably apply to participate in FlightSimExpo 2021 as set out above.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_ Title/Position: \_\_\_\_\_

Download/save document in Acrobat Reader to enable electronic signing