

## FlightSimExpo 2020 Media Partner Application

### THANKS FOR YOUR SUPPORT!

Media partners from across the simulation community help us spread the word about the event and contribute to bringing simmers from around the world to the show. We look forward to establishing a cross-promotion relationship with you for our 2020 event.

Looking for info about sponsorships or booths? Check out the [2020 Exhibitor and Sponsor Opportunities](#).

### 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.*

Organization Website URL: \_\_\_\_\_

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

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

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

Are you planning to attend FlightSimExpo 2020 in person?  Yes  No

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.

Continue to **Page 2**

#### 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.

Continue to **Page 3**

## 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 on each of Facebook and Twitter.	<b>Social Media Mention</b> Mention the media partnership on either Facebook or Twitter.
'Like' and 'follow' FlightSimExpo on Facebook and Twitter.	<b>Social Media Follow</b> 'Like' and 'follow' your organization on Facebook and Twitter.
Include FlightSimExpo in a channel overlay, "about" description, or other persistent content area from the time of agreement until the conclusion of FlightSimExpo 2020.	<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.	<b>Media Partner Registration</b> 1 free, three-day Media Partner registration to FlightSimExpo 2020.
Attend the event 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 2020, and 1 free T-Shirt.  <b>WiFi Connection</b> 1 connection to the dedicated FlightSimExpo 2020 Livestream WiFi network (up to 50 mbps up/down).

CONTINUE TO PAGE 4 

<sup>1</sup> Available to the first six Media Partners, until May 30, 2020.

NEWS OUTLETS

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<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 on each of Facebook and Twitter.</p>	<p><b>Social Media Mention</b> Mention the media partnership on either Facebook or Twitter.</p>
<p>'Like' and 'follow' FlightSimExpo on Facebook and Twitter.</p>	<p><b>Social Media Follow</b> 'Like' and 'follow' your organization on Facebook and 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 2020.</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 2020</p>
<p>Attend the event and:</p> <ol style="list-style-type: none"> <li>1. Publish a minimum of 1 pre-event article about FlightSimExpo, to be released prior to May 30, 2020.</li> <li>2. Publish one post-event article about FlightSimExpo 2020, to be released prior to July 1, 2020.</li> </ol>	<p><b>Media Partner Registration &amp; T-Shirt</b> 1 free, three-day Media Partner registration to FlightSimExpo 2020, and 1 free T-Shirt.</p> <p><b>WiFi Connection</b> 1 connection to the dedicated FlightSimExpo Livestream WiFi network (up to 50 mbps up/down).</p>

CONTINUE TO PAGE 4 

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### 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
- Put your logo on our website
- Upon your request, provide access to the FlightSimExpo 2020 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 1, and no later than June 1, 2020, email [media@flightsimexpo.com](mailto:media@flightsimexpo.com) with the following information:

Links or 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 **Social Media Follow Benefit**, include:

- Links to your Facebook and Twitter profiles

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. Consider booking hotel rooms early, as space is limited! [Click here](#) to reserve your room now.

## APPLICATION

We irrevocably apply to participate in FlightSimExpo 2020 as set out above.

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

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

Download/save document in Acrobat Reader to enable electronic signing