



# EXHIBITOR PROSPECTUS

Conference: **MARCH 12-15, 2018**

Exhibition: **MARCH 13-15, 2018**

**Walter E. Washington Convention Center  
Washington D.C.**

**JOIN US FOR THE LARGEST AND MOST  
IMPORTANT GLOBAL SATELLITE AND SPACE  
TECHNOLOGY EVENT OF THE YEAR**

SATELLITE exhibitors and sponsors enjoy unparalleled access to prospective and current customers, as well as integrators and strategic partners at every level of the value chain. Use SATELLITE to:

- Make Face-to-Face Connections
- Build Brand Awareness
- Announce New Products
- Generate New Leads
- Solidify Business Relationships



**Exhibit space is going fast!  
Contact us today to reserve  
your booth before it's too late!**

**[www.SATShow.com](http://www.SATShow.com) | [#SATShow](https://twitter.com/SATShow) | [@SATELLITEDC](https://twitter.com/SATELLITEDC)**

# INSIDE THE NUMBERS

SATELLITE 2017 was the largest event in our 35+ year history, attracting thousands of new attendees from all end-user markets and industry.

## Overview

**14,611** total SATELLITE registrants  
**350** exhibiting companies  
**85,000** net sq. ft. of exhibit space  
**23%** international registrants from more than **111** countries represented  
**90+** members of the press, including tv coverage from CNBC, Bloomberg TV, Reuters, and more

## Purchasing Plans

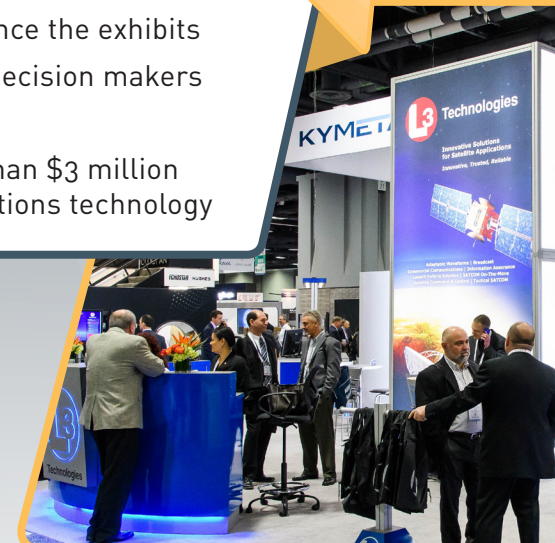
**28%** of attendees will make a purchase within 6 months following the show  
**39%** of attendees will make a purchase within 6-12 months following the show  
**33%** of attendees will make a purchase within 12-24 months following the show

## Attendees by Primary Business

Broadband/Broadcast — **10%**  
Business/Information Services/End User — **15%**  
Military/Government Agency or Organization (Foreign or Domestic) — **16%**  
Satellite Industry — **33%**  
Technical Services (Engineer/Design) — **22%**  
Telecommunications Carrier — **4%**

## Purchasing Power

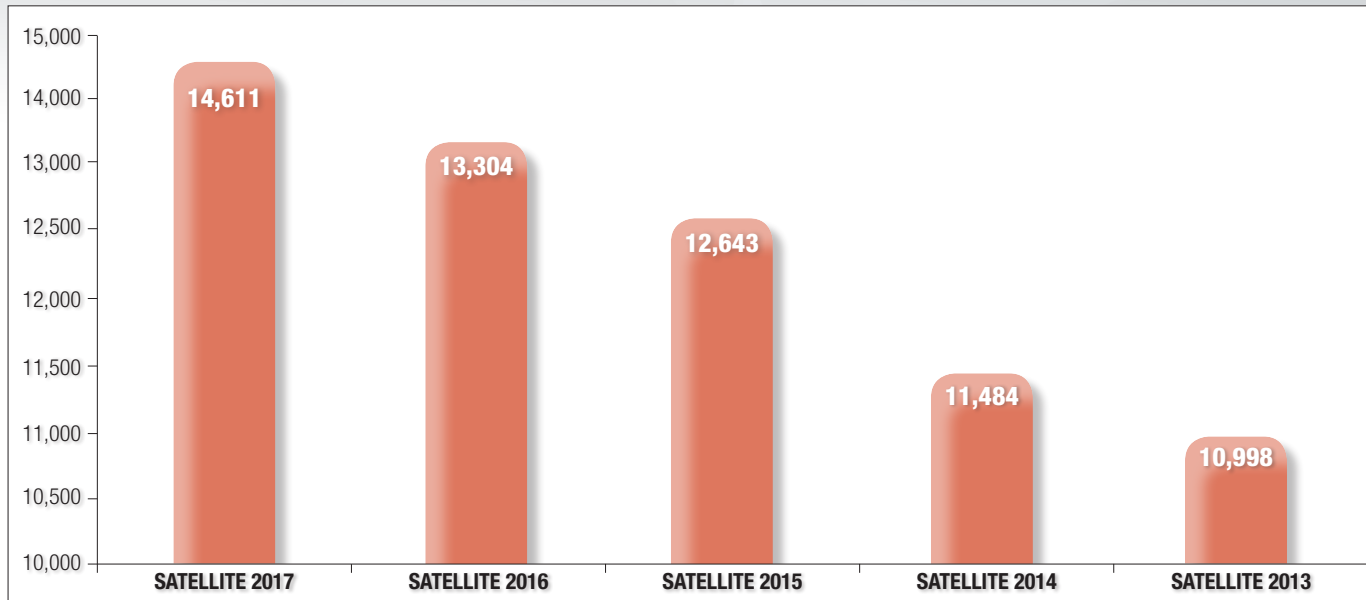
**31%** of SATELLITE attendees are C-level and executive management  
**60%** attend solely to experience the exhibits  
**26%** of attendees are FINAL decision makers  
**76%** have a role in purchasing  
**42%** of attendees spend more than \$3 million annually on satellite communications technology



# STATS & ATTENDEE FACTS

SATELLITE convenes the entire satellite-enabled communications ecosystem and is THE premier global event for satellite and space-based technology.

## SATELLITE Attendance Continues to Grow!



### 10 most sought after products:

- |                         |                            |  |
|-------------------------|----------------------------|--|
| 1. Satellite Networks   | 5. Modulators              | 8. Internet-of-Things (IoT)/M2M Technology |
| 2. Antennas             | 6. Modems                  | 9. Terminals                               |
| 3. Broadband Technology | 7. RF/Microwave Components | 10. IP Networking                          |
| 4. Amplifiers           |                            |  |

“The most important annual satellite conference and exhibition. It's a one stop shop for all!”

—SATELLITE 2017 Attendee



# SATELLITE AS A GLOBAL LEADER

Last year **professionals** from **more than 100 countries** traveled to Washington D.C., representing the type of diversity that SATELLITE Conference & Exhibition attracts!

**23% of  
Attendees**

**3,500  
International  
Professionals**

**110 countries**

Maximize your time and travel budget by exhibiting at SATELLITE, and get face-to-face interaction with buyers from regions such as the Middle East, Asia, Africa, Europe, the Caribbean, Central and South America.

“The primary international meeting place for the satcom industry.”

—SATELLITE 2017 Exhibitor





# THE BUYERS YOU WANT TO SEE

## Enterprise and Consumer Industries

- Hotels
- Consumer Retail
- Oil and Gas
- Healthcare & Emergency Services
- Agriculture
- Manufacturing

? LEARN MORE!



## Military/Government

- Civil Agencies
- International Space Agencies
- Defense
- Regulatory
- Coast Guard/Border Patrol
- Search and Rescue/First Response

? LEARN MORE!



## Finance

- Banking Institutions
- Insurance Companies
- Entrepreneurs
- Investors
- Analysts
- Legal Organizations

? LEARN MORE!



## Telecommunications

- Telecomm Service Providers
- Multi-service Providers
- Cellular Carriers
- Network Resellers
- Handheld Device Manufacturers

? LEARN MORE!



## Media

- Major Television Networks
- OTT Providers
- News Networks
- Internet Streaming Services
- Motion Picture Companies
- Sporting Leagues

? LEARN MORE!



## Transportation

- Airlines
- Automotive
- Cruise Lines
- Fishing/Yachting Companies
- Shipping Companies
- Ship Builders

? LEARN MORE!



# MEET YOUR NEXT CUSTOMER AT SATELLITE

SATELLITE brings together aerospace thought leaders, entrepreneurs, executives, engineers, end-users and enthusiasts for the largest and most important global satellite technology event of the year. Below is a sampling of the companies that joined us in 2017:



Booz | Allen | Hamilton



J.P.Morgan



# MEET YOUR NEXT CUSTOMER AT SATELLITE (Continued)



Ready to connect with these companies? Contact Michael Cassinelli today!



# WHO EXHIBITS AT SATELLITE

Here's a sampling of market-leading companies you can join on the SATELLITE show floor:

Advantech Wireless  
Aerojet Rocketdyne  
The Aerospace Corporation  
Agilis  
Airbus  
Airbus Safran Launchers  
Amos - Spacecom  
Arianespace  
ASELSAN  
AvL Technologies  
Ball Aerospace  
Boeing  
C-COM Satellite Systems  
CHENGDU Global-Way  
Communication Technology  
Co., Ltd.  
Cobham plc  
ComSpOC  
Comtech Command &  
Control Technologies  
Comtech  
Telecommunications Corp.  
CPI  
DataPath, Inc.  
Effective Space Solutions  
ETL Systems  
Eutelsat

GATR Technologies  
General Dynamics SATCOM  
Technologies  
GetSAT  
Gilat Satellite Networks  
Global Eagle Entertainment  
Global Skyware  
Globecomm  
Glowlink Communications  
Technology Inc.  
GMV  
Hispasat  
Honeywell  
Hughes  
IDIRECT  
Information Satellite  
Systems (RESHETNEV)  
Inmarsat  
Intellian Technologies Inc.  
Iridium Communications  
KNS, Inc.  
Kratos Defense  
KYMETA CORPORATION  
L3 Technologies  
Ligado Networks  
Lockheed Martin

MDA Corporation  
Micro - Ant LLC  
MITSUBISHI ELECTRIC  
CORPORATION  
Newtec  
NovelSat  
Orbital ATK, Inc.  
Panasonic  
Phasor, Inc.  
PROFEN  
Radeus Labs  
Russian Satellite  
Communications Company  
SATIXFY Israel LTD  
Shaanxi Tianyi Antenna Co.,  
Ltd.  
SKY Perfect JSAT  
Corporation  
Skyline Communications NV  
SMITHS INTERCONNECT  
Swedish Microwave (SMW)  
Tampa Microwave LLC  
Teledyne Technologies  
Telesat  
Telespazio  
Thales Alenia Space France  
SAS

Thales Electron Devices  
Turkish Aerospace  
Industries, Inc.  
Turksat AS  
UHP Networks Inc.  
Ultra Electronics GigaSat  
Universal Switching  
Corporation  
ViaSat, Inc.  
Walton De-Ice  
Winegard Company  
WORK Microwave GmbH





# SATELLITE UNVEILED THEATER — LOCATED RIGHT ON THE SHOW FLOOR!

We're giving attendees even more reasons to spend a lot of time on the show floor during SATELLITE 2018! Some of our most exciting content will take place in the SATELLITE Unveiled Theater, which is located directly on the show floor. Through innovative sessions, the Unveiled Theater is another way for attendees to learn about the most innovative technology available and learn what's about to become the next biggest thing. A perfect complement to the exhibition, programs like Startup Space and Tech Demonstrations will keep the show floor buzzing!

## SATELLITE 2018 Startup Space Competition

Startup Space gives burgeoning entrepreneurs a chance to pitch their business and technology ideas to a panel of highly accomplished space professionals, investors, thought leaders, and fellow entrepreneurs. Last year's competition crowned Astrapi Corporation the grand prize winner for their pioneering work in Spiral Modulation.



**Congratulations to our 2017 Grand Prize Winner — Astrapi Corporation!**

## Tech Demonstrations

Executives and technical engineers from satellite companies will give attendees an insider's look to their latest technology and new products launches. **Tech Demonstrations allow you to:**

**Introduce a New Product or Service** — With a captive audience and 30 minutes to tell your story, this is the perfect time to announce a new product or service, and educate attendees on how this service will revolutionize the connectivity market.

**Increase Brand Awareness** — New to the community or need to get your name in front of more prospects? Pre-show promotion, a dedicated and a captive audience set the stage to increase the reach of your brand!

**Launch your Corporate Strategy** — Serving new markets? Offering new applications? Reorganizing your existing services? Present the transition and evolution of your company's strategy to stay on the innovative edge.



**Contact Michael Cassinelli at**  
**[mcassinelli@accessintel.com](mailto:mcassinelli@accessintel.com) or**  
**301-354-1691 to participate or sponsor!**



# SATELLITE 2018: BRINGING YOU THE RIGHT CUSTOMERS

Each year, SATELLITE evolves to keep pace with the ever-changing industry and grows accordingly with new end-user markets, applications and technologies. The marketing plan for 2018 will employ a combination of strategic efforts that will drive the right customers to the show floor.

## Ensuring You See the Right Buyers at the Show

Our comprehensive marketing plan will feature on-point messaging that cuts through the noise and speaks directly to each market's challenges. The plan includes:

- Exhibitor promotions crafted for each audience featuring the new products, services and demos attendees are interested in
- Group attendee packages created to boost attendance from the companies, regions and markets you want to see
- Partnerships with industry publications and associations across all markets to increase our reach
- Added initiatives with our sister publications and events, which include: *Avionics Magazine*, DC5G Summit, FleetComm, OilComm, *Defense Daily*, *Via Satellite*, *CableFax*, the Global Connected Aircraft Summit and more.

? LEARN MORE!

## Why They Come to SATELLITE

- A world class conference program led by the industry's leading experts, thought-leaders and innovators
- Focused content through dedicated market tracks
- The largest exhibition floor of satellite-enabled products and services
- Numerous opportunities to network with more than 14,000 attendees
- Startup Space, a lightning fast pitch competition where entrepreneurs pitch their business and technology ideas
- SGx 2018, a series of fast-pace inspirational talks from aerospace innovators and leaders built for young professionals

## Where You'll See Attendees During SATELLITE Week:

- On stage presenting case-studies or participating in panel discussions
- Walking the Exhibit Floor to discover products and solutions from more than 350 leading companies
- Participating in one of the dozens of break-out sessions designed for their respective markets
- At one of the many networking events, including the Keynote lunches, General Sessions and Nightly Receptions
- Pitching their new product during the Startup Space Competition

“What a great attendee audience. We had an amazing show; lots of foot traffic at the booth, lots of buzz surrounding our launch party, lots of great discussions with current and potential clients.”

—SATELLITE 2017 Exhibitor



# LEAD GENERATION TOOLS

With thousands of registered attendees descending on Washington D.C. for SATELLITE week, you'll have to access attendees of all markets, job levels and regions. As sponsors and exhibitors, your job is to turn those connections into leads before, during and after the show. The opportunities below were specifically created to help you do exactly that — capture more leads, enhance your brand and drive even more traffic to your booth!

## Enhance Your Presence at SATELLITE

### Email Blast to SATELLITE Audience:

For pre and/or post-show access to registered SATELLITE attendees, a dedicated email blast on your company's behalf is a simple yet effective way to reach attendees. Whether not you opt to hit the entire registration database with your message or drill down to a single, specialized category of registrants, this is the perfect way to directly target attendees with your brand and message!

### Online Advertising:

SATShow.com offers a variety of ad options on all pages throughout the site, including the event home page! With hundreds of thousands of impressions during the lead-up to the show, you'll want to take advantage of getting your message and brand in front of the entire satellite community and technology end-users.

The screenshot shows the SATELLITE 2018 website. Two callout boxes highlight ad sizes: '970x90' points to a banner ad for 'OilComm' and 'FleetComm', and '300x250' points to a smaller ad for 'Houston Marriott Westchase'.

### SATELLITE Synergy:

The ALL-NEW SATELLITE Synergy program identifies and targets potential customers in the SATELLITE prospect universe who actively purchase the products and services you sell and sets on-site appointments for your sales team with interested prospects. This is a powerful way to set up a targeted campaign that will funnel prospects directly to your team!

*Limited number packages available!*

### SATELLITE Website Upgrades:

Upgrading your exhibitor listing with an enhanced package provides you with:

- Featured video content, product images and white papers of your choice in your profile
- Top/priority listing in exhibitor search
- Highlighted booth on online exhibit hall floor plan
- Access to leads of site visitors viewing your online profile!

The screenshot shows the SATELLITE website exhibitor profile for Sasken Communication Technologies Limited. It includes a search bar, navigation links, and a video player showing 'Sasken Offerings for Satellite Communication'.





# Beyond the Booth — Sponsorship and Branding Opportunities

With ever-increasing competition in the world of connectivity, it is more important than ever to stand out from the crowd, and establish your company as a leader in satellite technology. SATELLITE 2018 offers many opportunities for your company to get in front of the right audience, at the right time, and accomplish your sales and marketing goals. We're committed to working with you to better understand your marketing objectives, and build you a customizable package that will ensure your success at SATELLITE 2018. [You can view a complete list of available opportunities online.](#) **What types of sponsorships are available?**

Online / eMedia Advertising

Build Brand Awareness

SATELLITE Unveiled Theater

On-Site Signage & Banners

Drive Traffic to Your Booth

Promotional Resources

Digital Signage and Video

Thought Leadership Sponsorships

Mobile App Advertising

Lead Generation

Interactive Opportunities

Experiential Opportunities

Contact Michael Cassinelli, Sales Director, for more information at [mcassinelli@accessintel.com](mailto:mcassinelli@accessintel.com) or +1 (301) 354-1691.

