

January 17 - 20, 2014







What is Otronicon?

Otronicon is a hands-on celebration and exploration of interactive technologies, their impact on our lives and their potential to drive the future, individually, regionally and globally.

Held each January at the Orlando Science Center, the 2014 event will draw thousands of guests who will participate in this engrossing experience showcasing how digital media technologies can and will impact how we live, work, learn and play. Otronicon engages guests of all ages, families as well as middle and high school students, to think about the possible as part of the ever-growing and diverse digital media industry.

Our guests and partners are interested in moving to a higher place whether it be beating a video game or exploring careers in the multifaceted digital media industry or working to secure a future workforce pipeline to ensure company and regional success.

At Otronicon, guests walk on the cutting-edge through state-of-the-art video games, virtual worlds, digital art, competitions and workshops — not to mention military and medical training simulators not typically available to the public. They get to interact with the professionals who created the games, man the simulators and save lives, all through the use of digital media.

Now in its ninth year, Otronicon is open to the public for four full days. In addition, students will be exposed to the many facets of the digital media industry through school field trips.



A sampling of 2013 partners/sponsors:





































N-Space • Phyken, Inc. GameSim Technologies DeVry University

Who is the Otronicon audience?

Middle and high school students and their families comprise the vast majority of the Otronicon audience. Nothing excites today's youth more than the technology of the future. Our teenage audience comes back again and again for experiences they cannot find anywhere else!

According to independent research based on past Otronicon events:

- 68% of our guests live in the Orlando Metro area and 88% live in the State of Florida.
- 42% of our guests are under the age of 18 and an additional 26% are aged 19 34.
- 65% of our guests live in homes with an annual household income greater than \$60,000 per year.
- After attending Otronicon, 84% of all guests are motivated enough to return to the Science Center for other STEM based activities.

Otronicon has witnessed a very high level of family involvement. Here's what the past research has showed:

- 77% of the respondents visited with kids.
- 63% said they learned more about digital media industry in Central FL.
- 86% said the educational aspects of Otronicon were clear to them.
- 65% better understand the role of the digital media industry in Central FL for having attended.
- 60% have a different view of their kids playing video games!



ORLANDO SCIENCE CENTER

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Why partner with the Orlando Science Center at Otronicon?

Is your organization looking to:

- Position its product or service to the teen audience and their families?
- Attract earned media coverage and marketing opportunities?
- Highlight and support STEM (science, technology, education and math) education in Central Florida?
- Promote the strengths of the digital media and simulation industries in Central Florida?
- Expose students and teachers to career paths vital to our community?

If so, Otronicon is the place to be. The event provides an unrivaled forum to target the teen audience, a traditionally hard-to-reach demographic. And, with most guests staying at least 5 hours, the opportunity for audiences to retain information about your organization, product or service is stronger due to increased exposure.

In addition, few events in the Central Florida cultural community can rival the amount of "earned" media received by Otronicon.

Past Otronicon events have been:

- Highlighted in broadcast to 142 markets in the United States and Canada through the Daily Buzz television program.
- The focus of an estimated hundred national television news stories seen throughout the country.
- Received exposure in the United Kingdom through CurrentTV.
- Featured on MTV.
- The subject of hundreds of stories in almost all of the regional news outlets, including print, broadcast and on-line.
- Captured in hundreds of YouTube videos still online.
- Attended by individuals as far away as Europe and school classes as far away as Rhode Island.
- Engaged more than 11,000 unique website visitors.
 Visitors to the website came from 78 countries,
 50 states, and 18 Florida cities. They spent approximately 3 minutes on the site and clicked on 3 pages per visit.

With additional "media hooks" scheduled for 2014, local and national media outlets have already started to inquire about the event which will help to ensure additional exposure. Otronicon is an opportunity to position your organization as a strong community partner.

Not only does this event allow for great exposure for your company, it also supports the mission of the Orlando Science Center: to inspire science learning for life. With Sponsorships starting at \$1,000, there is a level for every marketing plan.



Sponsorship Opportunities

Presenting Sponsor \$50,000

- Recognition as "presenting sponsor" for the entire event.
- Corporate brand prominently recognized on all marketing and advertising
- Prominent Exhibit Hall space with display signage
- OSC Corporate Member status for two years
- Otronicon website acknowledgment with link to corporate website throughout 2013.
- Corporate brand logos and marks on event program and maps
- Monthly social media mentions throughout 2013 to members, fans and followers.
- 125 complimentary admission tickets
- 40 complimentary invitations to opening reception with speaking role at VIP Launch

Level 5 \$20,000

All benefits of Level 4 Sponsorship plus:

- Prominent exhibit space with display signage
- 50 complimentary admission tickets
- 15 complimentary invitations to VIP Launch

Level 4 \$10,000

All benefits of Level 3 Sponsorship plus:

- High-traffic exhibit booth space with display signage
- Any associated contests branded with Organizational Name
- OSC Corporate Member status for one year
- 20 complimentary admission tickets
- 10 complimentary invitations to VIP Launch





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Sponsorship Opportunities

Level 3 \$5,000

All benefits of Level 2 Sponsorship plus:

- Chosen area branded with Organizational Name
- Larger exhibit booth space with display signage
- 15 complimentary admission tickets
- 8 complimentary intivations to VIP launch



Level 2 \$2,500

All benefits of Level 1 Sponsorship plus:

- Exhibit booth space with display signage
- Otronicon website acknowledgement with link to corporate website pre and during the event
- Corporate brand logos and marks on event program and maps
- Social media mentions throughout the event to members, fans and followers.
- 10 complimentary admission tickets
- 5 complimentary invitations to VIP Launch



Level 1 \$1,000

- Corporate brand recognition on selected marketing and advertising
- Exhibit booth space
- Otronicon website acknowledgement
- Organization listed on event program
- 5 complimentary admission tickets
- 2 complimentary invitations to VIP Launch





SPONSORSHIP AGREEMENT FORM

Contact Name:	Title:			
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	Fax:			
	State			
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PLEASE COMP	PLETE:			
	Presenting Sponsor – \$50,000			
	Level 5: \$20,000			
	Level 4: \$10,000			
	Level 3: \$5,000			
	Level 2: \$2,500			
	Level I:\$1,000			
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