



EDISON AWARDS
INNOVATIONS & INNOVATORS

2019

Excellence

SPONSORSHIP PROSPECTUS



**2019 EDISON
AWARDS**

APRIL 4, 2019
NEW YORK, NY





Our Mission: To be a leader in globally recognizing, honoring and fostering innovation and innovators to create a positive impact in the world.

Company Overview

The Edison Awards™ is an annual competition designed to honor excellence in new product and service development, marketing, human-centered design and innovation. Winners represent “game changing” products, services, excellence and leadership in innovation around four criteria: Concept, Value, Delivery and Impact.

The Awards are named after inventor Thomas A. Edison and symbolize the persistence and excellence in innovation as personified by him. Founded in 1987, the Edison Awards is a part of the parent 501(c)(3) organization, Edison Universe.

The Value of an Edison Award

Award winners gain broad national recognition and significant market visibility through the publicity their award generates. The annual event draws hundreds of fellow innovators into a nexus of powerful networking opportunities.

Winners broadcast their award-winning status to the business media and promote their innovation to their audiences by using the Edison Awards seal. As companies ranging from startups to Fortune 500 feature the Edison Awards seal, the Edison Awards brand makes millions of impressions worldwide.

For more information: www.edisonawards.com

“OUR SILVER EDISON AWARD HAS ALREADY OPENED MANY DOORS FOR OUR COMPANY AND WILL CONTINUE TO BE A POINT OF RECOGNITION INTO THE FORESEEABLE FUTURE. THE HONOR OF RECEIVING AN EDISON AWARD WILL REMAIN A PART OF OUR PROUD COMPANY HISTORY FOREVER.”

Adam Lazar, CEO, Asarasi, Inc.
2018 Silver Winner for Asarasi Sparkling Tree Water

The Award Categories

Categories may be broken down into sub-categories which reflect the emerging innovations of each year.

- + Aerospace Innovation
- + Applied Technology
- + Athletics, Sports & Recreation
- + Collective Disruption
- + Consumer Electronics & Information Technology
- + Consumer Goods
- + Energy & Sustainability
- + Health & Wellness
- + Industrial Design
- + Innovative Services
- + Living, Working & Learning Environments
- + Media, Visual Communications & Entertainment
- + Medical/Dental
- + Materials Science & Engineering
- + Social Innovation
- + Transportation & Logistics

PAST WINNERS

Hundreds of companies have won an Edison Award including Fortune 500 companies, small start-ups, and everything in between. Here are just a few:

The Coca-Cola Co.
3M
Ralph Lauren
AT&T Inc
Qualcomm®
Avon Products, Inc

Cisco
Healthsense, Inc.
Intuit
Nike, Inc.
Levi Strauss & Co.
Oru Kayak

Lockheed Martin
Dyson Inc.
CoorsTek
miraclefeet
Braun
LIFX

AfterShokz®
GE Healthcare
Lenovo
Sonomax
Lumen Touch
Nielsen

Proteus Digital Health
Thermo Fisher Scientific
Waze
SpaceX
Rockwell Collins
Hanson Robotics

Dow Chemical Co.
Liquid Robotics
Narrative Science
Procter & Gamble
Beltone
Nest

SPONSORSHIP: A MARKETING PARTNERSHIP

Edison Awards works with sponsors to co-design and strategically develop a program that mutually benefits both organizations. Utilizing our mutual marketing avenues, we showcase both companies' services to a targeted audience of senior innovation leaders.

WHY SPONSOR? Develop a deeper partnership with the global innovation community

Your company is driven by new ideas, and innovation is at the heart of your strategic platform. Utilizing our targeted marketing platform, The Edison Awards will showcase your brand to the most influential audience of global innovation leadership across all industries and business sectors.

- Increase your visibility as a partner within the innovation community
- Gain a competitive advantage through international exposure across multiple industries spanning all sectors
- Magnify public awareness and strengthen your brand impact using a unique platform
- Promote your brand, products and services to key decision makers, media outlets, and influential bloggers
- Connect with a targeted audience of senior leaders from the world's most innovative companies
- Help us help our community of innovators to reach their next level



Thomas A. Edison

Image from Popular Science Monthly
Volume 13, 1878

ALIGN YOUR BUSINESS with one of the most widely known and respected innovators in history, Thomas A. Edison

Thomas Edison's extraordinary product development methods and patents made him a household name across the world. Edison's innovations in electric light and power, recorded sound, and battery storage transformed our world. His pioneering of the first industrial research laboratory served as a prototype for today's corporate research and development centers and launched the concept of a collaborative environment. This revolutionary model allowed for a synergy of minds and funding, opening the door to the world of creativity and new developments.

"SPONSORSHIP IS VIEWED FAVORABLY BECAUSE IT IS SEEN AS A FORM OF MARKETING THAT GIVES SOMETHING BACK, THAT BENEFITS SOMEONE ELSE IN ADDITION TO THE MARKETER. IT IMPLIES A DEGREE OF ALTRUISM ABSENT FROM MORE COMMERCIAL TYPES OF MARKETING."

Source: American Marketing Association

AUDIENCE

52%

of Edison Award Attendees are C-LEVEL EXECUTIVES in the fields of: Marketing, Technology, Science, Engineering, and Retail

30%

of Edison Award Attendees have expressed interest in funding opportunities to help grow their business



NUMBER OF PEOPLE EMPLOYED BY 2018 NOMINEE COMPANIES

10 or fewer	17%
11-50	22%
More than 50	61%

SIZE OF COMPANY (ANNUAL SALES)

\$1.5MM or less	23%	Start-ups
\$1.5-10MM	20%	Small
\$11-50MM	18%	Medium
\$50MM+	39%	Fortune 500

COMBINED ANNUAL REVENUE OF 2012-18 ATTENDEES

Over \$1.4 Trillion

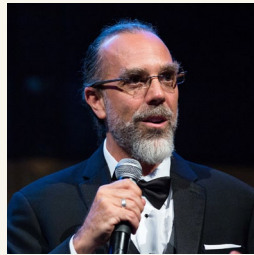
Recent Edison Achievement Award Winners



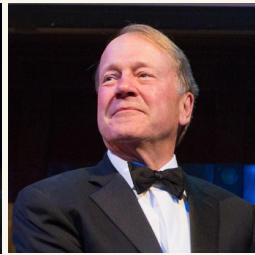
Marillyn Hewson, Lockheed Martin Corp.



Jeff Immelt, General Electric



Astro Teller, X



John Chambers, Cisco Systems



Bob Lutz, General Motors; Clayton Christensen, Harvard Business School



Yang Yuanqing, Lenovo; Elon Musk, Tesla/SpaceX



2018 SEASON STATS

450 NOMINEES **300** EVENT GUESTS

SOCIAL MEDIA REACH TO **25,800** FOLLOWERS

46,550 TOUCHES X 3 CAMPAIGN MONTHS =

139,650 TOUCHES

ROI ON \$25,000 SPONSORSHIP = .18/TOUCH



WEBSITE TRAFFIC (MONTHLY AVERAGE)

edisonawards.com

20,580	Visits
15,574	Unique Visits
40,740	Page Views

Information current as of July 2018.

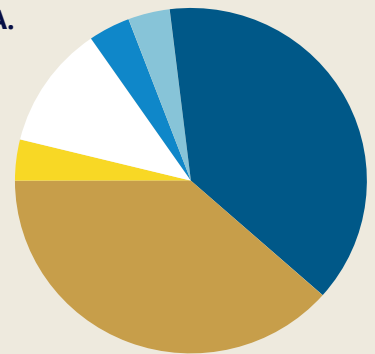
"BEING A RECIPIENT OF A PRESTIGIOUS EDISON AWARD HAS OPENED MANY NEW DOORS FOR OUR COMPANY. RELATIONSHIPS AND PARTNERSHIPS FORGED DURING THE EVENT ITSELF AND AS A RESULT OF THE AWARD HAVE SIGNIFICANTLY HELPED TO FURTHER OUR BRAND RECOGNITION AMONG STAKEHOLDERS, MEDIA, THE ONLINE COMMUNITY AND TARGET CUSTOMERS."

Art Jacobsen, General Manager, CarMD Corp

International Outreach

DISTRIBUTION OF NON-U.S.A. NOMINEES BY CONTINENT SINCE 2012

● Asia	38.5%
● Europe	38.5%
● Canada/Mexico	11.5%
● S. America	3.8%
● Australia	3.8%
● Africa	3.8%



EDISON AWARDS SUPPORTERS INCLUDE:



REGISTER AS A SPONSOR TODAY! Contact Rob Manes at 816-510-5128 or rob@edisonawards.com

RAVE REVIEWS



"We are delighted to be at the Edison Awards. Innovation is key to the future of our industry and we are proud as a traditional, long-standing company to be on the innovation journey. We feel that's how we can serve our customers best."

Michael Wright, General Manager, Aftermarket - Industrial Power Systems Division at Caterpillar Inc./Perkins Engines Company LTD
2018 Gold Level Sponsor & 2018 Gold Winner for Perkins SmartCap

"To have our flagship product linked to one of history's greatest inventors, Thomas Edison, is a tremendous honour. It is not only a tribute to all of the men and women who brought the V164 to life, but also a powerful reminder of the role technology and innovation must play to create a cleaner, more sustainable world."

Stewart Mullin, Director of Public Affairs, Communications & Marketing, Chief Strategy Office, MHI Vestas Offshore Wind
2018 Silver Winner for The V164 offshore wind turbine platform

"WINNING AN EDISON AWARD HAS CATAPULTED OUR SALES! WE TRANSITIONED FROM BARELY A SIX FIGURE COMPANY INTO A MULTI-MILLION DOLLAR BUSINESS WITHIN THE SAME YEAR OF WINNING THE AWARD. THE VALIDATION THAT OUR POTENTIAL CUSTOMERS SAW WITH THIS AWARD WAS MORE THAN EVEN WE THOUGHT IT WOULD BRING. WINNING AN EDISON AWARD HAS PUSHED US TO COME UP WITH EVEN MORE IDEAS AND INNOVATIONS TO OUR BUSINESS AND WE COULD NOT BE HAPPIER!"

Taylor Gardner, Co-inventor,
Back Spin Enterprises
2016 Bronze Winner for Back-Spin Tee



"One of the most moving awards of my life was the Edison Achievement Award. The Edison Awards' leadership in keeping our nation focused on innovation is so important."

John Chambers, Executive Chairman, Cisco Systems, Inc.
2016 Edison Achievement Award Honoree



"It's really an eclectic mix of folks here at the Edison Awards and technologies from all ranges of the spectrum. You have very large companies, you have very small companies and just a nice group of innovative thinkers. We're really excited to be a part of the Edison Awards again this year."

Randel Mercer, Chief Technology Officer, CoorsTek
2018 Gold Winner for Active Ceramic Membrane

2019 SPONSORSHIP LEVELS & BENEFITS

PREMIUM LEVELS

	\$50,000+ PLATINUM (Only 1 Available)	\$25,000 - \$49,999 GOLD (Only 1 Available)
Sponsor badge ribbon	●	●
Signage in prominent areas of event indicating level*	●	●
Acknowledgement in printed program*	●	●
Tax write-off to the extent allowed by law	●	●
Positioning as event sponsor throughout advance promotion campaign*	●	●
Complimentary VIP registrations	● (20)	● (10)
Recognition in pre- and post-event attendee invitations, newsletters, and social media outlets*	●	●
Prominent inclusion of company logo and hyperlink on Edison Awards website throughout campaign*	●	●
Inclusion of company logo souvenir in attendee gift bag	●	●
Special recognition and acknowledgment of company by event emcee during stage program	●	●
Signage featuring company logo and rolling logo on screen throughout the event*	●	●
Full page ad in the event printed program	●	●
Use of Edison Awards "Sponsor Seal" image for 12 months	●	●
Mailing list of attendees who opted-in to receive communications	●	●
Exhibit booth space at daytime event	●	●
Company logo on the Step & Repeat photo backdrop	●	●
Presentation of a company video at evening gala (limited to 2-minutes)	●	●
Dedicated press release announcing sponsorship	●	●
Company executive to address attendees on stage at the daytime event (limited to 3 minutes)	●	
Exclusive Naming Rights "Edison Awards Brought to you by Insert Your Company"	●	

* Size, prominence, and placement will correspond to the sponsorship level.

2019 SPONSORSHIP LEVELS & BENEFITS

	\$15,000 - \$24,999 SILVER (Only 3 Available)	\$5,000 - \$14,999 BRONZE	\$1,000 - \$4,999 SUPPORTER
Sponsor badge ribbon	●	●	●
Signage in prominent areas of event indicating level*	●	●	●
Acknowledgement in printed program*	●	●	●
Tax write-off to the extent allowed by law	●	●	●
Positioning as event sponsor throughout advance promotion campaign*	●	●	
Complimentary VIP registrations	● (5)	● (2)	
Recognition in pre- and post-event attendee invitations, newsletters, and social media outlets*	●	●	
Prominent inclusion of company logo and hyperlink on Edison Awards website throughout campaign*	●	●	
Inclusion of company logo souvenir in attendee gift bag	●	●	
Special recognition and acknowledgment of company by event emcee during stage program	●		
Signage featuring company logo and rolling logo on screen throughout the event*	●		
Half page ad in the event printed program	●		
Use of Edison Awards "Sponsor Seal" image for 12 months	●		
Mailing list of attendees who opted-in to receive communications	●		

* Size, prominence, and placement will correspond to the sponsorship level.



REGISTER AS A SPONSOR TODAY!

Contact Rob Manes at 816-510-5128 or rob@edisonawards.com to discuss sponsorship opportunities available for the 2019 Edison Awards.

Sponsor Seal must be licensed to use.

2019 SPONSORSHIP ADD-ON OPTIONS

Education Track Speaker

Select the track of your choice and either be a speaker on the panel or moderate the panel.

\$2,500

Exhibit Booth at daytime event

10x10 exhibit space during the Innovators' Showcase.

\$3,500

The Attendee Package

Includes your company logo on the name badge lanyards, event gift bags, & on the front cover of the printed program.

\$15,000

Opening Reception (Pre-Party)

Kick off the celebration with a party to be remembered and demonstrate your company's leadership at the cutting edge of innovation. Includes logo branded chocolate lollipops or logo branded ice luge, signage and 5-minute speaking opportunity.

\$10,000 / Co-sponsor for \$5,000

Breakfast Package

Be at the center of the action and the heart of attendee connections. Includes signage and recognition from the event emcee.

\$3,000 / Co-sponsor for \$1,500

Lunch Package

Take this prime opportunity to acquaint attendees with your company. Includes signage and recognition from the event emcee.

\$5,000 / Co-sponsor for \$2,500

Cocktail Reception Package

Recognize the best of the best and be recognized as an innovation supporter at the Cocktail Reception. Includes signage, logo cocktail napkin, and 3-minute speaking opportunity.

\$5,000 / Co-sponsor for \$2,500

After Party Package

Celebrate with the winners and be recognized as the event comes to a formal close. Includes signage, logo cocktail napkins, and recognition from the event emcee.

\$3,000 / No Co-sponsor allowed

Technology Package

Attendees love to be cyber-connected at all times and your company can be the channel. Includes signage and a clickable logo on the wireless launch page.

\$5,000 / No Co-sponsor allowed

IMPORTANT DATES

- ◆ Right of First Refusal Period for current sponsors: Month of August. Application Deadline: **August 31, 2018**.
- ◆ Promotion begins immediately for sponsors that sign up in August.
- ◆ Open Sponsorship Period: Begins **September 1, 2018**
- ◆ Deadline for Sponsorship Sign-up: **December 1, 2018** (Application submitted & invoiced)
- ◆ Promotion on website, newsletter, blast emails begins on **January 1, 2019**.
- ◆ Deadline for Payment: **January 31, 2019**
- ◆ 2019 Edison Awards Event: **April 4, 2019**