



AUVSI  
**XPONENTIAL**<sup>™</sup>  
ALL THINGS UNMANNED

ONLINE + ATLANTA | HYBRID EVENT SERIES  
MAY 4 - 6, 2021 | ONLINE  
AUGUST 16 - 19, 2021 | ATLANTA

# PROMOTION

Use these tools to invite your network of contacts to XPONENTIAL and boost your session attendance.

Be sure to include your promo code **PIPSPK21** to save your contacts 20% on registration!



# TOOLKIT

# AVAILABLE ASSETS

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- XPONENTIAL logo
- Video promotion
- Social media sample posts and graphics
- Newsletter copy
- Web banners
- Sample copy emails and LinkedIn invitations

**LEARN MORE ABOUT THESE ASSETS IN THE FOLLOWING PAGES**



# XPONENTIAL LOGO

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Download the official XPONENTIAL 2021 logo for use in company ads, newsletters and your email signature.



[DOWNLOAD LOGOS >](#)

# VIDEO ASSETS

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Share a promo video that invites the unmanned systems community to be part of the industry's progress and help write the next chapter at XPONENTIAL 2021. Choose from five videos in the library, all ranging from 15 – 30 seconds for use across social media platforms.

[\*\*DOWNLOAD ALL VIDEOS >\*\*](#)



# SOCIAL MEDIA POSTS



Tap into your social media channels to promote your XPONENTIAL participation. Use this sample copy for inspiration and don't forget to include **#XPO21** in your posts!

**PRO TIPS:** Customize the posts by including your session title, date, time and topic overview.

- > I'll be speaking at @AUVSI XPONENTIAL, May 4-6 online! Join my session to find that breakthrough that gives your business an edge. Learn more and register at <https://www.xponential.org/>. Use code PIPSPK21 and save. **#XPO21**
- > Learn about recent progress in expanded #unmanned operations and find new ways to keep your momentum going! Join me at @AUVSI XPONENTIAL on May 4-6. Learn more at <https://www.xponential.org/> and save on registration with code PIPSPK21.
- > Gather actionable insight on #unmanned technology and join the convo in my session at @AUVSI XPONENTIAL. Register today at <https://www.xponential.org/> – use code PIPSPK21 to save! **#XPO21**
- > Join me at #XPO21 on May 4-6 to explore different ideas, spark new ones and help build the future of #autonomy. Don't miss my session in the educational program! Register at <https://www.xponential.org/> and use code PIPSPK21 to save.
- > This May 4-6, join me at the #unmanned and #autonomous systems industry's premier event, #XPO21. Learn more at <https://www.xponential.org/>. Use code PIPSPK21 and save on registration.
- > Attending @AUVSI XPONENTIAL, May 4-6 online? Register for my #XPO21 session to problem-solve with peers across the globe. Learn more at <https://www.xponential.org/>. Save on registration by using code PIPSPK21.

# SOCIAL MEDIA GRAPHICS

A variety of graphics, sized for Facebook, Twitter and Instagram, are available to download and use with the sample posts on the previous page.



[DOWNLOAD SOCIAL GRAPHICS >](#)

# NEWSLETTER COPY

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## Join Us at XPONENTIAL 2021 | May 4 – 6 | Online

AUVSI XPONENTIAL is the only gathering for leaders and end users in every industry to share use cases, experience new technology, strike up partnerships and solve real problems.

### **XPONENTIAL is the place where the future of autonomy is written:**

- Learn about the latest topics in technology, policy and business solutions — from 5G and blockchain to Remote ID and edge computing.
- Engage with engineers, policymakers and business leaders across 20+ vertical markets to solve your challenges, spark ideas and shape the future of your business.
- Immerse yourself in a showcase of unmanned innovation, see the latest solutions up close, and have one-on-one discussions to help achieve your goals.

**LEARN MORE AND REGISTER AT [XPONENTIAL.ORG](https://xpontential.org).**



# WEB BANNERS

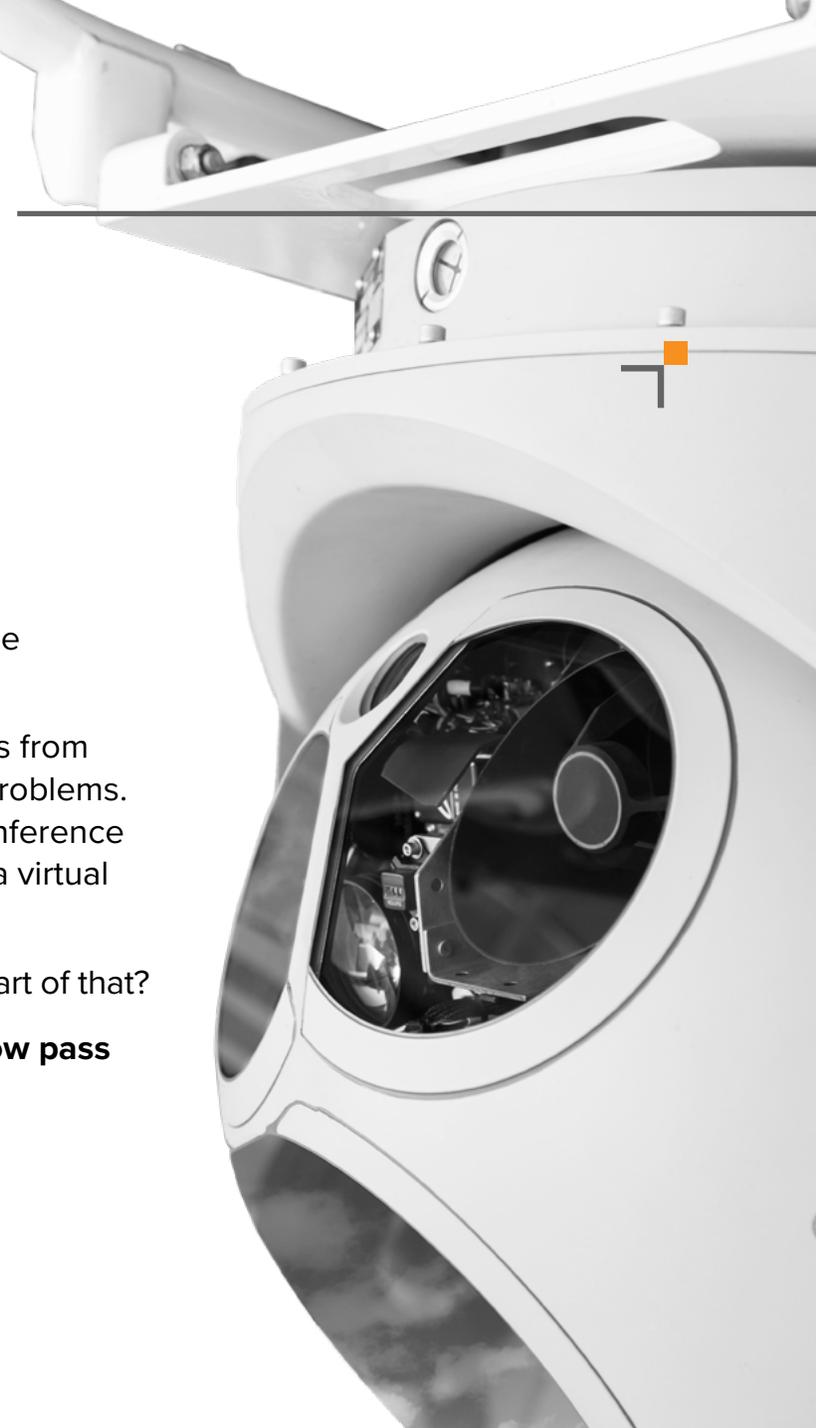
Choose from a suite of banners that can be used on your company's website and in newsletters to promote your presence at the show. Be sure to link them to <https://www.xponential.org/>.



Available sizes: 300 x 250 | 728 x 90

[DOWNLOAD WEB BANNERS >](#)

# EMAIL INVITATION



Send this sample invitation using email or via LinkedIn.

**Subject Line:** Join Me at XPONENTIAL 2021

[INSERT NAME],

I'd like to invite you to join me at AUUVSI XPONENTIAL 2021, a hybrid event series with the first phase taking place virtually on May 4-6.

As you likely know, XPONENTIAL is the only place where unmanned systems leaders and end users from every industry share use cases, experience new technology, strike up partnerships and solve real problems. I'll be speaking about [SESSION TOPIC] on [DATE OF SESSION] – just one part of the immersive conference featuring keynotes, roundtables, networking events and 100+ sessions. The event will also include a virtual exhibit hall that showcases the latest unmanned innovation and solutions.

This is where I go to make valuable connections and help find that next 'aha' moment. Will you be a part of that?

You can learn more and register at [XPONENTIAL.org](https://XPONENTIAL.org). **As my guest, you'll receive 20% off your show pass by entering the promo code SPKPIP21 when you register.** I look forward to seeing you there!

Best regards,

[INSERT SIGNATURE]



Follow **AUVSI** and **XPONENTIAL** on social media to share content and event updates:

 **Twitter:** @AUVSIshow

 **Facebook:** @AUVSI

 **Instagram:** @AUVSI

 **LinkedIn:** Association for Unmanned Vehicle  
Systems International (AUVSI)