

BENEFITS*	\$15m PRESENTING SPONSOR	\$10m THEME SPONSOR	\$5m EXPERIENCE SPONSOR	\$2.5m EXHIBIT SPONSOR	\$2.5m TECHNOLOGY SPONSOR	\$2m RESTAURANT SPONSOR	\$1m PRODUCT SPONSOR	\$1m LOGISTICS SPONSOR	\$1m FRIENDS OF THE PAVILION	\$750k RETAIL RIGHTS	\$500k FRIENDS OF THE PAVILION
Exclusive Naming Rights as the lead sponsor of the overall Pavilion. Branding includes prominent logo placement at the Pavilion, inside the main entrance of the Pavilion, and logo on all promotional materials, websites, and publications.	●										
Naming Rights in one of the five Pavilion theme areas		●									
Naming Rights in one of the Pavilion experience areas including main stage, center screen, VIP lounge, innovation lounge, entrance staging area, restaurant, US National Day			●								
Exclusive Naming Rights for Individual Exhibits within each theme area				●							
Opportunity to showcase product concepts, exhibits, or other materials aligned to the objectives and standards of the USA Pavilion	●	●					●				
Industry exclusivity for this level	●	●				●		●		●	
Prominent Pavilion and Public Material Branding as an exclusive service provider					●	●		●		●	
Possible position on the Advisory Council of the Pavilion	●	●	●	●	●				●		
VIP Reception Services , including private tours, access to special events, booking and concierge services at Expo, and priority access to special events at the USA Pavilion.	●	●	●	●	●				●		
Use of the Pavilion stage and partner stage at NYU Abu Dhabi for partner-focused programming or presentation (under the guidance of Pavilion curator and US Department of State)	●	●	○	○	○		○	○			
Hard Hat tours of the Expo and Pavilion construction sites	●	●	●	●	●		●	●	●		
Complimentary passes to Expo, the US Pavilion, and local events	●	●	●	●	●		●	●	●		○
Use of the USA Pavilion's VIP Hospitality Lounge meeting space for private and corporate gatherings.	●	●	○	○	○	○		○	●		○
Invitations to VIP events hosted by the USA Pavilion, including opening day, US and UAE national days, closing ceremonies, sports viewing parties, and more.	●	●	●	●	●		○	○	●	●	○
Access to VIP Hospitality Lounge	●	●		○	○	○	○	○	○	○	○
Sponsor name and branding displayed throughout the Pavilion's printed, electronic, and permanent showcase items	●	●	●	●	●	●	●	●	●	●	●
Right to use Pavilion logos, branding, and marketing materials in organizational materials and marketing	●	●	●	●	●	●	●	●	●	●	●