“Highlights were collaboration, networking, and awareness of product available for project advancement.”

– AU Attendee
Dear Partner and Developer Community,

The world of making things is rapidly evolving. Industry demands are growing and Autodesk customers must find ways to make more, do it better, with less negative impact. This new way of making presents significant opportunities to those who create innovative tools and technologies.

Autodesk customers come to AU each year to connect with peers and industry vanguards. They learn to navigate the trends impacting design, engineering, construction, and manufacturing. They explore the newest technologies, efficiencies, and workflows. The Expo at AU is where our customers go to find leaders from the software and hardware developer community. Engaging with our partners helps customers stay competitive and meet industry demands.

Though the way we experience AU this year will be different due to COVID-19, the ethos of AU, and the opportunities enabled for our customers and the developer community, endures.

We hope you will consider joining us for our first-ever global, entirely digital conference, as we continue to work together to help Autodesk customers achieve the new possible.

Andrew Anagnost  
Chief Executive Officer  
Autodesk
2020 is no ordinary year, and AU 2020 will be no ordinary AU as the global Autodesk community comes together, digitally, to learn, connect, and explore the latest advancements in construction, manufacturing, architecture, and engineering.

This year, we will meet more people, share more knowledge and build more community—and in more languages—than ever before.

“What I think this is going to do is connect design, manufacturing and construction industries together”

– AU Attendee

The design and make conference for innovators everywhere who reimagine what’s possible
Total global attendees* 60,000+

By region*
Americas 30,000
EMEA 14,000
APAC 16,000

Primary industries
- Construction
- Infrastructure
- Building Design & Engineering
- Media & Entertainment
- Product Design & Manufacturing

Supported languages
- English: Hello
- German: Hallo
- Chinese (simplified): 你好
- Japanese: こんにちは
- Russian: Привет

Live and on-demand session: 600+
Total exhibitors and sponsors: 150+

*Projected attendees
# AU 2019 Global Sponsors and Exhibitors

## Exhibitors

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<td>Nearmap</td>
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<td>YouBIM</td>
<td>YSL Solution</td>
<td>ZOLLER + FROHLICH</td>
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Sponsorship Opportunities

Reach customers from around the world with lead generation, demand generation, and thought leadership activations, without leaving your desk!

“We captured 200+ leads, and had seriously meaningful conversations about future work with several key players.”

– AU Exhibitor
### Sponsorships At-a-Glance

#### INVITE ONLY

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<th>GLOBAL</th>
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#### CHOOSE FROM AVAILABLE LANGUAGES

- English, Chinese (simplified), Japanese, German, Russian, Spanish, French

- Choose any/all available languages

- Choose a single language only

#### CHOOSE THE INDUSTRY YOUR PRIMARY PRODUCTS SERVE

- Building Design & Engineering, Construction, Infrastructure, Product Design & Manufacturing, Media & Entertainment

- Choose any/all relevant industries

- Choose a single primary industry

#### TURNKEY “BOOTH” WITH CUSTOMIZABLE FEATURES

- A dedicated, customizable web page, serving as your turnkey “booth”
  - ✓
  - ✓
  - ✓
  - ✓
  - ✓
  - ✓

- Your booth is publically available for 30 days
  - ✓
  - ✓
  - ✓
  - ✓
  - ✓
  - ✓

- Your company appears in the searchable list of sponsors
  - ✓
  - ✓
  - ✓
  - ✓
  - ✓
  - ✓

- Company logo
  - ✓
  - ✓
  - ✓
  - ✓
  - ✓
  - ✓

- Company description
  - ✓
  - ✓
  - ✓
  - ✓
  - ✓
  - ✓

- Website address
  - ✓
  - ✓
  - ✓
  - ✓
  - ✓
  - ✓

- Links to your company social media sites
  - ✓
  - ✓
  - ✓
  - ✓
  - ✓
  - ✓

- Feature: Display your choice of video for attendees to view, on-demand
  - ✓
  - ✓
  - ✓
  - ✓
  - ✓
  - ✓

- Feature: Provide whitepapers, brochures, etc., for attendees to download
  - ✓
  - ✓
  - ✓
  - ✓
  - ✓
  - ✓

- Feature: Attendees can request to meet with your technical and sales staff
  - ✓
  - ✓
  - ✓
  - ✓
  - ✓
  - ✓

- Feature: Ability to post your Zoom meeting room for hosting live demos
  - ✓
  - ✓
  - ✓
  - ✓
  - ✓
  - ✓

- Feature: Button for attendees to request information from your company
  - ✓
  - ✓
  - ✓
  - ✓
  - ✓
  - ✓

- Your booth is promoted, in rotation with others, on the Expo landing page
  - ✓
  - ✓
  - ✓
  - ✓
  - ✓
  - ✓

- Autodesk will be promoting “Expo open” and “View live demos” broadly to attendees during specifically scheduled timeslots
  - ✓
  - ✓
  - ✓
  - ✓
  - ✓
  - ✓

- You’ll receive contact information for all attendees who request information
  - ✓
  - ✓
  - ✓
  - ✓
  - ✓
  - ✓

- We’ll provide marketing assets for you to promote your participation at AU 2020
  - ✓
  - ✓
  - ✓
  - ✓
  - ✓
  - ✓

- Summary Reporting: Post event, we’ll provide aggregated statistics on visitors, page views, clicks
  - ✓
  - ✓
  - ✓
  - ✓
  - ✓
  - ✓

(continued on next page)

Program details subject to change; but accurate as of 8/28/2020
Sponsorships At-a-Glance

(continued from previous page)

PUBLIC RELATIONS OPPORTUNITIES
- Advance access to attending media list: ✓
- Post marketing materials to virtual press room: ✓

DEMAND GENERATION OPPORTUNITIES
- Prominent logo display by sponsor level on the digital conference platform: ✓
- Exclusive! Prominent logo display for 12 months on the “year-round” AU learning website: ✓
- Direct email sent by Autodesk to a selection of opt-in attendees: ✓
- Featured video: 60 sec sizzle reel, plays before opening keynote, and between select conference programming (sponsor provides video): ✓
- Featured video: Highlight “what’s new with your technology”, in 60 seconds (sponsor provides video): ✓
- Feature: Your company name surfaces as “recommended” within the conference experience: ✓
- Feature: Your graphic advertisement is displayed alongside relevant content, within the conference experience (sponsor provides graphic): ✓
- Autodesk to send a promotional Tweet, or Re-Tweet, on your behalf: ✓

THOUGHT LEADERSHIP OPPORTUNITIES
- Your executive presents in the popular, AU Technology Trends Keynote Session: ✓
- Your executive is featured in an AU website article focused on Technology Trends @ AU 2020: ✓
- Your executive presents in an industry focused Roundtable Panel Discussion on Industry Trends: ✓
- Your executive is included in an AU website article focused on Industry Trends: ✓
- Teach a breakout session, (delivered on-demand): ✓
- Author a subject matter expert article, published on the AU website: ✓
- Present a technology themed, AU Theater Talk: ✓

Program details subject to change, but accurate as of 8/28/2020

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All prices shown in USD

NOVEMBER 17-20, 2020
Turnkey Booth with Customizable Features

- Display a custom image, description and your logo
- Promote a live demo or webcast schedule
- Showcase on demand video content
- Highlight brochures for downloading
- Invite attendees to meet with your team members
Demand Generation Opportunities

Drive traffic to your Expo space by exposing your brand, messaging, and POV across the AU experience.

Showcase video, graphic ads, and logos.

Lifelong learning made possible by our global partners.

YOUR LOGO HERE
Thought Leadership Opportunities

NOVEMBER 17-20, 2020

**Thought Leadership Highlights**

Your POV is featured during AU 2020 and then becomes part of the year-round, on-demand, content library.

Publish an article, teach a class, or participate in an industry roundtable, or technology-focused keynote.

Lifelong learning made possible by our global partners.
Submit your application to sponsor or exhibit, on the AU website, starting September 15

**Global Sponsor and Exhibitor Sales Manager**

Daniel Teeter  
[daniel.teeter@autodesk.com](mailto:daniel.teeter@autodesk.com)  
+1-415-675-8314

**Global Sponsor and Exhibitor Manager**

Sylva Batmanian  
[sylva.batmanian@autodesk.com](mailto:sylva.batmanian@autodesk.com)  
+1-438-448-6444

**Americas Sponsor and Exhibitor Manager**

Emma Vallandigham  
[emma.vallandigham@autodesk.com](mailto:emma.vallandigham@autodesk.com)  
+1-415-513-1901