AUTODESK UNIVERSITY

Digital Global Conference
October 5-7 | Americas
October 7-8 | EMEA & APAC
October 13-14 | East Asia

The design and make conference that brings together innovators from around the world

Sponsorship Prospectus
Building Design & Engineering | Construction | Infrastructure
Product Design & Manufacturing | Media & Entertainment
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“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 again 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 this global digital conference, as we continue to work together to help Autodesk customers achieve the new possible.

Andrew Anagnost
Chief Executive Officer
Autodesk
Who Attends

120,000 expected registrants for AU 2021

- Architecture, Engineering & Construction
- Manufacturing
- Education
- Software
- Media & Entertainment
- North America
- South America
- Asia Pacific
- Europe, Middle East, Africa
- Product Users
- Managers
- Business Leaders
- Software Developers
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Reach thousands of Autodesk customers, and hundreds of resellers, and developer partners without leaving your desk!

“You can find people (at AU) that you wouldn’t have access to in other locations”

– AU Attendee
## Sponsorships At-a-Glance

### DIGITAL BOOTH WITH NEW, INTERACTIVE AND LEAD-GENERATING FEATURES

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<tr>
<td>See who visits your booth - you will be able to view the publicly visible profiles of attendees who visit your booth and you or your team members can invite them to connect</td>
<td>✓</td>
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<td>You can view publicly visible profiles of conference attendees and send a personal “request to connect” to start a conversation with them</td>
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<td>AU attendees can request to chat directly with you or your staff during your preferred hours - you will be able to view a list of attendees who request to chat</td>
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<td>Customize the booth with your logo, description, web address, and links to social media</td>
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<td>Display descriptions and links to AU sessions you wish to highlight (only applicable if you or your team members are leading a breakout session or hosting a product demo)</td>
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<td>Display your on-demand videos, whitepapers, brochures, etc.</td>
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<td>Showcase your special offers (discounts, downloads, giveaways, etc.) for attendees</td>
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<td>View your booth performance, including # of views of your booth</td>
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<td>Ability to create additional booths in other languages (English, French, Chinese, Japanese, German, Korean, Spanish, Russian)</td>
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### BRANDING, DEMAND AND LEAD GENERATION

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<td>Host 3 Product Demos for up to 90 attendees each: Product demos with Q&amp;A are pre-scheduled and promoted within the overall AU program schedule (alongside all conference content) - you or your team members will be able to view publicly visible profiles of registered demo attendees and invite them to connect</td>
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<td>Add-on for $4,500 Limited quantity available</td>
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<td>Logo Branding: Your logo will display as a sponsor on select pages throughout the conference website</td>
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<td>Add-on for $3,500 Limited quantity available</td>
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<td>Autodesk will send a promotional Tweet, or re-Tweet, on your behalf</td>
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<td>Your logo will continue to display on the “year-round” AU learning website</td>
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<td>We’ll send an exclusive direct email to a selection of opt-in attendees on your behalf</td>
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<td>Your 60 sec sizzle reel will play before the opening AU keynote</td>
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### THOUGHT LEADERSHIP AND LEAD GENERATION

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<td>Teach a 30 minute breakout session + 30 minute Q&amp;A which is pre-scheduled and promoted within the overall AU program schedule (alongside all conference content) - you or your team members will be able to view publicly visible profiles of registered session attendees and invite them to connect</td>
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<td>Your executive will present along with an Autodesk executive in the prominent AU Technology Trends Panel Session</td>
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### PUBLIC RELATIONS

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<td>Advance access to attending media list for your separate, personal outreach</td>
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<td>Ability to upload your marketing materials to our virtual press room for attending media to view</td>
<td>✓</td>
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Digital Booth with Customizable Features

Digital Booth Highlights

- Display a custom image, description, your logo and more
- Invite attendees to chat questions or book a meeting with your team
- Promote classes and demos you are hosting at AU
- Call attention to in-booth special offers
- Showcase on-demand video content
- Highlight brochures for downloading

Information

Our vision is to create technology that makes life better for everyone, everywhere — every person, every organization, and every community around the globe. This motivates us — inspires us — to do what we do. To make what we make. To invent, and to reinvent. To engineer experiences that amaze. We won’t stop pushing ahead, because you won’t stop pushing ahead. You’re reinventing how you work, how you play. How you live. With HP.

Social media

- Twitter
- Instagram
- Facebook
- LinkedIn

Contact details

- Phone: +1 650 857 1501
- Email: info@hp.com
- HP virtualbooth.com
- Headquarters
  1501 Page Mill Road, 94304, Palo Alto, CA, United States

Special offer
Branding + Demand & Lead Generation Highlights

Host a Product Demo: You can present up to 3 separate product demos with Q&A which are pre-scheduled and will be promoted within the overall AU program schedule.

Display your logo across the AU conference experience.

**Information**

Fusion 360 software has four unique design workflows: Solid, Surface, Sculpt (T-Spline), and Sheet Metal. Each workflow has unique tools that are specialized for the different types of modeling. The Sheet Metal workflow can be simple, yet confusing. Certain tools have multiple functions and use. There are Sheet Metal Rules and it is important to understand the role they play. Join this class to better understand the proper workflow for modeling sheet metal components in Fusion 360. We will discuss how to capitalize on the Sheet Metal Rules and the multiple applications of the Flange command. During this demonstration, we will recreate a component and show how to document it.

**Speakers**

- **Heima Taketou**
  - Senior Manager, Creative & Brand Activation
  - Gemco

**Attendees**

- **Adam Sopko**
  - Architect
  - Autodesk

- **Pat Test**
  - Architect
  - ABC Company

**Key Learnings**

- Learn about the importance and

**Tags**

- **Products**: Fusion 360
- **Industries**: Manufacturing Other
- **Audience**: CAD Manager, Design Engineer, Drafter, Manufacturing Engineer, Product Engineer
- **Relevant Topics**: Design, Engineering Documentation, Product Design

**Demo Time**

The best way to understand these tools is to see them in action.
Thought Leadership Highlights

Your POV is featured during AU 2021 and then becomes part of the year-round, on-demand, content library.

Teach a 30 minute breakout session + 30 minute Q&A which is pre-scheduled and promoted within the overall AU program schedule.

Ask Autodesk
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How To Participate

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