



November 17-20, 2019
MGM Grand, Las Vegas, NV
XLIVECON.COM

The XLIVE Startup Showcase is the apex of innovation and live events, creating a one-of-a-kind opportunity for entrepreneurs and companies to showcase how they are truly evaluating the live event experience. Eight innovative organizations will be chosen to attend and pitch their product or service in front of a live audience and panel of judges to be declared both the 2019 XLIVE Startup Showcase winner, and the newly added 2019 Audience Choice winner.

REQUIREMENTS:

- Company must have a product or service in the live event industry
- Company must be less than two years old
- Company must be doing less than \$1 million in annual gross sales

THE NITTY GRITTY DETAILS: The XLIVE Startup Showcase will provide eight companies with an opportunity to pitch to an esteemed panel of investors with considerable experience in investment & and live events. Each organization will take the stage and have 3.5 minutes to pitch their product/service, after which the panel of judges and audience will ask one question each. The judges will then decide on the company that will be crowned the 2019 XLIVE Startup Showcase winner. The audience will also be polled to select an Audience Choice winner. Announcements of both winners will be made during the closing remarks on Wednesday morning.

OPTION 1

Get involved in the Startup Showcase

Inclusions:

- Logo inclusion in marketing email highlighting Startup Showcase Participants
- Two (2) internal all-access conference registrations
- Involvement in Startup Showcase with the opportunity to be considered as one of the eight companies in the Startup Showcase

OPPORTUNITY COST: \$1,000

OPTION 2

Guarantee your spot and highlight your organization with a table top

Inclusions:

- Logo inclusion in marketing email highlighting Startup Showcase Participants
- Table top space in Startup Hub on the XLIVE show floor. Table top space includes:
 - 6' table, (2) chairs and wastebasket
 - Your organization's name, logo, and 50-word company description included on XLIVE Website Exhibitor Page
 - Included on the show floor map in the XLIVE App
 - Two (2) internal all access conference registrations based on space size
 - Three (3) external all access conference registrations to allocate to attendees outside your organization
 - Guaranteed to be one of eight companies in Startup Showcase

OPPORTUNITY COST: \$2,495

OPTION 3

Guarantee your spot and highlight your organization with a 10x10 booth space

Inclusions:

- Logo inclusion in marketing email highlighting Startup Showcase Participants
- 10x10 booth space in Startup Hub on the XLIVE show floor. Booth space includes:
 - Featured as an exhibitor at the program
 - Floor space for your booth or activation
 - 6' table, (2) chairs and wastebasket
 - Your organization's name, logo, and 50-word company description included on XLIVE Website Exhibitor Page
 - Included on the show floor map in the XLIVE App
 - Two (2) internal all access conference registrations based on space size
 - Three (3) external all access conference registrations to allocate to attendees outside your organization
 - Guaranteed to be one of eight companies in Startup Showcase

OPPORTUNITY COST: STARTING AT \$3,700

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