LIFE, LIBERTY
AND THE
PURSUIT OF THE FUTURE
Exhibit 1: POV

All exhibit imagery is used for informational purposes only and subject to change pending further development with the U.S. Department of State.
Exhibit 2: POV

All exhibit content imagery is used for informational purposes only and subject to change pending further development with the U.S. Department of State.
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Operations
Operations Scope

- Venue Management
- VIP, Functions and Protocol Management
- Guest Experience Management
- Staffing – Recruitment, Training and Orientation
- Facilities and Contractor Management
- VIP and Functions Catering
Operations
Scope continued

- Supply Chain & Procurement
- Cultural Program
- National Day
- Media and PR Management
- Exhibition and Technical Services
- Logistics and Warehousing
- Public Food and Beverage Operations
- Gift Store Operations
VIP and Multi-Function Spaces
Supply Opportunities

VIK & Procurement Categories
- We are looking to engage with American brands that speak to the culture and heritage of the country.

Benefits of Engagement
- The value proposition that the U.S. pavilion at Expo 2020 has to offer and the opportunity this gives your organization.

Next Steps
- Where to from here. How you can respond to our EOI and join the U.S pavilion Expo 2020 journey.
Examples of Benefits

Experiences
- Behind the scenes tour of U.S. pavilion at Expo 2020 for staff
- Curated day at Expo experience for guests

Hospitality
- Hosting of events in pavilion VIP function spaces
- Cocktail functions
- Morning / Afternoon Tea

Sales Opportunities
- Product sales in F&B outlets
- Product sales in Retail Store
Examples of Benefits (Continued)

Marketing Opportunities / IP Assets
- Product included in official VIP gift bag
- Rights to use U.S. pavilion brand
- Product logo on pavilion website
- Social media content on official pavilion platforms
- Product giveaway option for school groups
- Customized pin featuring supplier and pavilion logos

Additional Partnership Benefits
- Promotional reel of suppliers’ support of pavilion
- Staff training session on product
Touchpoints Available:

With so many activities and events happening every day in the pavilion, the opportunities to be involved are endless.

We invite you to think outside the box as to the different ways in which visitors and guests can experience your produce, products or beverages:

- Product showcased in VIP / Food and Beverage menus
- Focus produce in celebrity chef appearance.
- Samples gifted to school children with the many school groups.
- Collaboration with programming events.
- Joint produce innovation seminar to showcase leading products.
- Feature wine in curated pairing event.
## Next Steps

<table>
<thead>
<tr>
<th>Group</th>
<th>Category</th>
<th>Subcategory</th>
<th>Phase 1 EOI Distributed</th>
<th>Phase 2 Engagement</th>
<th>Phase 3 EOI Closed</th>
<th>Phase 4 Negotiation</th>
<th>Phase 5 Appointment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group 1</td>
<td>Produce</td>
<td>Meat, Seafood, Dairy, Native Ingredients</td>
<td>August 2020</td>
<td>August 2020</td>
<td>September 2020</td>
<td>September – October 2020</td>
<td>October 2020</td>
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</tbody>
</table>
Next Steps (Continued)

Visit website to understand U.S. pavilion category requirements
- Note when the EOI is released
- Respond to the relevant EOI

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U.S. Pavilion for Milan Expo 2015

Promoting the regeneration, sustainability and environmental impact of U.S. hardwoods
Promoting the environmental credentials of U.S. hardwoods
It took just 25 seconds to grow the 13.73m³ of American white oak in this 500m² deck.
Thank You.