USA Pavilion - Supply Opportunities

Expression of Interest
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The USA Pavilion

USA Pavilion Supply Opportunities

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WHAT IS A WORLD EXPO?

The world’s oldest and largest mega event, happening every 5 years in host cities around the world since its inception in 1851 in London.

Like the Olympics, which are world festivals of sports, Expos are the festivals of culture, technology, innovation, design and human excellence.

Past Expos have seen countries showcase innovations such as the mobile phone, the x-ray machine, the ice cream cone and tomato ketchup!
EXPO 2020 DUBAI

WORLD EXPO 2020

FIRST EXPO
IN MENASA REGION

192 COUNTRIES
RECORD PARTICIPATION

1 COUNTRY,
1 PAVILION
FIRST TIME IN
EXPO HISTORY

OCTOBER 1, 2021
MARCH 31, 2022
DURATION OF 182 DAYS

SITE SIZE
4.38 SQ KM

Route 2020 Metro Station
Dubai Exhibition Centre
Al Wasi Plaza
UAE Pavilion
Al Forsan Park
USA Pavilion
Jubilee Park
Route 2020
Metro Station
Dubai
Exhibition
Centre
Al Wasi Plaza
UAE Pavilion
Al Forsan Park
USA Pavilion
Jubilee Park

Mobility District
Sustainability District
Opportunity District
LIFE, LIBERTY AND THE PURSUIT OF THE FUTURE

The United States has been the leader in individual liberty, innovation, and mobility since our inception as a nation nearly 250 years ago.

Our theme will showcase a dynamic society that has shaped the modern world, remaining the freest and most prosperous nation on earth while supporting freedom for all.
The USA Pavilion is ideally positioned adjacent to the highly popular UAE, Saudi Arabia and India Pavilion’s. In addition to this, neighboring Al Forsan Park will be a high traffic area with shows. Key Pavilion metrics:

- 8 Exhibit journey taking approx. 20 mins to complete.
- 27,000 daily visitors anticipated to visit the USA Pavilion, forecasted 5m+ attending during the six-month event.
- 15,000 delegates anticipated to attend business events hosted at the USA Pavilion throughout Expo.
- Over 300,000 customers forecasted to visit the USA Pavilion public F&B outlets.
- Over 200,000 anticipated customers to purchase merchandise from the USA Pavilion retail store.

Continue over page for more information...
Scale and Visitation

- Expo will attract delegations from across the MENASA region specific to trade, development and innovation.

- Delegations will include Heads of State, Government, Ministers, CEO’s and leaders from private and public sectors.

- Pavilion operating 12 hours per day and retail spaces operating 15 hours per day.

- Retail Store & Restaurant ideally positioned with high visibility and access from the public realm.

- VIP function & meeting room facilities available throughout the Pavilion.

Continue over page for more information...
The USA Pavilion is committed to delivering a comprehensive schedule of activations, events and programs to complement the objectives of stakeholders, sponsors and suppliers.

To achieve this, we encourage suppliers to think outside the box and drive engagement of their business, organization or association by activating creative program ideas.

These activations will be key to generating media attention and expanding reach beyond the Pavilion.

The Programming schedule will consist of Thematic Weeks, National Days, Schools Program, Brand Ambassador appearances/activations and product demonstrations.
Media Activity

Expo 2020 have a department dedicated to the strategic and cohesive promotion of Expo 2020, its participants and all events and activations across the site. Similarly, the USA Pavilion will have a dedicated team on the ground working collaboratively with Expo 2020 and local media to attract all media – print, television, digital and promote every angle of the USA Pavilion, including that of stakeholders, sponsors and suppliers.
USA Pavilion Event Spaces

VIP Function Area

Rocket Garden

VIP Pre-Function Networking Lounge
The Pavilion Team

The Department of State
The U.S. Department of State is responsible for the United States participation in international exhibitions. The Department’s Expo Unit manages United States engagement and participation in World Expos.

The Department considers Expo 2020 Dubai an excellent opportunity to showcase American leadership and ingenuity inspired by the freedom to innovate in all sectors.

Global Ties
Global Ties Network is the largest citizen diplomacy network in the United States with 60 years’ experience working with government exchange programs. They are focused on building lasting relationships between leaders in government, business, and civil society around the world.

Global Ties is recruiting the USA Pavilion’s Cultural Performers and Youth Ambassadors to demonstrate the rich, cultural diversity of America.

Thinkwell Group
Thinkwell Group, based in Los Angeles is an award winning, global design and production agency which creates customized, content driven experiences in the physical world.

They have been contracted by the Department of State to design and install all USA Pavilion exhibits that will tell the Pavilion’s story of Life, Liberty and the Pursuit of the Future.

TVG
TVG is a subsidiary of Thinkwell and is a specialist in Expo operations and retail. They will manage the co-ordination of staff, VIP/Business Program, food & beverage, gift store and supply chain.

TVG will also deliver the United States National Day and provide media and communications and outreach programs working collaboratively with the Pavilion’s stakeholders, partners and sponsors.
USA Pavilion Supply Opportunities

Overview
The USA Pavilion Management Team are looking to engage with American brands and service providers that speak to the culture and heritage of the country to support in the delivery of key functional requirements of the Pavilion for the duration of Expo.

Expression of Interest and Statement of Requirements
Expressions of Interests and Statement of Requirements will be released across all categories of services required to deliver the Pavilion, providing the opportunity for United States (or other organizations with a United States or UAE market presence) brands and providers to submit a commercial proposal to secure the supply agreements.
USA Pavilion Supply Opportunities

Supply Overview & Benefits of Engagement Summary

The USA Pavilion will be engaging in relationships with prospective brands and service providers for all service categories. For all suppliers wishing to be involved in the USA Pavilion, there are many benefits of being involved. If you’re in a position to make a Value in Kind (VIK) or financial offering through the supplier appointment process, there are additional benefits available in return that are relative to the support received.
Supply Categories & Expression of Interest Timelines

The below table summarizes the timeline when the expression of interest is released for all supply categories and when negotiations will begin. Please do not hesitate to reach out to the USA Pavilion team at any time to discuss the opportunity presented.

<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 Negotiations</th>
<th>PHASE 5 Appointment</th>
</tr>
</thead>
<tbody>
<tr>
<td>GROUP 1</td>
<td>Accommodations</td>
<td>Hotel Rooms, Apartments</td>
<td></td>
<td></td>
<td></td>
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<td>CLOSED</td>
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<tr>
<td></td>
<td>Apparel</td>
<td>Uniforms, Business Suits, Accessories, Dress Shoes, Sneakers</td>
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<tr>
<td></td>
<td>Cleaning</td>
<td>Cleaning Services, Equipment, Consumables, Sanitary Equipment</td>
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<tr>
<td></td>
<td>Produce</td>
<td>Meat, Seafood, Dairy, Poultry, Native Ingredients, Consumables</td>
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<td></td>
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<tr>
<td></td>
<td>Security</td>
<td>Security Services</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Travel</td>
<td>Air Travel, Guest Experiences / Tours</td>
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<tr>
<td>GROUP 2</td>
<td>Beverages</td>
<td>Wine, Beer, Spirits, Coffee, Tea</td>
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<td>CLOSED</td>
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<tr>
<td></td>
<td>Hospitality Equipment</td>
<td>Equipment, Fittings &amp; Furnishings</td>
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<td></td>
<td>Information Technology</td>
<td>Venue &amp; Event Software, Rostering Software</td>
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<tr>
<td></td>
<td>Vehicles</td>
<td>Buses, Cars, Golf Carts, Driver Services</td>
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<tr>
<td>GROUP 3</td>
<td>Communications</td>
<td>Phones, Two Way Radios</td>
<td>03/01/2021</td>
<td>03/01/2021 - 04/14/2021</td>
<td>04/14/2021</td>
<td>04/15/2021 - 05/31/2021</td>
<td>06/01/2021</td>
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<td></td>
<td>Functions Misc.</td>
<td>Linen, Tableware, Glassware, Kitchen Loose wares</td>
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<td>Office</td>
<td>Technology, Consumables, Indoor Plants</td>
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<tr>
<td></td>
<td>Services</td>
<td>Training</td>
<td></td>
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</tr>
</tbody>
</table>
Benefits Summary

Benefits the United States team can provide within a supply partnership are varied and unique to the Pavilion. Detailed below are a summary of the benefits available, each of these are flexible and able to be tailored to the supplier based on their requirements.

Experiences

• Behind the scenes tour of USA 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

Continue over page...
Benefits Summary

Marketing Opportunities / Assets

- Product included in official VIP gift bag
- Rights to use USA Pavilion brand
- Product logo on Pavilion website
- Product showcased in VIP / Food and Beverage menus
- Social media content on official Pavilion platforms
- Product giveaway option for school groups
- Customized pin featuring supplier and Pavilion logos
- Promotional reel of suppliers’ support of Pavilion

Introductions, Product Showcases and Announcements

- Opportunities to showcase and announce new and innovative products within the Pavilion
- Utilize the Pavilion for announcements
## Benefits Summary

<table>
<thead>
<tr>
<th>Summary of Benefits</th>
<th>Gold Partner</th>
<th>Silver Partner</th>
<th>Bronze Partner</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Experiences</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Invitation to trade related event in USA Pavilion</td>
<td>2</td>
<td>1</td>
<td>-</td>
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<tr>
<td>Behind the scenes visit to the USA Pavilion and a curated experience at Expo 2020 for staff (max 25 guests per visit)</td>
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<td>1</td>
<td>1</td>
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<tr>
<td><strong>Hospitality</strong></td>
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<tr>
<td>Cocktail functions – 50 guests</td>
<td>1</td>
<td>1</td>
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<td></td>
</tr>
<tr>
<td>Morning / Afternoon tea- 10 guests</td>
<td>2</td>
<td>1</td>
<td>-</td>
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<tr>
<td><strong>Sales Opportunities</strong></td>
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<tr>
<td>Product sales in F&amp;B outlets (where applicable)</td>
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<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Product sales in Retail Store (where applicable)</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td><strong>Marketing Opportunities / IP Assets</strong></td>
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<tr>
<td>Product included in official VIP gift bag</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Rights to use USA Pavilion brand content across global territories</td>
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<td>✔️</td>
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<tr>
<td>Rights to use USA Pavilion brand in the UAE</td>
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<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Product logo on Pavilion website</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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</tr>
<tr>
<td>Product utilized in VIP / F&amp;B menus</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Social media content on official Pavilion platforms</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Product giveaway option for school groups</td>
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<td>✔️</td>
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<tr>
<td>Customized pin featuring sponsor and Pavilion logos</td>
<td>1,000</td>
<td>750</td>
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<tr>
<td>Unique customer experience onsite</td>
<td>3</td>
<td>2</td>
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<tr>
<td><strong>Additional Partnership Benefits</strong></td>
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<tr>
<td>Promotional reel of ‘Suppliers’ support of Pavilion</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Staff training session on product</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
</tbody>
</table>

### Comments
- 8 guests per event. Inclusive of F&B and Expo admission tickets
- Number of Guests. Inclusive of F&B and Expo admission tickets
- Inclusive of F&B and Expo admission tickets
- E.g. “Official Supplier to USA Pavilion”
Supply Partnership Hierarchy

**Gold Supply Partner**
Based on a total Value in Kind and/or financial offering of 250K USD.

**Silver Supply Partner**
Based on a total Value in Kind and/or financial offering of 175K USD.

**Bronze Supply Partner**
Based on a total Value in Kind and/or financial offering of 100K USD.
Statement of Requirements and Response Forms

A Statement of Requirements summarizing the supply overview for each category is included on the USA Pavilion website alongside an Expression of Interest Response Form. Please review the Statement of Requirements for the specific category you’re interested in and reach out to the Pavilion Team to discuss these requirements further. From here, if you or your business intend to submit a commercial proposal to secure a supply partnership within the USA Pavilion for Expo 2020 Dubai, please complete the Response Form and return to the USA Pavilion team by the deadlines outlined within the document.

Statement of Requirements for each category is available here:

Expression of Interest Response Form is available here:

Should you require any further information or clarity on the Statement of Requirements for each category or the process, please do not hesitate to reach out to the USA Pavilion Management Team.

Thank you for your interest in contributing to the USA Pavilion at Expo 2020 Dubai. We appreciate you taking the time to submit an application in response to our Expression of Interest. The submitting of an application does not in any way imply or represent an agreement to partnership between your organisation and the USA Pavilion or Thinkwell Group or TVG. By submitting an application, you confirm that nothing in relation to this process prohibits the USA Pavilion or Thinkwell Group or TVG from engaging, either as part of this EOI or separate from it, in discussions or negotiations with other parties providing the same or similar goods or services. Please note that all numbers provided in this presentation regarding forecast attendance and size of the Expo 2020 Dubai are indicative projections only, are subject to change and will not be binding in any agreement entered into by the parties.
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