

## Trade Show and Related Cluster-Driven Marketing Activities 2017

Following is the EDC's targeted trade show travel and associated marketing plan for 2017. EDC investors who are interested are welcomed to join EDC staff at these events in most cases and/or provide associated marketing materials for staff to distribute.

### General Economic Development

**March 13-15, 2017**

**Site Selector Guild Annual Conference**

**Tucson, AZ**

Description: The Site Selectors Guild is the only association of the world's foremost professional site selection consultants. Guild members provide location strategy to corporations across the globe and for every industry, sector and function. The annual conference is open to practicing professionals from a local, regional, state or national economic development organizations in the U.S. or abroad. The EDC is on the wait list to attend the 2017 event.

**April 8, 2017**

**IAMC Spring Professional Forum**

**Tampa, FL**

Description: IAMC will answer questions on trends in industrial real estate. Their experts will share their insights on geopolitics, workforce, technology and the events of today and how they will impact 2017, 2018 and beyond. (State Commerce priority)

**Winter: March 22-23, 2017/Summer: TBD**

**2017 WEDA Conferences**

**Olympia, WA/TBD**

Description: WEDA is a state-wide, non-profit association of private businesses, economic development councils, ports, governments and others committed to enhancing the state's climate for economic development. WEDA puts on two events per year including a Winter Annual Legislative Meeting held in Olympia and an annual Spring/Summer conference.

### Aerospace & Defense

**February 13 – 16, 2017**

**Pacific Northwest Aerospace Alliance 16<sup>th</sup> Annual Aerospace Conference**

**Seattle, WA**

Description: This is the largest conference of its kind on the US West Coast and targeted for C-level executives, strategic planners, program managers and other aerospace professionals, as it combines market intelligence with powerful networking opportunities. (State Commerce partnership and priority)

**June 19 - 25, 2017**

**Paris Air Show**

**Paris, France**

Description: The Paris Air Show, over a hundred years old, is the largest and longest-running aerospace trade show in the world. (State Commerce partnership and priority)

**June 27 – 29, 2017**

**NewSpace Conference**

**San Francisco, CA**

Description: NewSpace is the only space conference “at the intersection of entrepreneurship, investment and tech innovation.” The EDC is sponsoring the NewSpace conference, which will bring together space entrepreneurs, investors, scientists and government agencies, and was held for the first time in Seattle in 2016. The event has been located in Silicon Valley since its inception nine years ago and the 2016 move to Seattle indicates the growing importance of the many private space ventures in this region. (State Commerce partnership and priority)

**TBD, 2017**

**Aerospace Futures Alliance Summit**

**Seattle, WA**

Description: The Annual Aerospace Summit, will include presentations and announcements about exciting new technology and advances in aerospace, Washington State supply chain, and the impact of aerospace in Washington.

**TBD, 2017**

**Interiors International Show**

**Seattle, WA**

Description: The only dedicated aircraft interiors event in the Americas showcasing the latest designs and an opportunity for visitors and exhibitors to network. (Commerce partnership and priority)

**Clean Technology**

**January 23-25, 2017**

**Clean Tech Forum**

**San Francisco, CA**

Description: These Clean Tech Forums give a glimpse of the future, gets one out of everyday silos, provide a different perspective, and help find innovations of relevance that are in adjacent or altogether different industrial and technology areas. They convene the game-changers from multiple sectors all in one place for three days, from 25+ countries, and from over 100 cities worldwide. The 14-year history of Cleantech Forums speaks to the importance of these events in getting deals done (or started), and the feedback received from attendees each year highlights the unique opportunities found at these Forums.

**April 24 – 28, 2017**

**Hannover Messe Clean Tech/Advanced Manufacturing Trade Show**

**Hannover, Germany**

Description: This is the World's largest Clean Tech trade show. With the leading trade fairs taking place in parallel, Hannover Messe covers a wider range of themes and exhibits than any other event – R&D, industrial automation and IT, industrial supply, production engineering and services, as well as energy and environmental technology. The opportunity to develop new sales leads in other sectors, unique access to new products and technologies and a huge international presence attract exhibitors and visitors from all over the world. (State Commerce partnership and priority)

**TBD, 2017**

**CleanTech Showcase**

**Seattle, WA**

Description: The CleanTech Showcase gathered cleantech industry leaders to celebrate the Pacific Northwest's latest innovations. Held in Seattle, the event featured keynote speakers, finance panel, 24 presenting companies, poster sessions, networking, elected official reception, exhibits and much more. (CleanTech Alliance event and priority)

**November 2017**

**Energy Future Conference**

**Seattle, WA**

Description: Washington's Clean Energy Conference, presented by Washington State Department of Commerce & Northwest Environmental Business Council, is the State's signature clean energy event, bringing together members of the energy industry, energy policy & economic development leaders, project hosts, and users of energy services.

**November 2017**

**CleanTech Alliance Annual Meeting**

**Seattle, WA**

Description: The CleanTech Alliance Annual Meeting is Washington State's largest gathering of cleantech industry leaders featuring more than 300 business executives, investors and policymakers along with multiple international delegations. The CleanTech Achievement Award will also be presented. (CleanTech Alliance event and priority)

**December, 2017**

**PowerGen International**

**Orlando, FL**

Description: As the World's Largest Power Generation Event, POWER-GEN International is the industry leader in providing comprehensive coverage of the trends, technologies and issues facing the generation sector. More than 1,400 companies from all sectors of the industry exhibit each year to benefit from the exposure to more than 20,000 attendees. Displaying a wide variety of products and services, POWER-GEN International represents a horizontal look at the industry with key emphasis on new solutions and innovations for the future. As a POWER-GEN International Full Conference attendees have access to the conference sessions for not only POWER-GEN International, but for Renewable Energy World International, NUCLEAR POWER International and COAL-GEN.

**Global Trade & Investment**

**June 18 – 20, 2016**

**SelectUSA**

**Washington, DC**

Description: This event brings together over 1,300 investors from all over the world, as well as economic development organizations from every corner of the United States, high-level government officials, and others working to facilitate investment in the United States. (State Commerce partnership and priority)

Cost to attend (est.): \$3,000

Associated Marketing: *Site Selection Magazine* ad - \$2,500

**April, 2016**

**International Leadership Mission to Mexico**

**Mexico**

Description: This leadership mission is a unique opportunity to meet with top Mexican leaders, actively promote our region, and learn from the successes of our international peer regions. The EDC will be setting up side business recruitment trip meetings as part of this trip. (Seattle Metro Chamber and Trade Development Alliance priority)

**May 22 – 24, 2017**

**The WORLD FORUM for Foreign Direct Investment 2017**

**Shanghai, China**

Description: The WORLD FORUM provides an opportunity to hear from experts in FDI attraction and connect with companies and investors looking for business development opportunities.

**Information & Communications Technology**

**February 12, 2017**

**GeekWire Startup Day**

**Bellevue, WA**

Description: Startup Day is the preeminent startup conference in the Pacific Northwest — bringing together entrepreneurs, investors, tinkerers and builders for a day of discussion, inspiration and learning about the startup journey.

**February 27 – March 2, 2017**

**Mobile World Congress**

**Barcelona, Spain**

Description: Mobile World Congress is the world's largest gathering for the mobile industry, organized by the GSMA and held in the Mobile World Capital Barcelona. Representing every facet of the ecosystem, more than 2,200 companies participated in the 2016 exhibition, which spanned nine halls and one dozen outdoor spaces. Everything from virtual reality, new handsets and ingenious app ideas, to 3D printing, privacy protection and backend solutions were on display.

**TBD, 2017**

**State of Technology Luncheon**

**Seattle, WA**

Description: Every year, the State of Technology Luncheon brings together more than 800 of Washington's top leaders in business, tech, research, and government.

**May 16-18, 2017**

**Internet of Things World**

**Santa Clara, CA**

Description: With over 11,000 attendees expected through the doors, 400+ global thought leading speakers and 250+ sponsors and exhibitors, Internet of Things World is THE largest IoT event in the marketplace, with the largest span of IoT vertical and horizontal themes being covered.

**May 2017**

**Power of Play**

**Bellevue, WA**

Description: Power of Play is an annual conference coming May 15th and 16th dedicated to celebrating the video game industry. In its 8th year, PoP has become a staple in the diets of game developers and technologists who are hungry to grow the success of their products as well as first hand opportunity to play with the latest video games created by independent game developers at our Indie Game Expo. (WIN event and priority)

**June 12-16, 2017**

**TechWeek London: Cloud & DevOps World**

**London, England**

Description: In June, Cloud & DevOps World will return to Kensington Olympia, London, to bring together the industry's leading technologists and innovators, to discuss the future of Cloud Computing. This year's edition will no longer focus on Cloud implementation, but the strategies, business models and technologies which can activate the Cloud, and drive new opportunities for organizations. (Note: this trip may include a visit to Bristol & Bath, a region with many of the same industry clusters as the Seattle-King County.)

**July 2017**

**GeekWire Sports Tech Day**

**Seattle, WA**

The GeekWire Sports Tech Summit, presented by Comcast, brings together professionals, investors, entrepreneurs and fans in sports and technology for a full day immersive and interactive summit focused on learning, networking and idea exchange. Attendees at the Sports Tech Summit will hear from industry leaders and visionaries about advances in sports technology and innovation that are driving the industry and enhancing the overall fan experience.

**October 2017**

**Full ConTech**

**Redmond, WA**

Description: FullConTech brings together leaders from the public and private sectors to develop new ways to foster positive, sustainable growth for the technology industry and our community. With a focus on exchanging ideas and taking action, FullConTech sessions encourage participants to challenge traditional ways of thinking and collaborate across industry, education, non-profit and government to solve problems and make a meaningful impact. (WTIA event and priority)

**October 2017**

**Immerse Summit**

**Bellevue, WA**

Description: Now in its 3rd year, IMMERSE — formerly SEA-VR — will offer a tremendous opportunity to learn about virtual, augmented and mixed reality technologies and how they can be put to work in a wide variety of industries. The Northwest's premier event for immersive technology will explore how these technologic advances will transform manufacturing, design, education, health and medicine, architecture, real estate, social experiences, tourism, entertainment and more.

**October 2017**

**GeekWire Summit**

**Seattle, WA**

Description: The Summit is one of the country's premier technology conferences, bringing together more than 800 innovators, entrepreneurs, business executives and tech leaders to explore the future of the innovation economy.

**November 2017**

**Mobile Games Forum Seattle**

**Seattle, WA**

Description: Mobile Games Forum is the world's premium mobile gaming event – setting the industry benchmark for quality of speakers and attendees, quality of content and quality of business deals.

**Life Sciences & Health**

**January 9-12, 2017**

**J.P. Morgan Healthcare Conference**

**San Francisco, CA**

Description: The annual invitation-only event gathers investors and corporate leadership from the leading large and small biotech and life science companies impacting market dynamics. The event has evolved and mutated into the largest annual convergence of biotech innovators and investors, with or without an invitation, to San Francisco. The city becomes a hub for strategic meetings and new technology licensing deals, with corporations renting out large hotel blocks, conference and reception spaces for networking opportunities and presentations.

**March 8-12, 2017**

**Natural Products West**

**Anaheim, CA**

Description: On behalf of Kenmore's Natural Health Hub (paid for through the Kenmore Natural Health Project)

**May 23-24, 2017**

**Life Science Innovation Northwest**

**Seattle, WA**

Description: Life Science Innovation Northwest brings together world-class innovators in biopharma, medical technology, non-profits, research, global health, digital health, biofuels and veterinary medicine. Public and private investors, investment bankers and industry executives focused on business development and partnering opportunities in life sciences find this to be one of the most productive conferences they attend. (LSW event and priority)

**June 19-22, 2017**

**BIO International Convention**

**San Diego, CA**

Description: The annual BIO International Convention is the largest global event for the biotechnology industry. The Convention attracts the biggest names in biotech, offers key networking and partnering opportunities, and provides insights and inspiration on the major trends affecting the industry.

**September 25-27, 2017**

**AdvaMed 2017 The MedTech Conference**

**San Jose, CA**

Description: AdvaMed 2017 The MedTech Conference is conference dedicated to the latest medical technologies and business development issues in medical technology companies. The conference covers topics such as insights into investment drivers and industry trends, the latest medical technologies and innovations, critical success factors for raising capital, and managing growth.

**TBD**

**Washington State Biomedical Device Summit**

**Seattle, WA**

Description: The Washington State Biomedical Device Summit will bring together leading executives, entrepreneurs, researchers, government officials, thought leaders, and stakeholders from the medical device community to explore the state of the industry; review the current opportunities and challenges for the region; and learn more about the resources available within Washington State's life science ecosystem.

**TBD**

**Immuno-Oncology Commercialization Conference**

**San Diego, CA**

Description: CBI's Immuno-Oncology Commercialization Conference will allow benchmarking against immuno-oncology leading experts to develop strategic partnerships, product differentiation and value creation while overcoming market access and distribution challenges. This event will benefit executive or senior-level directors and their teams from the immunotherapy, pharmaceutical or biotech industries as well as market access consultants, oncology commercialization solution providers and launch strategy consultants.

**October 2016**

**Governor's Life Sciences Summit & Annual Meeting**

**Bellevue, WA**

Description: Governor's Life Sciences Summit and Annual Meeting, where more than 700 leaders from Washington's life sciences community gather to celebrate our successes and discuss the industry's current challenges and coming opportunities on the local, national and global level. (LSW event and priority)

**Maritime & Logistics**

**February 8-9, 2017**

**Cargo Logistics Canada**

**Vancouver, Canada**

Description: Cargo Logistics Canada connects freight owners with freight movers – fostering multimodal synergy between diverse stakeholders in import, export and domestic supply chains.

**May, 2017**

**Marine Log Tugs and Barges**

**TBD**

Description: Marine Log's Tugs & Barges Conference & Expo features market overview, technology, regulatory updates and practical guidance from experts on the most critical issues impacting vessel design, construction and operation in the tug and barge industry.

**October 23 - 28, 2017**

**SNAME Maritime Convention**

**Houston, TX**

Description: The SNAME Maritime Convention is a premier event for maritime and ocean professionals. The SNAME Maritime Convention provides over 50 hours of technical presentations, including topics on ship production, operations, manufacturing research, and engineering/ design; networking with international leaders of today and tomorrow; an Expo Hall filled with cutting-edge industry representation; panel discussions on Autonomous Shipping, PNW

Shipbuilding, Canadian Shipbuilding, and LNG Fuels; and of course, the SNAME Annual Banquet and President's Luncheon, where outstanding achievements in industry are recognized.

**November, 2017**

**Marine Log, Ferries Conference and Expo**

**Seattle, WA**

Description: The longest running ferry conference and expo in North America, MARINE LOG FERRIES is a marine executive event that focuses on the regulatory, legislative and technical issues that impact vessel operations, design and construction.

**November, 2017**

**Maritime Industry Economic Forecast Breakfast and Pacific Marine Expo**

**Seattle, WA**

Description: The Maritime Economic Forecast breakfast brings leaders together to discuss the challenges and opportunities facing the area's workboat and fishing industries and to showcase our region's important maritime industry. Pacific Marine Expo is the largest commercial marine tradeshow on the West Coast, serving commercial mariners from Alaska to California.

**December, 2017**

**International Workboat Show**

**New Orleans, LA**

Description: The largest commercial marine tradeshow in North America serving people and businesses working on the coastal, inland and offshore waters. 1,000 companies will display products and services for commercial vessels and the companies that build, service and operate them.

**Outdoor Recreation, Fashion & Apparel**

**February 15, 2017**

**Big Tent Day**

**Olympia, WA**

Description: The purpose of Big Tent Rally Day is to raise the profile of the economic importance of the outdoor recreation economy in Washington State by bringing together industry leaders, legislators, consumers and retailers under one tent.

**July 26-29, 2017**

**Outdoor Retailer Summer Market**

**Salt Lake City, Utah**

Description: Outdoor Retailer Summer Market is committed to delivering the widest and most comprehensive outdoor buyer demographic that has open-to-buy and a passion for the outdoors. Summer Market is the largest outdoor sports show of its kind, and caters to a specialty audience. Not just technical innovations and outdoor sports apparel, Outdoor Retailer Summer Market takes pride in the outdoor conference offerings – providing education to retailers, reps and manufacturers to improve business.

**Other Trade Shows for Consideration Given Additional Budget**

- **Smart Summit, TBD (London)**
- **VR/AR Vision Summit, TBD (Los Angeles)**
- **VR World Congress, TBD (UK)**
- **Consumer Electronics Show, January 5 – 8, 2017 (Las Vegas, NV)**
- **LA Prospecting Mission, February 7 – 9, 2017 (Los Angeles, CA)**
- **Alliance NW 2017, March 9, 2017 (Puyallup)**
- **JEC World 2017, March 14-16, 2017 (Paris, France) - Commerce priority**
- **International Conference on Business Incubation, March 26-29, 2017 (Seattle)**

- **FDI International Training Seminar, March 28-29, 2017 (Chicago)**
- **Spring Site Selector Trip, TBD - *Commerce priority***
- **Interop, May 15 – 19, 2017 (Las Vegas, NV)**
- **Consensus 2017, May 22-24, 2017 (New York, NY)**
- **IRCE, June 6-9, 2017 (Chicago)**
- **2017 IEDC Annual Conference, Sept. 17-20, 2017 (Toronto, Ontario)**
- **Site Selector Guild, TBD (Seattle, WA)**
- **Medica 2017, Nov. 13-16, 2017 (Düsseldorf, Germany)**