Today’s Update

• 2013 Cooperative Marketing Program highlights
• Additional marketing events and activities in 2013
• Business recruitment pipeline update
• Progress on project status update template
2013 Cooperative Marketing Program

Key Highlights
2013 Cooperative Marketing Plan

• Key elements include:
  – Consultant outreach activities/events
  – Conferences and trade shows
  – Special advertising sections
  – “Capacity building” efforts
Highlights of 2013 Co-Op Plan

• More consultant briefing missions... To more geographic markets
• Additional opportunities for consultant outreach
• Change in conference/tradeshow sector targets
• Different role with MEDC “Lakeside” event
• “Capacity building” initiatives to assist local partners with competitive positioning
Highlights of 2013 Co-Op Plan

• Registration window opens at 9 a.m. CT on Monday, December 3rd
• First-come, first-served for limited space-available marketing activities
• Discount for Hawthorn Foundation investors
• Registration window closes on January 31st
2013 Cooperative Marketing Plan

• Key goals remain:
  – Helping our partners position themselves for new investment projects
  – Helping our partners get their message out to decision-makers and decision-influencers
  – Facilitating relationship-building between our partners and key site-selectors
  – Enabling our partners to participate in a wide range of marketing activities at a fraction of the cost
Cover of new Missouri special advertising section in October 2012 issue of Industry Week
Additional Marketing Activities in 2013
Additional Marketing in 2013

• Online and print advertising
• Targeted industry conferences and trade shows (attending vs. exhibiting)
• Site-selection consultant outreach
• Earned media outreach
Online and print advertising

• Online advertising
  – Target of 6.6 million online impressions through “island” and “banner” ad placements in business journals for the following markets:
    - Chicago
    - Minneapolis/St. Paul
    - Dallas
    - Atlanta
    - San Jose
    - Washington DC / Northern VA
  Additional market TBD
Online and print advertising

• Online advertising
  – Additional visibility through search-engine and social media advertising
    *Google Adwords*
    *LinkedIn*
Online and print advertising

• Print advertising
  – Target of 860,000 print impressions through ad placements in business journals for the following markets:
    Chicago
    Washington, DC / Northern VA
    Houston
Online and print advertising

• Print advertising
  – Target of 742,000 print impressions through quarterly ad placements in *Mizzou* alumni magazine
Targeted industry events

• Ag Connect (January) – Kansas City
• InnoPlast Bioplastics (March) – Las Vegas
• IAMC Spring Forum (March) – Charleston, SC
• Nuclear Supply Chain Conference (April) – TBD
• Hannover Messe (April) – Hannover, Germany
• Pet Food Forum (April) – Chicago
• BIO International (April) – Chicago
Targeted industry events

• IMN Data Centers (May) – Location TBD
• WINDPOWER Expo (May) – Chicago
• ILSI Biomed (May) – Tel Aviv, Israel
• Int’l. Fuel Ethanol Workshop (May) – St. Louis
• Paris Air Show (June) – Paris, France
• Intersolar Europe (July) – Munich, Germany
• IFT Food Expo (August) – Chicago
Targeted industry events

• CAR Annual Conf. (August) – Traverse City, MI
• Midwest US-Japan Assn. (Sept.) – Tokyo, Japan
• Pack Expo (September) – Las Vegas
• IAMC Fall Forum (September) – Salt Lake City
• CoreNet Global Annual (October) – Las Vegas
• FABTECH (November) – Chicago
Site Consultant Outreach

• Site Selectors Guild Annual Conference (February) – New Orleans
• *Area Development* FDI Forum (April) – St. Louis
• SEDC “Meet the Consultants” (May) – TBD
• *Area Development* Women’s Forum (October) – Chicago
Earned media outreach

• Host 3 to 5 national business and/or trade-publication reporters for an in-state tour of “center of excellence” operations in Missouri

• Possibly combined with *Industry Week* facility tour
Recruitment Pipeline Update

As of September 30, 2012

[ real people, real opportunity ]
# Pipeline Snapshot

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Progress on Project Status Update
Project Status Update Report

• Key priorities:
  – Proactive updates to partners re: all Partnership-sourced “active” projects
  – Confidentiality of project identity and Missouri’s competitive position
  – Continued “open line” policy with recruitment project managers
## Project Status Update

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For more details on projects, please do not hesitate to contact the assigned project manager by email or by phone at 314-725-0949.

### Status Definitions

- **Active:** Client is interested in exploring Missouri as an option for a defined capital investment project and has requested information from Missouri Partnership.
- **Active - On Hold:** Client has specifically designated the investment project as “on hold” for a specified or unspecified amount of time.
- **Lost:** Project has located in another state or country.
- **Dead:** Project is not moving forward; investment plans have been cancelled.

*Wednesday, October 10, 2012*
Questions?
Christopher Chung
Chief Executive Officer
Missouri Partnership