

CODE DRONE WEEK XX

NOVEMBER
2-6/2020

Partners:

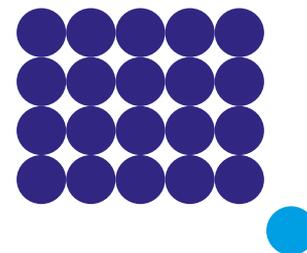


VENTUS



Our main **motivation**

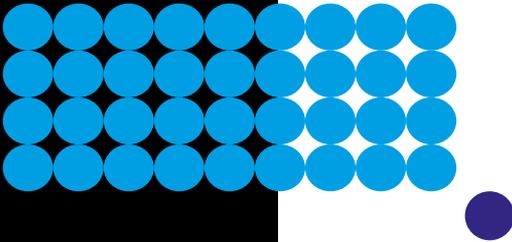
Innovators in Colombia and in the world have been the reason for this initiative and those who, for several years inspired the work of **CODE Colombia Dron Expo**. This year, through CODE Drone Week, we want to contribute, at a crucial moment for the drone industry, to increase its positioning, in order to generate business opportunities and build a strong community.





What is
CODE DRONE WEEK?

It is a week full of experiences around the droneworld; the purpose is to promote both technology development and sale, calling the participation of all the industry players and those seeking to do business, learn and have fun with the products part of an innovative and surprising industry.



Our **goal** is to....

- Promote the encounter of all the participants in the drone industry and provide entrepreneurs with a space in which they will be able to gain visibility and contact other global players with whom they can collaborate or establish more fluid, dynamic and effective business relationships.
- For many companies that are unaware of drones' potential applied in different industrial sectors, CODE Drone Week will allow them to find in one place a wide range of options for a comprehensive solution, which would otherwise require time and money, without the guarantee of finding the right product or service.
- For spin-offs and other entrepreneurs with great innovation capacity, it has not been easy to reach out to other more established industry representatives. CODE Drone Week, will allow the entire value chain to meet. to contact each other and develop business or alliances.



A week of activities, **three months of benefits**

Using a marketplace platform and its own social network, CODE seeks to transcend from a temporary fair to become a virtual shopping center, where all the participants can meet permanently, make alliances and develop businesses. For this reason, even though CODE Drone Week will have a special program from November 2 to 6, it aims to permanently establish the first marketplace in the drone industry open to the world.

So once **CODE Drone Week** is over, exhibitors will stay on the marketplace for another three months, as an added benefit.

C ● **D** **E** Colombia
DronExpo

Benefits for the exhibitors



- 1** Savings in expenses such as movility, hotels,food and others.
- 2** Efficiency to achive business relationships.
- 3** Savings in the expenses of design and assembling of physical spaces.
- 4** More permanency time to optimize the attention of visitors.

Who will take part of it?

Drones and peripherals manufacturers, marketers, software developers, drones specialized service providers, government stakeholders, aviation schools, racers, audiovisual producers, universities, agricultural companies, the defense, security and emergency sectors and all those sectors that may give a drone different uses. The same way, it will include people who use drones for entertainment purposes.



Activities

Participants will be able to enjoy three lines of activities:



Exhibitors and networking



Knowledge: conferences, workshops, technical conferences, hackathon



Entertainment: virtual drone racing and CODE filmadron



How to participate

1. As exhibitor

The exhibitor will have a space in our social marketplace allowing them to show their company, products and services to all CODE Drone Week visitors, and stay in it for three months at no additional cost after the fair has concluded.

Additionally, the exhibitor will be able to take part in different networking activities with other exhibitors, such as executives from important companies in the drone industry in the world and with companies interested in incorporating drones into their processes.

Your store will have:

- A space for a video presentation or a company banner
- Product display
- Space for a description of your company
- Application to coordinate appointments
- Chat to interact with customers
- Information on analytics that will allow you to know the products with the most “likes” and number of visitors (who enter for the first time).
- A social network for the visitor to share information about your business, to facilitate the scheduling of meetings and be able to have a timeline of the information generated.

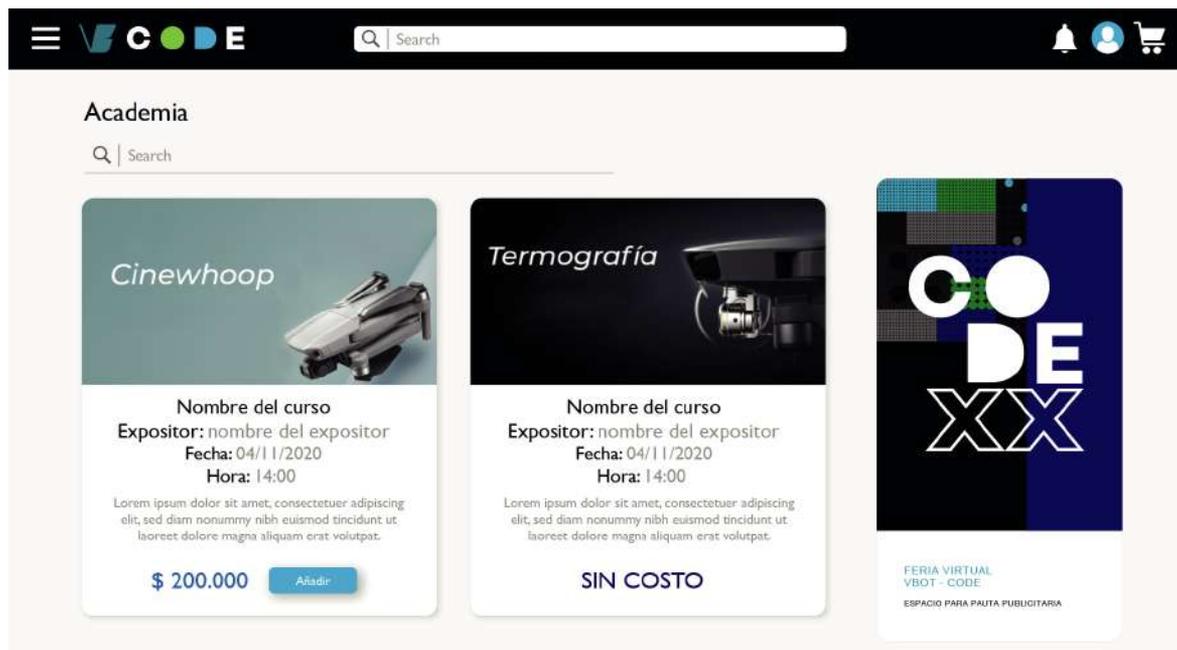
Price of the virtual shop for three months :
USD 777

Lobby



The lobby page features a dark navigation bar with the CODE logo, a search bar, and icons for notifications, user profile, and shopping cart. Below the navigation is a large banner with a drone image and the text "Espacio para Publicidad". Underneath the banner are three buttons: "Marketplace" (blue), "Academia" (light blue), and "Entretenimiento" (dark blue).

Academic zone



The academic zone page has a light background and a dark navigation bar. It features a search bar and a list of three course cards. The first card is for "Cinewhoop" with a price of \$200,000 and an "Añadir" button. The second card is for "Termografía" with a price of "SIN COSTO". The third card is a promotional banner for "CODE XXX" with the text "FERIA VIRTUAL VBOT - CODE" and "ESPACIO PARA PAUTA PUBLICITARIA".



2. As visitor

Drone lovers will be able to meet a wide range of companies that will show their innovations; take part of talks, seminars, courses and workshops (paid and free); as well as some networking appointments through access with cost.

About entertainment, visitors will enjoy the best drone racers in the virtual tournament and will be able to vote for the videos that participate in the Filmadron CODE contest.

3. As sponsor

For sponsors we can offer the greatest benefit for the investment; these are the options:

Partner USD 3.160	Gold category USD 1.845
<ul style="list-style-type: none">● Stand in the marketplace for three months● Brand in promotion by networks● Brand on the CODE website● Brand on the marketplace platform and in academic programming● Space for technical talks or webinars● Branded networking room for customer service	<ul style="list-style-type: none">● Stand in the marketplace for three months● Brand on the CODE website● Branded networking room for customer service● Space for technical talks or webinars● Brand in one of the events (filmadron or drone race)

Entertainment zone

The screenshot shows the top navigation bar with the CODE logo, a search bar, and icons for notifications, user profile, and shopping cart. Below the navigation bar, the section is titled "Entretenimiento". It features three main content areas: two event cards and one vertical banner. The first event card is for "RACING DRONE" on 08/11/2020 at 14:00. The second event card is for "FILMA DRONE". Both event cards include a drone image, a title, date, time, a short description, and a blue "Ir" button. The vertical banner on the right has a dark blue background with the CODE logo and text: "FERIA VIRTUAL VBOT - CODE" and "ESPACIO PARA PAUTA PUBLICITARIA".

Marketplace shopping area

The screenshot shows the top navigation bar with the CODE logo, a search bar, and icons for notifications, user profile, and shopping cart. Below the navigation bar, the section is titled "Explore the marketplace". It features a search bar and a grid of six marketplace cards. The first card is for "VENTUS" with a Colombian flag and a "V" badge. The other five cards are labeled "Banner" with flags from Chile, USA, Colombia, and USA, and badges "M1" through "M5". Each card includes a title, a short description, and a list of categories: "Drones", "Parts", "Applications", "Accessories", and "Services". The vertical banner on the right is identical to the one in the Entertainment zone, with the CODE logo and text: "FERIA VIRTUAL VBOT - CODE" and "ESPACIO PARA PAUTA PUBLICITARIA".

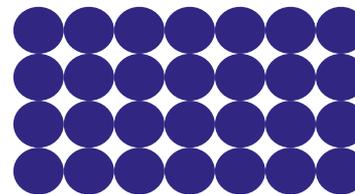
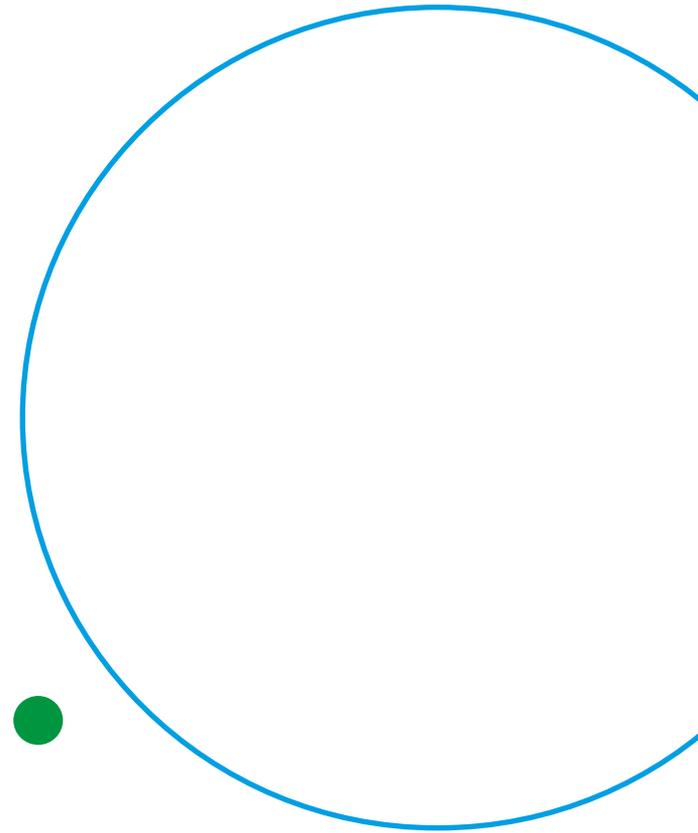
Brand as event sponsor USD 790

Filmadron: amazing images and a lot of skill, that is what we find in all professionals and amateurs in the drone world. A contest in two categories (commercial drones and cinewhoop) to enjoy, entertain and recognize the revolution that drones have brought to the world of video.

Hackathon: in this technological competition, a group of innovators will face a challenge established by a company, with the purpose of solving a specific need for technology associated with drones and robotics.

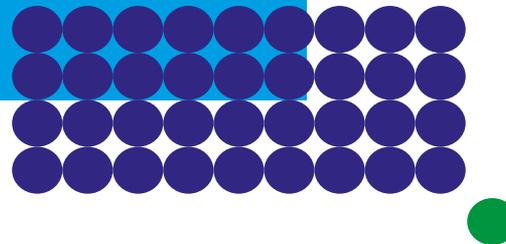
Carrera de drones: Linked via the Internet, the drone race will be taken to the fullest by national and international competitors, who will have the opportunity to teach their skills in the use of this technology.

Benefit: branding on promotional pieces and on the sponsored event platform



Other **products**

- **Brand on the lobby**
(during the event; 4 brands top): USD 135
- **Brand on the marketplace,**
(during 3 months, 4 brands top): USD 270
- **Brand on the access of the academic zone** (during the event): USD 135
- **Brand on the access to the entertainment zone** (during the event): USD 135



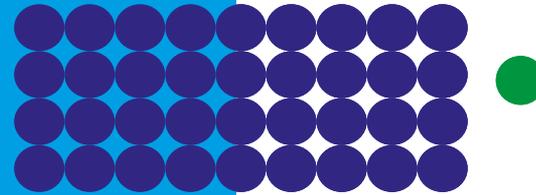
4. As entrepreneur or drone industry representative

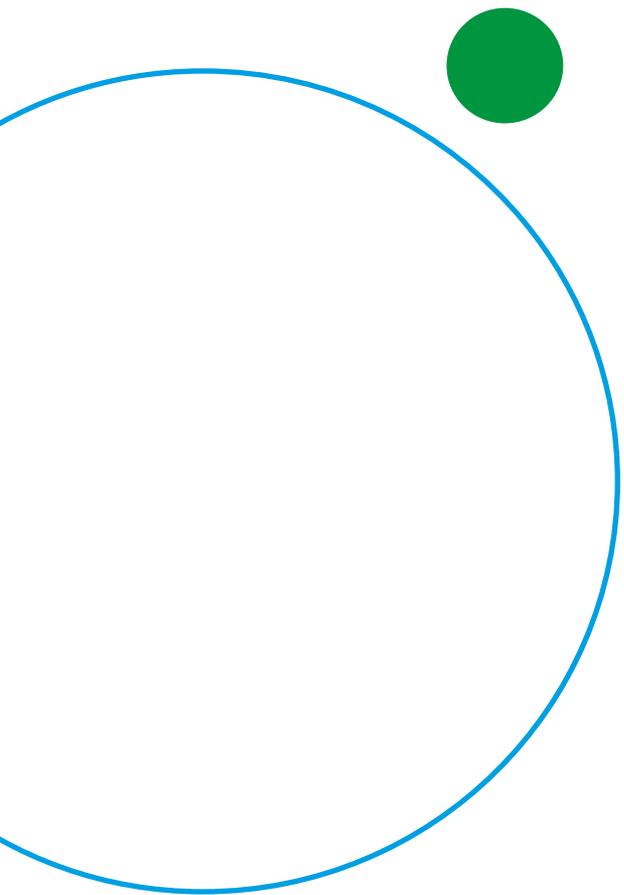
We intend that all participants can make the greatest number of contacts, either to do business, learn more about products or services or develop alliances. In the case of entrepreneurs, CODE Drone Week facilitates the search for solutions with drone products or services for different industrial activities.

As for the drone industry representatives, we want them to be able to optimize their time and be able to connect with the largest number of possible clients, whether they could be exhibitors or buyers.

5. As researcher or student

Researchers and students from Latin American universities will be able to take part in the "Hackathon" to generate real solutions to real problems, this time under a full online model.





6. As participant in the Filmadrone CODE

Video makers with drones are becoming more relevant in the audiovisual world. At the CODE Drone Week Filmadron, fans will be able to show their skills by competing in the two categories we have created: video with conventional drones and video with cinewhoop

7. As drone racer

Drone racing fans in Latin America will be able to compete in the CODE Drone Week Race tournament, a virtual competition that will reveal the skills of the best drone racers..



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