



startup shell  
**expo**  
2021

**Sponsorship  
Prospectus**

April 7, 2021  
12:00 P.M. - 5:00 P.M.

## What is Shell Expo?

Potential Sponsors,

Back bigger and better than ever, Shell Expo 2021 is an opportunity for all University of Maryland student-run companies to demo their work. Each company will have a virtual booth where founders and their teams will be showcasing their companies spanning industries from drone delivery, to mental health.

Historically reserved for Startup Shell members, we have opened up this incredible opportunity for the next generation of leaders to hone their pitching skills, expand their network, and win prizes. Partnering with the Dingman Center for Entrepreneurship, students, faculty, and staff will be joining us in a celebration of entrepreneurship at UMD. While our past in person Expos have brought in around 150 visitors, switching over to the virtual environment has allowed us to expand our reach exponentially! This upcoming Expo, we plan on bringing in over 500 attendees!

Private and corporate donations are what fuel entrepreneurship at Startup Shell. To continue funding space renovations, new resources, and engaging events like these, support Startup Shell with tax-deductible donation, or partner with us in other ways.

Please let us know if you are interested in becoming a part of Shell Expo, or if you have any questions or concerns about the information below. We look forward to hearing from you!

Thank you,  
The Startup Shell Expo team

### Terp Showcase

Ventures & Entrepreneurs from Startup Shell, the Dingman Center, MTech, and more showcase their ventures to sell their products and gather feedback.

### Keynote Speakers

Members from the Startup Shell community host entrepreneurship-based workshops throughout the course of the Expo for attendees to learn how to improve their businesses.

### Networking

Connect with the entrepreneurship ecosystem, one-on-one.

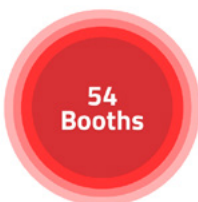
## Past Startup Shell Expos

The Fall 2020 Expo was an incredible event with a diverse selection of student entrepreneurs and ventures. We had significant interest from the general student body, with **541 registrants, 54 booths, and 305 ticket sales!** These ventures came from a number of different areas from software to beauty to healthcare! The event created an online hub where student entrepreneurs could expand their businesses, gain traction in several different ways, and learn. For the Spring 2021 Expo, we plan to enable these young entrepreneurs even better with a larger attending population, Shell Talks, and more!



## Event Summary

<p><b>541</b> Registrations</p>	<p>Audience Choice Winners</p>																													
<p><b>1h 25m</b> Time Spent</p>	 <p><b>\$2,200</b> First Place</p>	 <p><b>\$1,200</b> Second Place</p>	 <p><b>\$500</b> Ladies First Founder</p>																											
<p><b>87%</b> Turnout Rate</p>	<p>Special Thanks to</p> <table border="0"> <tr> <td colspan="2">Partners</td> <td>Individual Donors</td> </tr> <tr> <td></td> <td></td> <td>Harrison Linowes</td> </tr> <tr> <td></td> <td></td> <td>Falguni Shah</td> </tr> <tr> <td></td> <td></td> <td>Chris Light</td> </tr> <tr> <td></td> <td></td> <td>Jay Smith</td> </tr> <tr> <td></td> <td></td> <td>Allison Schrock</td> </tr> <tr> <td></td> <td></td> <td>Albae Shanefelter</td> </tr> <tr> <td></td> <td></td> <td>Alicia Moran</td> </tr> <tr> <td></td> <td></td> <td>Branden Denchfield</td> </tr> </table>			Partners		Individual Donors			Harrison Linowes			Falguni Shah			Chris Light			Jay Smith			Allison Schrock			Albae Shanefelter			Alicia Moran			Branden Denchfield
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## About Startup Shell

Entrepreneurship through collaboration

**Incubator.** Startup Shell provides an open space for innovative students to work on their startups. We combine practical resources and business direction with a lively and interconnected coworking environment at the University of Maryland.

**Culture.** The Shell was founded in 2012 and is directed by students, for students, with an active alumni community. Culture to us is our collection of passionate innovators and entrepreneurs willing to work harder than the best and brightest of their peers worldwide.

**Events.** Dinners, retreats, hackathons, and mentoring are aspects of what we offer. Alexis Ohanian, Brendan Iribe, and Steve Blank are among Shell entrepreneur speakers. Every year culminates in a public Expo.

**Growth.** Startup Shell started gaining momentum in the late Spring of 2013. Startup Shell has more than 400 members and over 250 ventures that have passed through the program.

**Diversity.** Our diverse collection of ventures is fueled by an equally diverse group of applicants and members. Ventures range from technology platforms to design firms to non-profit food companies -- all working together in one space.

**430+**

Members

**250+**

Ventures

**\$100m**

Value

## First Class Partners

awsDigitalOcean

+ you

and many more

General	Custom \$200	Bronze \$500	Silver \$1,000	Gold \$2,500	Platinum \$5,000
<b>Expo Booth at Event</b> Sponsors will have their own virtual booth in the Expo	●	●	●	●	●
<b>Logo &amp; Link on Reception</b> On the registration page and on the reception page, your logo with a link of your choice will be featured.	●	●	●	●	●
<b>Expo Booth Prioritization</b> Where your booth is located in respect to the rest of the sponsor booths		Low	Mid	Mid	High
<b>Expo Booth Sizing</b> Sizing refers to how much of the screen your booth takes up. Small is 1/3, Medium in 1/2, and Large is the		Small	Small	Medium	Large
<b>Sponsor the Audience Choice Award</b> This could be a specific type of prize for an industry, demographic, or general.				●	●
<b>Post-Event Data</b>					
<b>Contact List of Booth Attendees</b> Receive a detailed list of all participants that visited your booth during the event, including their emails, names, bio, and socials.	+\$50	●	●	●	●
<b>Access to Attendee List</b> Receive a detailed list of all event participants, including their emails, names, bio, and socials.	+\$50		●	●	●
<b>Access to Event Data</b> Get all other data from the event, such as: session recordings, user interactions, poll information, event summary report, etc.	+\$50			●	●
<b>Recruiting</b>					
<b>Recruiters at Booth</b>	+\$50	●	●	●	●
<b>Social Media Shout Out</b>	+\$50		●	●	●
<b>Sponsored Chat Messages</b> During the event, message the entire pool of attendees about anything you wish to promote.	+\$10			●	●
<b>Opening Ceremony Speaker</b>				1 min	3 min