

Our shared values act as a force in the economy.
By leveraging our collective interests, we inspire the fundamental changes
that will drive the transformation of our economy.



Inspire

the engine of change

The direction our developmental future takes can be determined
by our *own* efforts and guided by our *own* values. More importantly, we cannot
afford to wait for others to choose our economic fate for us.

A Collaborative Effort

A collaborative approach to industry development that includes island businesses, with the commitment our leadership as well as the non-profit community, brings us together and results in more competitive leveraging of the skills of our workforce along with the unique assets of our economy, positioning it favorably for short or long term investment.

Investing In Our Future

Cooperative marketing initiatives for industry act as a stimulant that positively impact each sector of our economy over the short term, and maximize in value to our economy over a longer term. By launching cooperative public-private initiatives as a community, the benefits are realized by the community, and enjoyed by the economy and the territory as a whole.



QUARTERLY
periodical journal



ANNUAL INTERACTIVE
showcase dvd



ANNUAL PRINT
data•book



REAL TIME
website

2018-2019 Virgin Islands Business & Industry Showcase

Inspire the engine of change!

2018 - 2019 VIRGIN ISLANDS
business & industry guide
data•book/dvd
periodical journal

By providing an accurate social snapshot of our territory's growth outlook, our economic profile as an investment opportunity is much more complete and provides a transparent view of our community priorities.

Leveraging Balanced Interests

By offering the wider business community an open advertising opportunity we give them reach they cannot obtain as a singular operator seeking to advertise internationally in print. By providing the opportunity to distribute opinion and promotional material alongside key economic data that is on-point for the vertical marketplace, and presented in a data focused reference format, local operators, large and small, are able to achieve far more awareness of their business or brand than can ever be achieved acting alone.

By creating a revenue sharing alliance between government, business community stakeholders and developmental entities, we are able to serve the shared interests of the whole community, ensuring a broad reach and wider impact in a global marketplace that is not driven exclusively by corporate marketing interests.

Toward a Sustainable Paradigm

We consider it our responsibility to provide a working model for sustainable business implementation that our triad of communities can learn from. To present this new paradigm we must first seek supportive fiscal sources to fully fund our launch and the initiative over a long term. We seek to create a profitable media enterprise that can give back to the industry through benefit shares, bringing it ever closer to its capacity. The more businesses we include, the wider the reach of our materials.

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2018 - 2019 INDUSTRY FOCUS

Sciences, Research & Technology
Travel, Tourism & Destination
Sports, Leisure & Recreation
Agriculture / Food Processing
Film and Creative Enterprise
Clean Fuel and Energy Technologies
Healthcare & Medical Services

The difference is *you*.

We seek content and editorial partners to join with us in our efforts. A limited number of investing industrial sponsorship packages are available to businesses, developmental non-profit organizations and industry stakeholders for the publication of this relevant data pertaining to their respective industries. Each contributing content and editorial sponsor may submit up to three pages of their own editorial material, advertising, raw data or articles for inclusion in their industry topic section, subject to editorial review.

Our Sponsors Are Everything!



We know there is a **road map** to international industry, and that the Virgin Islands must stand out on that map as a leader.

Each sponsoring organization is profiled with an in-depth interview in our annual DVD presentation, is tapped for editorial contributions quarterly and receives a high-profile logo display credit in the masthead and footer of our print and digital media materials. Each sponsor receives masthead credit on our website and in each edition of Inspire quarterly Business & Industry Guide, as well as all annuals.

a sophisticated journal of change

Quarterly Virgin Islands Business & Industry Periodical Journal, Economic Showcase, Featuring Website and DVD



INDUSTRY PROFILES & PERSONAL INTERVIEWS
EXPERT COLUMNISTS & INDUSTRY REPORTS
VIRGIN ISLANDS BRAND & BUSINESS ADVERTISING
DEVELOPMENT & BUSINESS NEWS
BUSINESS DIRECTORY LISTS
KEY BUSINESS AND ECONOMIC DATA

Content or Artwork Submission Deadlines

APRIL 30 2018 for JUNE 15 2018 Edition
JULY 30 2018 for SEPT 15 2018 Edition
& Annual DVD and DATA-BOOK
OCT 30 2018 for DEC 15 2018 Edition
JAN 30 2019 for MAR 15 2019 Edition

The Inspire Business and Industry Guide website provides a live data stream of our territory's economic news, so investors monitor socio-economic and legislative news and change as it happens.



By providing relevant data, revised online in real time, linked to our dvd, revised in print quarterly, and summarized annually, we are able to keep investment interest high and provide up-to-date reference material that corporate decision makers and investors can use to make the critical decisions that can help ensure a stronger, more dynamic developmental future for our island community .

Each edition of Inspire : Business & Industry Guide is published quarterly, printed on recycled stock in engaging full color, with an academically inspired design, on glossy recycled, stock using soy - based inks, cover is UV coated to ensure it stays beautiful.

The informative guide

is freely distributed to a minimum of 3000 business people locally and across the islands, and by direct mail to 2000 more key players in governments locally and globally, to executive members of multi-national corporations, and to selected industry stakeholders and international aid agencies operating in a global market.



Our first 12 editorial sponsors receive a dedicated 3-page special position for quarterly editorial submissions and display advertising space in each edition of Inspire Business & Industry Guide, as well as annual publishing benefits.

Our website publishes economic news and data connected by live updates in real time through syndicated data feeds. Sponsors may submit content on our website and make periodic changes to ad content by logging in to our website.

Annual Business Profile in DATA-BOOK
DVD Interview Appearance
Online Directory Listing and Profile
Inspire Masthead Special Credit
Inspire Website Footer Credit, Logo & Link
Quarterly Inspire 3 page Dedicated Industry Data, Editorial & Display Section

Act quickly to express interest in an industry designated special section sponsorship position, as packages are limited to one primary masthead industrial sponsor per section.

Submissions for the inclusion of editorial material will be accepted until April 30 2018, or publication June 15, 2018, and may be edited in whole or in part prior to publication. Agreements for editorial sponsorship are renewable annually, print advertising being republished quarterly, in print, DVD and online our website.

online news and real-time data updates

Website and interactive dvd data updates and news goes live as it happens.



Take a stand in each edition!

Newly updated news, editorial, data and artwork may be submitted online for each print edition according to the editorial submission deadlines. We aim to inspire investment and promote industry. Publishing is a collaborative process and all articles are subject to editorial review and revision prior to acceptance for final publication. Please refer to our editorial guidelines.

business & industry guide

Inspire

the engine of change

2018 - 2019 Content Sponsorship Levels

SECTION SPONSORS RECEIVE
3 pages x 4 issues PLUS
Annual Data-Book Ad
Display & DVD Profile

FULL PAGE
SPONSORS
RECEIVE:
1 page x 4
issues PLUS
Annual
Directory
Listing in
Data-Book
& DVD Ad

Masthead Sponsor / Section Anchor

Twelve 2018/2019 editorial sponsors receive 3 pages of exclusive special placement at the front of their industry section. Annually totaling 12 pages of data, editorial and advertising spread throughout each of 4 issues per year. Includes annual DVD appearance and, masthead credit, website logo and editable online profile page.

MONTHLY BILLING RATE: \$1750.

Annual Contract Amount: \$21,000

**LIMITED
AVAILABILITY**

Display

One full page ad in the quarterly edition of Inspire, beginning June 2018, repeating quarterly through March 2019. Display appears prominently in industry section.

MONTHLY BILLING RATE: \$884.

Annual Contract Amount: \$10,600

3/4 Page Post-section Display Advertising

One 3/4 page ad appearing in each quarterly edition of Inspire, beginning June 2018, repeating quarterly through March 2019. Post section in-text appearance.

MONTHLY BILLING RATE: \$650.

Annual Contract Amount: \$7,800

Half Page Post-section Display Advertising

One half page ad in the quarterly edition of Inspire, beginning June 2018, repeating quarterly through March 2019. Post section in-text appearance.

RATE: \$485.

Annual Contract Amount: \$5,800

Vertical Configuration or Horizontal Configuration

Quarter Page

One 1/4 page ad in the quarterly edition of Inspire, beginning June 2018, repeating quarterly through March 2019. Random in-text appearance.

MONTHLY BILLING RATE: \$300.

Annual Contract Amount: \$3,600

Vertical Configuration or Horizontal Configuration

Business Card / Directory Listing

One 1/8 page ad in the quarterly edition of Inspire, beginning June 2018, repeating quarterly through March 2019. Random in-text appearance.

RATE: \$165.

Annual Contract Amount: \$1,980



By showcasing our assets in an economic context through an engaging, high impact, archival quality printed medium, and by targeting it for distribution both within and outside our economy, we provide a substantial and sincere snapshot of the business and investment priorities and showcase the unique opportunities and advantages our islands offer.



Real-time updates to news and data on our website feed through to our interactive data DVD

By complementing the presentation with an up-to-date interactive data DVD, annual Data-Book and website, we penetrate every level of media with our consistent message.

With local distribution, we are providing our territory's businesses with a guide to a better, more sustainable business paradigm, and providing industry news, editorial commentary and data, and publicizing new contractual and investing opportunities for stable sustainability into the future.

Using a strategically targeted

international distribution plan we are putting key economic opportunity and workforce data before the right targets, funding a global distribution of our economic data and promoting our developmental needs and wishes at the same time.

Our inventory of display advertising pages following each section is unlimited, but anchor sponsorships are limited to 12 per year. Sponsorships are discounted by 5% for payment in full at the time of the agreement. Monthly payment plans are annually renewable and cannot be discounted.



2018 -2019 Editorial Sponsorship Application

This Agreement made on (DATE) _____ / _____ / _____ between _____, (herein after referred to collectively as the "Publisher") and the below named business, person, association, advertising company and/or other agent (herein after referred to collectively as the "Sponsor") is binding to the following terms and conditions as established herein. The Sponsor agrees to sponsor editorial content in exchange for participation in a sponsorship package as indicated in the selections below. Each package includes insertion space in 4 annual issues of **Inspire Business & Industry Guide**, to be published according to the Editorial Calendar. Anchor Sponsorship includes an exclusive multi-page section sponsorships, annual **Data•Book** profile and/or listing, interview and appearance in our Website and **DVD Presentation** as indicated in the selection.

Sponsor Name : _____

Section Display Insertion Request

Choose your preferred section below. All displays are full color

Industry Focused Feature Topics:

- ☐ Sciences, Research & Technology
☐ Travel, Tourism & Destination
☐ Sports, Leisure & Recreation
☐ Agriculture / Food Processing

- ☐ Film and Creative Enterprise
☐ Clean Fuel and Energy Technologies
☐ Healthcare & Medical Services
☐ Request Additional Industry

- ☐ BUSINESS NEWS
☐ OPPORTUNITY DIRECTORY
☐ INDUSTRY REPORT
☐ ECONOMIC DATA
☐ INSPIRATION FORUM
☐ Request Additional Feature

Includes special position full page display ad in 2018-19 DataBook, and annual DVD feature interview, credit & link

2018 - 2019 Content Sponsorship Levels

Anchor Sponsor

MONTHLY BILLING RATE:
\$1750. per month
Annual Contract Amount: \$21,000

In-section Full Page Editorial or Ad Display

MONTHLY BILLING RATE:
\$884. per month
Annual Contract Amount: \$10,600

3/4 Page Post-section Display Advertising

MONTHLY BILLING RATE:
\$650. per month
Annual Contract Amount: \$7,800

Half Page Post-section Display Advertising

MONTHLY BILLING RATE:
\$485. per month
Annual Contract Amount: \$5,800
☐ Vertical ☐ Horizontal

Quarter Page

MONTHLY BILLING RATE:
\$300. per month
Annual Contract Amount: \$3,600
☐ Vertical ☐ Horizontal

Business Card / Directory Listing

MONTHLY BILLING RATE:
\$165. per month
Annual Contract Amount: \$1,980

Contact Information:

Sponsor : _____
Agent: (if applicable) _____
Contact Name: _____
Address: _____
City: _____ State: _____ Zip Code: _____
Phone: _____ Fax: _____
E-mail: _____ Website: _____

Billing Information:

Sponsor : _____
Agent: (if applicable) _____
Contact Name: _____
Address: _____
City: _____ State: _____ Zip Code: _____
Phone: _____ Fax: _____
E-mail: _____ Website: _____

SIGNATURE _____

First monthly payment should accompany your request. Discount (5%) applies only to accounts paid in full in advance. Billing begins upon acceptance of the application and continues monthly for the term of the Editorial Calendar. Amounts in arrears will be subject to reconsideration and collection costs.

Our inventory of display advertising following each section is unlimited, but editorial anchor sponsorship are limited to 12 per year. Annually renewable sponsorship rate is discounted by 5% for advance payment in full at the time of the agreement. Monthly payment plans are annually renewable and cannot be discounted. Your billing agreement, if approved applies to the Inspire Editorial Calendar Year 2010 - 2011 publishing between September 2010 and March 2011.

☐ Check Enclosed

☐ Credit Card

☐ Invoice Me* (subject to credit approval)

\$ _____ .00 per month billing rate

2018 - 2019 Sponsorship Agreement Guidelines

Acceptance of Submissions

Acceptance of all sponsorship, advertising and editorial material is subject to review and approval by the Publisher. Articles that have not previously appeared in any of the Publisher's publications must be submitted for approval at least two weeks prior to the ad space closing. With respect to the great effort of authors and the expense manufacturers may undertake in developing advertising campaigns, sponsors are encouraged to forward proposed articles, imagery, data and/or advertising artwork in rough form well in advance of the submission deadline, thereby minimizing any inconvenience caused by the review or rejection of articles or advertising messages.

All claims of fact must be fully supportable and should be meaningful. Authors should avoid the use of claims whose validity depends upon extremely fine interpretations of meaning. This does not exclude the use of normal qualifiers, such as credible sources or footnotes, which may be necessary to render a data claim true. Authors may cite in footnotes references from scientific or government literature, provided the reference is truthful and is a fair representation of the body of literature supporting the claim made, these may or may not be published at the discretion of the editor. Comparison to any Publisher products or services is prohibited. Comparisons to a competitor's products or services in the Publisher's communications vehicles are prohibited. Promotion of products, meetings, and services that compete directly with those offered by the Publisher and its affiliates is generally prohibited.

The inclusion of an article or advertisement in the Publisher's publications is not to be construed or publicized as an endorsement or approval by the Publisher, nor may the advertiser promote that its advertising claims are approved or endorsed by the Publisher. Advertising artwork, format, and layout should be such as to avoid confusion with editorial content of the publication. Editorial submissions can be made in a variety of formats. The Publisher reserves the right to insert the word "Sponsored" above or below any copy to avoid confusion. The Publisher reserves the right to reject content or displays, or not to renew previously approved sponsorship, at any time for any reason or no reason at all, including without limitation any content or image that the Publisher determines could adversely affect the good will or reputation of the Publisher or its sponsors or affiliates. Advertisements that conflict or have the appearance of conflicting with the Publisher's policies are prohibited. The fact that an endorsement or review of a product, service or company has appeared in a Publisher's publication shall not be referred to in third party collateral advertising. Use of the Publisher's name and/or logo is prohibited without the Publisher's prior written approval. For a full description of the Publisher's advertising and editorial submission policies please refer to www.inspiretheengine.com.

General Guidelines

Unless content materials, an insertion request or written instructions clearly stating which article or submission should be sponsored are received by the material submission closing date for content according to the Editorial Calendar, the sponsored space will be filled with industry data or other information at the discretion of the Editor. The Publisher reserves the right to change its submission policies at any time.

Limitations of Liability

The Sponsor agrees to indemnify and hold harmless the Publisher for all damages, costs, expenses of any nature including court costs and legal fees, for which the Publisher may become liable by reason of its publication of the guide and ancillary products. The Publisher is not responsible for incorrect submissions or errors to the extent they can reasonably be avoided. The Publisher is not responsible for loss due to displays placed near competing businesses, brands, services or products unless an agreement has been made in writing between the Publisher and Sponsor prior. The Publisher will not be bound by any condition appearing on insertion requests or content instructions submitted by or on behalf of the sponsor, when such condition conflicts with any provision in the Publisher's policy. The Publisher does not make corrections to advertising artwork without charge. All display advertising artwork must be submitted in final format or charges will be incurred. Publisher will not be held responsible for incorrect ad sizes or incorrect copy in artwork that is submitted or picked up from a previous Publisher publication or outside organization publication. The Publisher is not responsible for the final reproductive quality of any materials provided that do not meet the defined specifications of the publication. This includes color quality when proofs for press match are not provided by the Sponsor. The Publisher is not responsible for printer's or clerical errors, nor will any credits be given for advertising errors not reported after the first issue in which the ad is published. For a full description of the Publishers limitations of liability please refer to www.inspiretheengine.com.

Terms

Net amounts are due every thirty (30) days beginning upon acceptance of Sponsorship application. A 1.5% finance charge, 18% APR, may be applied to all past due accounts. In the event Sponsor fails to make payment within thirty (30) days after monthly invoicing, participation will be reconsidered and the Publisher will discontinue all submissions from the Sponsor until payment is received in full. This suspension of participation does not relieve the Sponsor of its contractual obligations under this agreement. A completed and duly signed Application guarantees sponsorship rates for the period of the established Editorial Calendar period only. Agency discounts, not to exceed 15%, will be granted only to agencies that are independent of the companies and products/services they represent. By signing this Application, agencies assure that they have the right to contractually bind the company or individual being represented and in the event of default of payment or cancellation, both the advertising agency and the company represented are held liable for the obligations of this sponsorship agreement.

Cancellation

The Publisher reserves the right to cancel Sponsor participation without cause at anytime in its sole discretion for reasons including but not limited to breach of guidelines by the Sponsor. The Sponsor may cancel sponsorship by providing notice in writing to the Publisher on or prior to the ad space closing deadline for the established Editorial Calendar only period. Any insertions cancelled after the content submission closing deadline will incur the full cost of the sponsorship. The Sponsor is not relieved of any obligations made in the Agreement should the Publisher resell the sponsored space after cancellation. Premium positions are limited and apply for the entire editorial year and are not applicable to standard cancellation policies. Anchor sponsorships can not be cancelled.

Edits and Corrections

The Publisher may, at its discretion, require edits or reject any content submitted by a Sponsor that it deems inappropriate or that is inconsistent with the Publisher's mission and organizational practice. This agreement cannot be invalidated for typographical errors, or incorrect insertions in Publisher's publications. The Advertiser shall notify the Publisher of such errors immediately. Upon notification, errors will be corrected in the next available issue that is agreed to and made in this agreement, provided the production timelines allow for the insertion of the corrected material. The Publisher shall not be held liable to the Sponsor for any loss that results from the incorrect publication of the submitted content.

Assignment or Transfer

This Agreement may not be assumed or transferred by the Sponsor.

By signing the Application, the Sponsor agrees to all conditions stated herein, and Sponsor agrees to pay the full amount for sponsorship as indicated on the face of the Application.