

NDIA



AT THE HEART
OF THE MISSION

NDIA 100TH YEAR ANNIVERSARY

The technology used by today's modern warfighter was unimaginable 100 years ago. In 1919, BG Benedict Crowell's vision of a collaborative team working at the intersection of science, industry, government and defense began what was to become the National Defense Industrial Association. For the past century, NDIA and its predecessor organizations have been at the heart of the mission by dedicating their time, expertise and energy to ensuring our warfighters have the best training, equipment and support.

Reflecting on NDIA's history, we embrace the opportunity to emphasize the need for legal and ethical collaboration among military, government, industry and academia to ensure the defense industrial base is prepared for future challenges and conflicts. Just as the early 20th century was characterized by massive transformation in military capabilities, emerging trends in technology and increasing geopolitical challenges demand new strategies and policies in today's national security landscape.

For our 100 year anniversary, NDIA will reflect on our history while keeping a sharp focus on our role in the future of national security for the next 100 years. Reflecting its strategic priorities, NDIA is creating a series of storylines and content to highlight our 100 years of experience and emphasize our purpose, partnerships, processes, product innovations and people.

NDIA STRATEGIC PARTNERSHIP OPPORTUNITIES

NDIA's 100-year milestone is a platform to share your value as one of our exclusive partners and as a key resource for the American defense industry. To best leverage this opportunity, NDIA has developed a strategy to communicate your message to our target audiences, including members, government, public officials, media outlets and academic experts.

NDIA is offering exclusive partnership opportunities throughout the year.

**LEGACY • VISIONARY • CHAMPION •
COLLABORATOR • SUPPORTER**

Your investment in NDIA will strategically position your company for maximum brand exposure.

We are committed to providing you with meaningful, targeted engagement opportunities to meet your needs and goals. Looking for something else? Contact us for a customized package developed exclusively for your company.

LEGACY

Prominent branding and logo recognition for the NDIA 100th Anniversary. This exclusive partnership package is limited to five partners.

Partner Package Benefits

- Partner specific video – Share on LinkedIn, social media channels, NDIA.org, NDIA meetings, conferences and event specific websites
- Welcome opportunity at up to three (3) NDIA meetings, Conferences or events
- Use of NDIA 100th Year Anniversary logo, “Proud Sponsor of NDIA’s 100th Anniversary”
- Partner logo included on NDIA 100th Anniversary exhibit/display
- Partner logo recognition prominently displayed on all NDIA 100th Anniversary signage at NDIA’s 2019 featured meetings and conferences: including conference programs, signage, and general sessions
- 10% discount on NDIA exhibit space at up to three (3) 2019 conferences (excludes SOFIC)
- Ten (10) complimentary NDIA conference registrations
- One (1) full page advertisement in one issue of National DEFENSE
- Two (2) dedicated 100th Year Anniversary Partner Eblasts
- Partner logo recognition including sponsorship level on NDIA 100th Anniversary website
- Partner recognition on WTOP, Washington, DC’s top news radio station
- Two (2) dinner tables at NDIA’s 2019 Dwight D. Eisenhower Award Dinner
- Partner branding recognition throughout 2019

2019 SOFIC (Exclusive)

- One (1) full page advertisement in the conference program & exhibit guide
- Recognition on NDIA 100th Year Anniversary branding at 2019 SOFIC
- Enhanced exhibit website listing (if exhibiting at 2019 SOFIC)

Exclusive to Next100 Forum

- CEO speaking opportunity on panel at Next100 Forum
- Speaking/welcome opportunities at the Next100 Forum
- Ten (10) registrations to Next100 Forum
- Ten (10) tickets to Next100 Forum evening event
- Meet and Greet with Keynote Speakers at Next100 Forum
- Partner logo recognition at Next100 Forum

VISIONARY

Prominent branding and logo recognition for the NDIA 100th Anniversary.

Partner Package Benefits

- Use of NDIA 100th Year Anniversary logo, “Proud Sponsor of NDIA’s 100th Anniversary”
- Partner logo included on NDIA 100th Anniversary exhibit/display
- Partner logo recognition prominently displayed on all NDIA 100th Anniversary signage at NDIA’s 2019 featured meetings and conferences: including conference programs, signage, and general sessions
- 5% discount on NDIA exhibit space at up to three (3) 2019 conferences (excludes SOFIC)
- Five (5) complimentary NDIA conference registrations
- One (1) 1/2-page advertisement in one issue of National DEFENSE
- Partner logo recognition including sponsorship level on NDIA 100th Anniversary website
- One (1) dinner table at NDIA’s 2019 Dwight D. Eisenhower Award Dinner
- Partner branding recognition throughout 2019

2019 SOFIC (Exclusive)

- One (1) ½-page advertisement in the conference program & exhibit guide
- Recognition on NDIA 100th Year Anniversary branding at 2019 SOFIC
- a2z enhanced listing package (if exhibiting 2019 SOFIC)

Exclusive to Next100 Forum

- Welcome Opportunities at the Next100 Forum
- Five (5) registrations to Next100 Forum
- Five (5) tickets to Next100 Forum evening event
- Meet and Greet with Keynote Speakers at Next100 Forum
- Partner logo recognition at Next100 Forum

CHAMPION

Prominent branding and logo recognition for the NDIA 100th Anniversary.

Partner Package Benefits

- Use of NDIA 100th Year Anniversary logo, “Proud Sponsor of NDIA’s 100th Anniversary”
- Partner logo recognition prominently displayed on all NDIA 100th Anniversary signage at NDIA’s 2019 featured meetings and conferences: including conference programs, signage, and general sessions
- 5% discount on NDIA exhibit space at up to two (2) 2019 conferences (excludes SOFIC)
- Three (3) complimentary NDIA conference registrations
- One (1) 1/4-page ad in one issue of National DEFENSE
- Partner logo recognition including sponsorship level on NDIA 100th Anniversary website
- Partner branding recognition throughout 2019

2019 SOFIC (Exclusive)

- Recognition on NDIA 100th Year Anniversary branding at 2019 SOFIC

Exclusive to Next100 Forum

- Two (2) registrations to the Next100 Forum
- Two (2) tickets to the Next100 Forum evening event
- Meet and Greet with Keynote Speakers at Next100 Forum
- Partner logo recognition at Next100 Forum

COLLABORATOR

Prominent branding and logo recognition for the NDIA 100th Anniversary.

Partner Package Benefits

- Use of NDIA 100th Year Anniversary logo, “Proud Sponsor of NDIA’s 100th Anniversary”
- Partner logo recognition prominently displayed on all NDIA 100th Anniversary signage at NDIA’s 2019 featured events: including conference programs, signage, and general sessions
- 5% discount on NDIA exhibit space at up to one (1) 2019 conferences (excludes SOFIC)
- Two (2) complimentary NDIA conference registrations
- Partner logo recognition including sponsorship level on NDIA 100th Anniversary website
- Partner branding recognition throughout 2019

Exclusive to Next100 Forum

- One (1) registration to Next100 Forum
- One (1) ticket to Next100 Forum evening event
- Meet and Greet with Keynote Speakers at Next100 Forum
- Partner logo recognition at Next100 Forum

SUPPORTER

Prominent branding and logo recognition for the NDIA 100th Anniversary.

Partner Package Benefits

- Use of NDIA 100th Year Anniversary logo, “Proud Sponsor of NDIA’s 100th Anniversary”
- Partner logo recognition prominently displayed on all NDIA 100th Anniversary signage at NDIA’s 2019 featured events: including conference programs, signage, and general sessions
- One (1) complimentary NDIA conference registration
- Partner logo recognition including sponsorship level on NDIA 100th Anniversary website
- Partner branding recognition throughout 2019

Exclusive to Next100 Forum

- One (1) registration to Next100 Forum
- One (1) ticket to Next100 Forum evening event
- Meet and Greet with Keynote Speakers at Next100 Forum
- Partner logo recognition at Next100 Forum

NDIA STRATEGIC PARTNERSHIP OPPORTUNITIES

LEGACY – \$100,000

VISIONARY – \$50,000

CHAMPION – \$25,000

COLLABORATOR – \$10,000

SUPPORTER – \$5,000

NDIA'S NEXT100 FORUM

In January 2020, the most innovative and influential thinkers in national security and defense, from government and military to industry and academia, will meet for this exclusive, one-day event. Plan for a dynamic gathering and high-energy exchange focused on strengthening the health, readiness and resiliency of the defense industrial base for the Next100 years.

PLEASE CONTACT:

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