

## **2010 Joint Armaments Conference, Exhibition & Firing Demonstration**

"21<sup>st</sup> Century Weapons Systems – Providing the Right Response"

**Event Number:** 0610

**Exhibit Dates:** May 17 – 20, 2010

**Location:** Hyatt Regency Dallas, Dallas, TX

### **Promotional Partnership Opportunities**

#### **Promotional Partnership (unlimited)**

Increase your company or organization's exposure at this premier event by becoming a Promotional Partner!

Benefits Include:

- \*Company description (350) words and logo in the on-site brochure
- \*General Session podium recognition
- \*Signage during all events including the reception
- \*Hotlink on the symposium website to your organization's website
- \*Partner ribbons on badges

**Investment: \$5,000 each**

#### **Networking Reception Partner (available to 2 partners)**

The Networking Reception offers each partner the unique opportunity to network with attendees during the reception.

Benefits include:

- \*All the benefits of the Promotional Partnership
- \*Partner ribbons on badges
- \*Event specific signage and on the entrance unit to the exhibit hall
- \*Cocktail napkins with company logo printed on them

**Investment: \$6,000 each or \$8,000 Title Partner**

#### **Continental Breakfast Partner (available to 3 partners)**

Become a breakfast partner and be the first name attendees see at the beginning of the day.

Benefits per Breakfast include:

- \*Event specific signage and on the entrance unit to the exhibit hall
- \*Logo in the conference on-site brochure
- \*Partner ribbons on badges

**Investment: \$3,000 each or \$8,000 Title Partner**

#### **Break Partner (available to 4 partners)**

Give the attendees a break by providing a delicious cup of coffee and light refreshments. This is a great networking opportunity so make sure your company name is highlighted.

Benefits Include:

- \*Event specific signage and on the entrance unit to the exhibit hall
- \*Logo in the conference on-site brochure
- \*Partner ribbons on badges
- \*Hot paper coffee cups with your logo printed on them

**Investment: \$4,000 each or \$10,000 Title Partner**

**Lunch Partners (available to 2 partners)**

Be the topic of conversation during lunch by becoming a partner. Lunch is provided for attendees on Tuesday and Wednesday.

Benefits per lunch include:

- \*Event specific signage and on the entrance unit to the exhibit hall
- \*Logo in the conference on-site brochure
- \*Partner ribbons on badges

**Investment: \$4,000 each or \$7,000 Title Partner**

**Attendee Bag Partnership (limited to 1 partner):** This tote bag is very popular and will be handed out at the attendee registration desk to each attendee. The partnership that keeps on giving; these bags are used by attendees well after the show ends.

Benefits Include:

- \*All the benefits of the Promotional Partnership
- \*Company logo will appear on one side of the bag
- \*Literature insert placed inside the tote bag

**Investment: \$7,000**

**Lanyards Partner (limited to 1 partner)**

Brand your company logo on lanyards which will hold attendee badges. (Partner provides Lanyards; pre-approval required).

Benefits Include:

- \*Lanyards handed out to attendees with their badge
- \*Partner ribbons

**Investment: \$2,000 (Partner must provide lanyards; pre-approval required).**

**Literature Insert Partners (available to 3 partners):**

Inserting one page flyers into all the attendee tote bags or handed out with the on-site agenda is a great way to promote a new product or service. Company provides the promotional flyer materials.

Benefits include:

- \*Partner ribbons on badge
- \*Company logo on the entrance unit to the exhibit hall
- \*Literature insert handed out to attendees (Partner must provide; pre-approval required)

**Investment: \$2,000 (Partner must provide literature inserts; pre-approval required)**

**Firing Demonstration Partner (unlimited):**

The Firing Demonstration has become a mainstay of the conference. Catered lunch will be provided.

Benefits include:

- \*Company logo on the entrance unit to the exhibit hall
- \*Company logo on signage at the Firing Demonstration

**Investment: \$1,000 each**

Please contact **Alden Davidson, CEM, Associate Director**, at (703) 247-2582 or email: [adavidson@ndia.org](mailto:adavidson@ndia.org) or **Laura Hoover**, Providing Sponsorship Services for NDIA, at (804) 437-3773 or email: [laura\\_hoover@hotmail.com](mailto:laura_hoover@hotmail.com)

*Please note the most print deadlines are 14 days prior to the event.*