

The NDIA logo is a white, stylized, blocky font on a dark green background.

AT THE HEART
OF THE MISSION



2020 VIRTUAL **SYSTEMS & MISSION** ENGINEERING CONFERENCE

**Exhibit, Sponsorship, and
Advertising Opportunities**

November 10, 12, and 13, 2020 | [NDIA.org/VirtualSME](https://ndia.org/VirtualSME)

EXHIBITS

EXHIBIT BOOTH

\$2,000

Showcase your company's products and services in a virtual booth!

- Opportunity to select from 10 virtual booth layouts that best fit your objectives
- Ability to upload multiple company logos per booth design; each design includes multiple areas to showcase images or video content
- Opportunity to upload multiple PDFs to a dedicated bookshelf included with each booth design
- Company logo included in the online conference program
- Capability to host both live text-based chats and individual video chats with attendees
- Two (2) complimentary registration

SPONSORSHIPS

VIRTUAL BRIEFCASE

\$7,000 EXCLUSIVE

- Sponsor logo placed on top of virtual briefcase page where all session handouts and approved presentations will be accessible to attendees
- Sponsor logo hyperlinked on sponsorship page on the event website
- Ability to provide two (2) PDFs to be uploaded to the virtual briefcase page
- Sponsor logo with company description (150 words) on sponsor page in virtual platform
- Sponsor logo in online conference program
- Two (2) complimentary full conference registrations
- Virtual exhibit booth, with option to select from 10 booth layouts

REGISTRATION

\$6,000 EXCLUSIVE

- Sponsor logo hyperlinked on sponsorship and registration pages on the event website
- Sponsor logo on confirmation email sent to all registrants
- Sponsor logo with company description (150 words) on sponsor page in virtual platform
- Sponsor logo in online conference program
- Two (2) complimentary full conference registrations
- Virtual exhibit booth, with option to select from 10 booth layouts

NETWORKING LOUNGE

\$4,500 PER DAY (TWO AVAILABLE)

- Sponsor logo hyperlinked on sponsorship page on the event website
- Option for sponsor to provide marketing slides OR play a video (up to two (2) minutes in length and approved by NDIA) to share within the chat lobby
- Ability for sponsor to remain active during chat lobby session
- Sponsor logo shown next to chat lobby in digital agenda
- Sponsor logo with company description (150 words) on sponsor page in virtual platform
- Sponsor logo in online conference program
- Two (2) complimentary full conference registration
- Option to add virtual exhibit booth at a discounted price

TRACK SESSION SPONSORSHIP**\$4,000 EACH (FOUR AVAILABLE)**

- Sponsor logo hyperlinked on sponsorship page on the event website
- Sponsor logo displayed during approved sessions within chosen track
- Sponsor logo with company description (150 words) on sponsor page in virtual platform
- Sponsor logo in online conference program
- Two (2) complimentary full conference registrations
- Virtual exhibit booth, with option to select from 10 booth layouts

CONTRIBUTING SPONSOR**\$1,500 (FOUR AVAILABLE)**

- Sponsor logo hyperlinked on sponsorship page on the event website
- Sponsor logo with company description (100 words) on sponsor page in virtual platform
- Sponsor logo in online conference program
- One (1) complimentary full conference registration

ADVERTISING OPPORTUNITIES

ONLINE CONFERENCE PROGRAM

This is your opportunity to secure exclusive digital advertising space in our online conference program! Gain company exposure by advertising in our conference programs. With an ad in one of our conference programs, you will be reaching a highly targeted audience of fellow attendees while maximizing your organization's presence.

Full-Page	Horizontal	\$700
1/2-Page	Horizontal	\$500
1/4-Page	Horizontal	\$250

NATIONAL DEFENSE MAGAZINE

Advertise in *National Defense Magazine* and increase your organization's exposure at this event. By advertising with NDIA, you will reach a monthly readership of 62,159 BPA-audited (June 2019 statement) individuals, which includes many of the top decision-makers within both government and industry.

For further information regarding available advertising opportunities and rates, please see our media kit at [NationalDefenseMagazine.org/media-kit](https://www.ndia.org/NationalDefenseMagazine.org/media-kit)

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