

The logo for the National Defense Intelligence Agency (NDIA) is located in the top left corner. It consists of the letters "NDIA" in a bold, white, sans-serif font, set against a dark purple background that is shaped like a shield.

AT THE HEART  
OF THE MISSION



# 2021 CHEMICAL, BIOLOGICAL, RADIOLOGICAL, & NUCLEAR (CBRN) DEFENSE CONFERENCE & EXHIBITION

**Responding Now – Preparing for Future CBRN Threats**

**Sponsorship and  
Advertising Opportunities**

August 16 – 18 | Baltimore, MD | [NDIA.org/CBRN](https://ndia.org/CBRN)

# SPONSORSHIP OPPORTUNITIES

## PREMIER SPONSOR

**\$8,000 EXCLUSIVE**

- Four (4) complimentary full conference registrations
- Notepads and pens with sponsor logo placed in designated area for attendees to pick up (NDIA to provide items)
- Featured Sponsor Email blurb (500 characters not including spaces) deadlines apply
- Sponsor logo hyperlinked to preferred URL included on all eBlasts prior to event
- Sponsor logo and description (250 words) included on virtual conference platform and in digital program
- Sponsor logo hyperlinked to preferred URL on NDIA conference website
- Sponsor logo displayed exclusively on main banner hero image of virtual conference platform
- Sponsor logo included and predominantly displayed on promotional signage at conference
- Sponsor logo included in rotation of logos on virtual conference platform
- Sponsor logo on presentation slide in general session
- Podium recognition by NDIA during opening general session

## REGISTRATION & LANYARD SPONSOR

**\$6,500 EXCLUSIVE**

- Two (2) complimentary full conference registrations
- Lanyards with sponsor logo distributed at in-person registration (Sponsor to provide lanyards; NDIA can produce lanyards with a one-color logo for an additional fee)
- Featured Sponsor Email blurb (500 characters not including spaces) deadlines apply
- Sponsor logo on registration confirmation (e-mail) receipt sent to all attendees
- Sponsor logo hyperlinked in virtual conference calendar invite sent to all virtual attendees
- Sponsor logo and description (150 words) included on virtual conference platform and in digital program
- Sponsor logo hyperlinked to preferred URL on NDIA conference website
- Sponsor logo included on promotional signage at conference
- Sponsor logo included in rotation of logos on virtual conference platform
- Sponsor logo hyperlinked to preferred URL included in one eBlast two weeks prior to conference
- Sponsor logo on presentation slide in general session

## WIFI SPONSOR

**\$5,000 EXCLUSIVE**

- Two (2) complimentary full conference registrations
- Landing page and WiFi password
- Sponsor name or logo displayed wherever conference WiFi details are mentioned
- Sponsor logo and description (150 words) included on virtual conference platform and in digital program
- Sponsor logo hyperlinked to preferred URL on NDIA conference website
- Sponsor logo included on promotional signage at conference
- Sponsor logo included in rotation of logos on virtual conference platform
- Sponsor logo hyperlinked to preferred URL included in one eBlast two weeks prior to conference
- Sponsor logo on presentation slide in general session

**MOBILE APP SPONSOR****\$5,000 EXCLUSIVE**

- Two (2) complimentary full conference registration
- Sponsor logo displayed exclusively on mobile app intro screen and on clickable navigation bar within mobile app that connects to company profile on floor plan
- Sponsor logo included in two mobile app-dedicated emails sent to conference attendees
- Sponsor logo displayed everywhere the mobile app is mentioned
- Sponsor logo and description (150 words) included on virtual conference platform and in digital program
- Sponsor logo hyperlinked to preferred URL on NDIA conference website
- Sponsor logo included on promotional signage at conference
- Sponsor logo included in rotation of logos on virtual conference platform
- Sponsor logo hyperlinked to preferred URL included in one eBlast two weeks prior to conference
- Sponsor logo on presentation slide in general session

Suggestion: Add on another sponsorship for a push notification opportunity. It's a perfect way to drive traffic to your booth during breaks, lunches, or receptions!

**TUESDAY EXHIBIT HALL  
NETWORKING RECEPTION SPONSOR**
**SOLD: LMI**

- Two (2) complimentary full conference registrations
- Sponsor logo on napkins to be distributed during Welcome Reception (NDIA to provide napkins)
- Sponsor logo on table tent signs to be placed on reception cocktail tables
- Opportunity to provide giveaway item to be placed on designated table for attendees to pick up during reception
- Sponsor logo displayed exclusively on dedicated promotional signage during Welcome Reception
- Sponsor logo and description (150 words) included on virtual conference platform and in digital program
- Sponsor logo hyperlinked to preferred URL on NDIA conference website
- Sponsor logo included on promotional signage at conference
- Sponsor logo hyperlinked to preferred URL included in one eBlast two weeks prior to conference
- Sponsor logo on presentation slide in general session

**UVC SANITIZING CHARGING STATION SPONSOR****SOLD: BATTELLE**

- Custom branding on charging station display screen
- Custom branding on charging station wrap
- Sponsor logo and description (150 words) on virtual conference platform and in digital program
- Sponsor logo hyperlinked to preferred URL on NDIA conference website
- Sponsor logo included on promotional signage at conference
- Sponsor logo hyperlinked to preferred URL included in one eBlast two weeks prior to conference
- Recognition of sponsor logo on presentation slide in general session

**LUNCH SPONSOR****\$4,000 EACH**

- One (1) complimentary full conference registration **(Available to two sponsors, Tuesday or Wednesday)**
- Sponsor logo on napkins to be distributed during lunch (NDIA to provide napkins)
- Sponsor logo displayed exclusively on dedicated promotional signage during lunch
- Verbal recognition of sponsor prior to general session breaking for lunch
- Sponsor logo and description (150 words) included on virtual conference platform and in digital program
- Sponsor logo hyperlinked to preferred URL on NDIA conference website
- Sponsor logo included on sponsor signage at conference
- Sponsor logo hyperlinked to preferred URL included in one eBlast two weeks prior to conference
- Sponsor logo on presentation slide in general session

**BREAKFAST SPONSOR****\$3,000 EXCLUSIVE**

- One (1) complimentary full conference registration **(Tuesday and Wednesday)**
- Sponsor logo displayed exclusively on dedicated promotional signage during breakfast
- Sponsor logo hyperlinked on NDIA event website
- Sponsor logo and description (150 words) included on virtual conference platform and in digital program
- Sponsor logo on napkins to be available during Breakfast (NDIA to provide napkins)
- Sponsor logo on coffee cup sleeves, which will be distributed onsite during breakfast (NDIA to provide coffee cup sleeves)

**NETWORKING BREAK SPONSOR****\$3,000 EACH**

- One (1) complimentary full conference registration **(Tuesday sold to CWMD Consortia, Wednesday available)**
- Sponsor logo displayed exclusively on dedicated promotional signage during breaks
- Sponsor logo and description (150 words) included on virtual conference platform and in digital program
- Sponsor logo hyperlinked on NDIA event website
- Sponsor logo included on sponsor signage at conference
- Sponsor logo on napkins to be distributed during breaks (NDIA to provide napkins)

**FEATURED SPONSOR EMAIL****\$1,500 EACH**

NDIA will send out one dedicated email prior to the conference to all registered attendees. **(Three opportunities available, two sold)**

This is a great opportunity to promote your company's products, services, or objectives for the 2021 CBRN Conference & Exhibition. Please note that this opportunity is exclusively available to existing sponsors and/or exhibitors.

- Company logo hyperlinked to preferred URL
- No more than 500-character (not including spaces) blurb\*

*\*NDIA reserves the right to approve all messaging. Competing and/or conflicting event promotions will not be approved.*

**SPONSORSHIP CONTACTS****Abby Abdala**

Manager, Exhibits & Sponsorships

aabdala@NDIA.org

(703) 247-9461

# ADVERTISING OPPORTUNITIES

## CONFERENCE PROGRAM

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Don't miss out on an opportunity to secure exclusive digital advertising space in our CBRN Conference & Exhibition program! Gain company exposure by advertising in our forum program. With an ad in one of our event guides, you will be reaching a highly targeted audience of fellow attendees while maximizing your organization's presence.

Full-Page	\$1,000	(1) Sold (1) Available
1/2-Page Horizontal	\$750	Limited to two (2)
1/4-Page Horizontal	\$500	Limited to four (4)

Advertising specifications can be found [here](#).

## NATIONAL DEFENSE MAGAZINE

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Advertise in NDIA's award-winning *National Defense Magazine* and further maximize your brand's exposure among defense and national security professionals. In addition to its 51,427 BPA-audited (December 2020 statement) subscribers, *National Defense* is reaching more readers than ever before now that it's available at hundreds of Barnes & Noble and Books-A-Million locations across the country—which means that the advertisements in each issue are reaching more potential customers than ever before.

Advertise in *National Defense* and reach a distinct target audience composed of the decision-makers and thought leaders from within the defense marketplace. From the broad industry perspective down to your niche market, *National Defense* positions your business for success.

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

## ADVERTISING CONTACTS

### Kathleen Kenney

Director, Sales  
kkenney@NDIA.org  
(703) 247-2576

### Alex Mitchell

Manager, Sales  
amitchell@NDIA.org  
(703) 247-2568