



NDIA

AT THE HEART
OF THE MISSION



**SPACE
WARFIGHTING
INDUSTRY FORUM**

**Sponsorship and
Advertising Opportunities**

August 18 – 20, 2021 | [NDIA.org/SWIF](https://www.ndia.org/SWIF)

SPONSORSHIP OPPORTUNITIES

Invest in the opportunity and receive customized exposure to top leaders in the Space Warfighting field by becoming a sponsor at this year's forum.

Remember, all sponsorships are customizable. Let us know your ideas!

PREMIER SPONSOR (INCLUDES THURSDAY RECEPTION)

\$7,500 EXCLUSIVE

- Sponsor logo hyperlinked on SWIF website
- Sponsor logo with company description (100 words) included in event program
- One (1) full-page color sponsor advertisement included in event program
- Sponsor logo included in one (1) eBlast prior to event
- Verbal recognition during Opening Remarks
- Company name or logo recognition on walk-in slides during unclassified General Session
- Sponsor logo on promotional signage at event and table tent signs during Thursday Reception
- Three (3) complimentary full forum registrations (2 in-person, 1 virtual)
- Company logo on cocktail napkins distributed onsite during Thursday Reception*

**Sponsor is responsible for the production and timely delivery of napkins.*

ELITE SPONSOR (INCLUDES THURSDAY LUNCH)

\$6,000 EXCLUSIVE

- Sponsor logo hyperlinked on SWIF website
- Sponsor logo with company description (100 words) included in event program
- One (1) half-page (1/2-page) color sponsor advertisement included in event program
- Sponsor logo included in one (1) eBlast prior to event
- Company name or logo recognition on walk-in slides during unclassified General Session
- Sponsor logo on promotional signage at event and table tent signs during Thursday Lunch
- Two (2) complimentary full forum registrations (1 in-person, 1 virtual)
- Company logo on stickers for lunch packages distributed onsite during Thursday Lunch*

**Sponsor is responsible for the production and timely delivery of stickers.*

REGISTRATION SPONSOR

\$5,000 EXCLUSIVE

- Sponsor logo hyperlinked on SWIF website
- Sponsor logo with company description (100 words) included in event program
- Sponsor logo on confirmation email set to all registrants
- Sponsor logo with "Thank You to Our Sponsor" banner on SWIF registration webpage
- One (1) quarter-page (1/4-page) color sponsor advertisement included in event program
- Sponsor logo included in one (1) eBlast prior to event
- Verbal recognition during Opening Remarks
- Company name or logo recognition on walk-in slides during unclassified General Session
- Sponsor logo on promotional signage during Registration
- Two (2) complimentary full forum registrations (1 in-person, 1 virtual)
- Company logo on lanyards distributed onsite during Registration*

**Sponsor is responsible for the production and timely delivery of lanyards. Due to COVID-19 restrictions, lanyards will be expected to be delivered to NDIA/venue in advance of the forum.*

BREAKFAST SPONSOR**\$4,000 (2 AVAILABLE)**

- Sponsor logo hyperlinked on SWIF website
- Sponsor logo with company description (100 words) included in event program
- Sponsor logo included in one (1) eBlast prior to event
- Company name or logo recognition on walk-in slides during unclassified General Session
- Sponsor logo on promotional signage at event and during selected breakfast
- Two (2) complimentary full forum registrations (1 in-person, 1 virtual)
- Company logo on coffee cup sleeves distributed onsite during selected breakfast*

Please Select: Thursday or Friday Breakfast**Sponsor is responsible for the production and timely delivery of coffee cup sleeves.***NETWORKING BREAK SPONSOR****\$3,000 (3 AVAILABLE)**

- Sponsor logo hyperlinked on SWIF website
- Sponsor logo with company description (100 words) included in event program
- Sponsor logo included in one (1) eBlast prior to event
- Company name or logo recognition on walk-in slides during unclassified General Session
- Sponsor logo on promotional signage at event and during selected networking break
- Two (2) complimentary full forum registrations (1 in-person, 1 virtual)
- Company logo on cocktail napkins distributed onsite during selected networking break*

Please Select: Thursday AM, Thursday PM, or Friday AM**Sponsor is responsible for the production and timely delivery of napkins.***VIRTUAL SPONSOR (INCLUDES VIRTUAL BREAK)****\$3,000 (2 AVAILABLE)**

- Sponsor logo hyperlinked on SWIF website
- Sponsor logo with company description (100 words) included in event program
- Sponsor logo included in one (1) eBlast prior to event
- Company name or logo recognition on walk-in slides during unclassified General Session
- Sponsor logo on promotional signage at event
- Ability for sponsor to provide marketing slides OR sponsor video (up to two (2) minutes in length) to share within selected virtual break
- Ability for sponsor to provide handouts to share within selected virtual break
- Two (2) complimentary full forum registrations (1 in-person, 1 virtual)

Please Select: Thursday AM or Thursday PM Virtual Break**CONTRIBUTING SPONSOR****\$2,500 LIMITED AVAILABILITY**

- Sponsor logo hyperlinked on SWIF website
- Sponsor logo with company description (100 words) included in event program
- Sponsor logo included in one (1) eBlast prior to event
- Company name or logo recognition on walk-in slides during unclassified General Session
- Sponsor logo on promotional signage at event
- One (1) complimentary full forum registration (either in-person or virtual-only)
- Sponsor may select one option:
 - **Forum App:** Company logo displayed on forum app
 - **Secured Device & Mobile Security:** Company logo included on event signage at mobile device holding area (either table or locker area)
 - **Mini Hand Sanitizer Bottles:*** Company logo on mini hand sanitizer bottles distributed onsite during event
 - **Reusable Face Masks:*** Company's logo on reusable face masks distributed onsite during event

Sponsor is responsible for the production and timely delivery of bottles.*Sponsor is responsible for the production and timely delivery of masks.*

SMALL BUSINESS SPONSOR

\$2,000

- Sponsor logo hyperlinked on SWIF website
- Sponsor logo with company description (100 words) included in event program
- Sponsor logo included in one (1) eBlast prior to event
- Company name or logo recognition on walk-in slides during unclassified General Session
- One (1) quarter-page (1/4-page) color sponsor advertisement included in event program
- One (1) complimentary full forum registration (either in-person or virtual-only)

SPONSORSHIP CONTACT

Alissa Meehan
 Meeting Planner
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 (703) 247-2540

ADVERTISING OPPORTUNITIES

FORUM PROGRAM

Don't miss out on an opportunity to secure exclusive digital advertising space in our Space Warfighting Industry Forum (SWIF) 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 Limited to Two (2)
1/2-Page Horizontal	\$750 Limited to Two (2)
1/4-Page Horizontal	\$500 Limited to Four (4)

NATIONAL DEFENSE MAGAZINE

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 58,227 BPA-audited (June 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

ADVERTISING CONTACTS

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