



NDIA
AT THE HEART
OF THE MISSION

2021 VIRTUAL SYSTEMS & MISSION ENGINEERING CONFERENCE

Sponsorship & Advertising Opportunities

December 6 – 8 | [NDIA.org/vSME21](https://www.ndia.org/vSME21)

SPONSORSHIP OPPORTUNITIES

PREMIER/VIRTUAL LOBBY

SOLD TO SAIC

- Sponsor-created graphic/logo prominently displayed on main entrance/login page of virtual platform
- 2-minute sponsor video included in media rotation between sessions
- Sponsor logo hyperlinked on sponsor page of the event website
- Sponsor logo hyperlinked with company description (150 words) on sponsor page of virtual platform
- Sponsor logo with company description (150 words) included in the digital conference program
- Option to create an activity tile within the virtual platform main lobby that can include downloadable company materials, rotating videos, and option for video chats or text chats with attendees
- Verbal recognition during Opening Remarks
- Four (4) complimentary full conference registrations
- Sponsor logo in eBlast prior to event

REGISTRATION

SOLD TO AGI, AN ANSYS COMPANY

- “Thank you to our Registration Sponsor” banner with sponsor logo on registration site
- Banner with sponsor logo on registration confirmation (email) receipt sent to all attendees
- Sponsor logo hyperlinked on sponsor page of the event website
- Sponsor logo hyperlinked with company description (150 words) on sponsor page of virtual platform
- Sponsor logo with company description (150 words) included in the digital conference program
- Verbal recognition during Opening Remarks
- Six (6) complimentary full conference registrations
- Sponsor logo in eBlast prior to event

ELITE

\$5,000 (ONE SOLD, AVAILABLE TO TWO ADDITIONAL)

- Sponsor logo hyperlinked on sponsor page of the event website
- Sponsor logo with company description (150 words) on sponsor page in virtual platform
- Sponsor logo with company description (150 words) included in the digital conference program
- Sponsor logo in eBlast prior to event
- Five (5) complimentary registrations

HANDOUTS PAGE

SOLD TO RAYTHEON

- Ability for two (2) PDFs to be uploaded to the handouts page for attendees to download
- Sponsor logo placed on top of handouts page where all handouts and presentations will be accessible
- Sponsor logo hyperlinked on sponsor page of the event website
- Sponsor logo hyperlinked with company description (150 words) on sponsor page of virtual platform
- Sponsor logo with company description (150 words) included in the digital conference program
- One (1) complimentary full conference registration

SPONSOR VIDEO

\$2,500 (ONE SOLD, AVAILABLE TO ONE ADDITIONAL)

- 2-minute sponsor video included in media rotation between sessions
- Sponsor logo hyperlinked on sponsor page of the event website
- Sponsor logo hyperlinked with company description (100 words) on sponsor page of virtual platform
- Sponsor logo with company description (100 words) included in the digital conference program
- One (1) complimentary full conference registration

CONTRIBUTING

\$1,500 (LIMITED AVAILABILITY)

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

SPONSORSHIP CONTACT

Allison Hitchner Carpenter, CEM, CMP

Director, Exhibits & Sponsorships

ahcarpenter@NDIA.org

(703) 247-2573

ADVERTISING OPPORTUNITIES

CONFERENCE PROGRAM

Secure exclusive digital advertising space in our online conference program to reach this event's highly targeted audience, extend your reach among key clients and prospective customers, and ultimately boost your revenue. With a variety of options, there is sure to be an advertising package that best aligns with you, your budget, and your marketing goals.

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

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 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.

Learn more about available advertising opportunities and rates in our media kit at 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