



**NDIA**

AT THE HEART  
OF THE MISSION



# NDIA NATIONAL SECURITY AI CONFERENCE & EXHIBITION

**Exhibit, Sponsorship, &  
Advertising Opportunities**

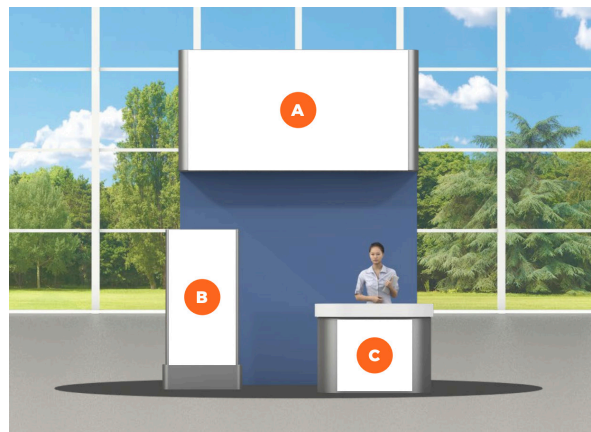
March 23-25, 2021 | [NDIA.org/NSAIC](https://ndia.org/nsaic)

This is your chance to join this comprehensive virtual conference on leveraging the pace of innovation in Artificial Intelligence to transform the future of National Security and enhance the safety, security, and resiliency of the United States and our allies. Join innovators from across government, industry, and academia as we explore the art of the possible applying Artificial Intelligence and Machine Learning throughout the national security enterprise.

This highly anticipated event will cover diverse topics such as human augmentation through enhanced situational awareness, analysis, and decision-making aids; enhanced operations through predictive maintenance, digital engineering, and supply chain security; and increased resiliency through big data analytics, anomaly detection, and real-time inferencing. Secure your opportunity today!

## EXHIBIT OPPORTUNITIES

	Standard Booth Package	Small Business Level B Upgrade	Level C Upgrade	Level D Upgrade
	\$1500	Add \$100	Add \$200	Add \$300
Company Name, Address, Description, Booth Number, "Email Exhibitor" Button, and Sales Contact	✓	✓	✓	✓
Social Media Links	✓	✓	✓	✓
Website URL	✓	✓	✓	✓
Company Logo	✓	✓	✓	✓
Company Profile (Characters)	500	500	1,000	1,000
Product Categories	2	4	4	Unlimited
Online Product Showcase		1	2	4
Press Releases	1	1	2	4
Document Upload	1	2	2	4
Videos		1	2	4
Directory Profile Header Image			✓	✓
Highlighted Listing		✓	✓	✓
Premium Position				✓
Two Complimentary Registrations	✓	✓	✓	✓



Example of Standard Booth B and C

# SPONSORSHIP OPPORTUNITIES

## PREMIER SPONSORS

**\$10,000 EACH**

*(Two Opportunities Available, One Sold)*

- Two (2) complimentary full conference registrations
- Sponsor created graphic (360wx200h PNG) hyperlinked to preferred URL placed in highly visible areas throughout event
- Complimentary Level D Booth Package, see Exhibit Opportunities chart for details
- Sponsor logo hyperlinked on dedicated sponsor page on NDIA NSAICE event website
- Sponsor logo with company description (1000-character max) in digital conference program
- Sponsor recognition on introductory slides
- Verbal recognition during the Opening General Session

## REGISTRATION

**\$8,000 EXCLUSIVE**

- Two (2) complimentary full conference registrations
- Complimentary Level C Booth Package, see Exhibit Opportunities chart for details
- Sponsor graphic (120wx160h PNG) displayed prominently as attendees enter the virtual lobby
- Sponsor logo hyperlinked on event registration website
- Sponsor logo displayed in confirmation email sent to all registrants
- Sponsor logo with company description (1000-character max) in digital conference program
- Sponsor recognition on introductory slides
- Verbal recognition during the Opening General Session

## VIRTUAL BRIEFCASE (EBAG)

**SOLD: [INTRUSION](#)**

- Opportunity for two (2) PDFs to be automatically uploaded to every attendee's "eBag"
- Complimentary Level C Booth Package, see Exhibit Opportunities chart for details
- Sponsor logo displayed on eBag web-page within virtual event platform
- Sponsor logo hyperlinked on dedicated sponsor page on NDIA event website
- Sponsor logo in digital conference program

## ATTENDEE NETWORKING LOUNGE

**\$5,000 EXCLUSIVE**

- Sponsor logo displayed within Attendee Networking Lounge
- One (1) complimentary full conference registration
- Complimentary Level C Booth Package, see Exhibit Opportunities chart for details
- Sponsor logo hyperlinked on dedicated sponsor page on NDIA event website
- Sponsor logo with company description (1000-character max) in digital conference program
- Sponsor recognition on introductory slides
- Verbal recognition during the Opening General Session

## GAME ROOM

**\$5,000 EXCLUSIVE**

- Sponsor logo displayed within Game Room
- One (1) complimentary full conference registration
- Opportunity to provide a giveaway
- Complimentary Level C Booth Package, see Exhibit Opportunities chart for details
- Sponsor logo hyperlinked on dedicated sponsor page on NDIA event website
- Sponsor logo with company description (1000-character max) in digital conference program
- Sponsor recognition on introductory slides
- Verbal recognition during the Opening General Session

## SPONSOR VIDEO

**\$4,000 EACH**

*(Three opportunities available, one sold)*

- Two-minute sponsor video included in media rotation between sessions
- One (1) complimentary full conference registration
- Complimentary Basic Listing, includes company description and URL
- Sponsor logo hyperlinked on dedicated sponsor page on NDIA event website
- Sponsor logo with company description (1000-character max) in digital conference program
- Sponsor recognition on introductory slides
- Verbal recognition during the Opening General Session

## EXHIBITS & SPONSORSHIPS CONTACT

**Abby Abdala**

Manager, Exhibits & Sponsorships

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(703) 247-9461

# ADVERTISING OPPORTUNITIES

## CONFERENCE PROGRAM

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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	Horizontal	\$1000
1/2-Page	Horizontal	\$750
1/4-Page	Horizontal	\$500

## 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 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.

Learn more about available advertising opportunities and rates in our media kit at [NationalDefenseMagazine.org/Media-Kit](https://NationalDefenseMagazine.org/Media-Kit)

## ADVERTISING CONTACTS

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**Alex Mitchell**  
Manager, Sales  
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# AI CAPABILITIES CENTER

NDIA is offering innovators and entrepreneurs the opportunity to present their new products, ideas, and services as a part of the AI Capabilities Center during NSAICE. Selected companies will be given 10 minutes of presentation time followed by five minutes of dedicated question-and-answer time to showcase their capabilities to members of the AI community. This is an exceptional opportunity to present your products and services to this exclusive group.

## PRERECORDED CAPABILITIES

**\$2,000 EACH (LIMITED AVAILABILITY)**

- Must submit an official application to be approved
- Submit prerecorded MP4 video no longer than 10 minutes in length (Deadline to submit: March 2)
- Recording uploaded to conference's "On Demand" feature the next day, available for up to 30 days
- Company logo with company description (500 characters) in digital conference program
- Two (2) complimentary full conference registrations

## SMALL BUSINESS

### PRERECORDED CAPABILITIES

**\$1,000 EACH (LIMITED AVAILABILITY)**

- Must qualify as small business and submit an official application to be approved
- Submit prerecorded MP4 video no longer than 10 minutes in length (Deadline to submit: March 2)
- Recording uploaded to conference's "On Demand" feature the next day, available for up to 30 days
- Company logo with company description (200 characters) in digital conference program
- Two (2) complimentary full conference registrations

## AI CAPABILITIES CENTER CONTACT

**Tiffany Milnor**

Meeting Planner

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