



NDIA
AT THE HEART
OF THE MISSION

64TH ANNUAL
FUZE
CONFERENCE

Continued Fuze Advancements amid a Global Pandemic

**Sponsorship, Exhibit, and
Advertising Opportunities**

May 11 – 12, 2021 | [NDIA.org/Fuze21](https://ndia.org/Fuze21)

SPONSORSHIP OPPORTUNITIES

Invest in the opportunity and receive customized exposure to top leaders in the Fuze industry and government by becoming a sponsor at this year's virtual conference!

PREMIER/VIRTUAL LOBBY

\$5,000 EXCLUSIVE

- 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 NDIA's 64th Annual Fuze Conference website
- Sponsor logo hyperlinked with company description (250 words) on sponsor page of virtual platform
- Sponsor logo with company description (250 words) included in the digital conference program
- Option to conduct 1-on-1 appointments and video chats with attendees within designated times
- Verbal recognition during Opening Remarks
- Three (3) complimentary full conference registrations

REGISTRATION

\$3,500 EXCLUSIVE

- "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 NDIA's 64th Annual Fuze Conference website
- Sponsor logo hyperlinked with company description (200 words) on sponsor page of virtual platform
- Sponsor logo with company description (200 words) included in the digital conference program
- Option to conduct 1-on-1 appointments and video chats with attendees within designated times
- Verbal recognition during Opening Remarks
- Two (2) complimentary full conference registrations

NETWORKING CHAT LOBBY

\$2,500 PER LOBBY (2 AVAILABLE)

- Sponsor logo placed on chat lobby session tile
- Ability for sponsor to actively engage with attendees during chat lobby session
- Ability for sponsor to provide marketing slides OR sponsor video (up to two (2) minutes in length) to share within chat lobby
- Ability for sponsor to provide handouts to share within chat lobby
- Sponsor logo hyperlinked on sponsor page of NDIA's 64th Annual Fuze Conference 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

HANDOUTS PAGE

\$2,000 EXCLUSIVE

- 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 NDIA's 64th Annual Fuze Conference 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**\$2,000 (LIMITED AVAILABILITY)**

- 2-minute sponsor video included in media rotation between sessions
- Sponsor logo hyperlinked on sponsor page of NDIA's 64th Annual Fuze Conference 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 NDIA's 64th Annual Fuze Conference 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) quarter-page color ad included in the digital conference program
- One (1) complimentary full conference registration

MATERIALS DEADLINE: FRIDAY, APRIL 23**SPONSORSHIP CONTACT****Andrew Peters**

Meeting Manager

(703) 247-2572

apeters@NDIA.org

EXHIBIT OPPORTUNITIES

NDIA is offering industry companies the opportunity to present their new products, ideas, and services as a part of the 64th Annual Fuze Conference. Both of the different, unique opportunities include the option to create 1-on-1 appointment “tiles” in the virtual platform. This is an exceptional opportunity to present your products and services to this exclusive group. For more information, please download the platform’s 2D Expo Guide.

SHOWCASE EXHIBITOR

\$2,500 (4 AVAILABLE)

Selected companies will be given five minutes of pre-recorded presentation time followed by five minutes of dedicated question-and-answer time to showcase their capabilities to members of the Fuze community during our “Exhibitor Showcase.” Benefits include:

- Company logo hyperlinked on NDIA’s 64th Annual Fuze Conference website
- Company logo with company description (100 words) included in the digital conference program
- 2-sentence blurb of what attendees can expect during session included in conference agenda
- Opportunity to submit pre-recorded .MP4 video no longer than 5 minutes in length (Deadline to submit: April 23)
- Opportunity for attendees to ask questions via Q&A chat feature for 5 minutes
- Option to upload one company file to session “tile” not to exceed 10MB in size for attendees to download
- Recordings uploaded to conference’s “On-Demand” feature the next day, available for up to 30 days
- Option to create a 1-on-1 appointment “tile” that can include downloadable company materials, rotating videos, and option for video chats or text chats with attendees for an additional \$500
- Two (2) complimentary full conference registrations (NOTE: At least one complimentary exhibitor should be prepared to receive questions from attendees)

CONTRIBUTING EXHIBITOR

\$1,500 (LIMITED AVAILABILITY)

- Company logo hyperlinked on NDIA’s 64th Annual Fuze Conference website
- Company logo with company description (100 words) included in the digital conference program
- Option to create a 1-on-1 appointment “tile” that can include downloadable company materials, rotating videos, and option for video chats or text chats with attendees
- One (1) complimentary full conference registration

MATERIALS DEADLINE: FRIDAY, APRIL 23

EXHIBIT CONTACT

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ADVERTISING OPPORTUNITIES

CONFERENCE PROGRAM

Secure exclusive digital advertising space in our digital 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 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

ADVERTISING CONTACTS

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