

2021 JOINT NDIA/AIA

INDUSTRIAL SECURITY CONFERENCE

**Sponsorship &
Advertising Opportunities**

November 8 – 10 | [NDIA.org](https://ndia.org)

SPONSORSHIP OPPORTUNITIES

PREMIER

\$9,500 Exclusive

- Four (4) complimentary full conference registrations
- One (1) full-page color ad in conference program
- Sponsor logo hyperlinked on event website
- Sponsor logo and description (200 words) included in conference program
- Sponsor logo on promotional signage at event
- Sponsor logo on presentation slide in General Session
- Sponsor logo included in one (1) eBlast prior to event
- Verbal recognition by NDIA during opening remarks in General Session
- Sponsor ribbon on company conference badges
- Notepads and pens with sponsor logo (for 300 attendees) distributed for opening General Session*

ELITE

\$7,500**Limited to two sponsors**

- Three (3) complimentary full conference registrations
- One (1) half-page color ad in conference program
- Sponsor logo hyperlinked on event website
- Sponsor logo and description (100 words) included in conference program
- Sponsor logo on promotional signage at event
- Sponsor logo on presentation slide in General Session
- Sponsor logo included in one (1) eBlast prior to event
- Verbal recognition by NDIA during opening remarks in General Session
- Sponsor ribbon on company conference badges

NETWORKING DINNER

\$7,000 Exclusive

- Two (2) complimentary full conference registrations
- Sponsor logo hyperlinked on event website
- Sponsor logo on promotional signage at the Networking Dinner
- Sponsor logo on presentation slide in General Session
- Sponsor logo and description (50 words) included in conference program
- Sponsor logo included on table tents at Networking Dinner
- Marketing table at Networking Dinner to offer company promotional materials
- Sponsor logo included in one (1) eBlast prior to event
- Verbal recognition by NDIA during opening remarks in General Session
- Sponsor ribbon on company conference badges

NETWORKING RECEPTION

\$6,000 Exclusive

- Two (2) complimentary full conference registrations
- Sponsor logo hyperlinked on event website
- Sponsor logo on promotional signage at the Networking Reception
- Sponsor logo on presentation slide in general session
- Sponsor logo and description (50 words) included in conference program
- Sponsor logo included on table tents at Networking Reception
- Sponsor logo on napkins to be distributed during Networking Reception*
- Marketing table at reception to offer company promotional materials
- Sponsor logo included in one (1) eBlast prior to event
- Verbal recognition by NDIA during opening remarks in General Session
- Sponsor ribbon on company conference badges

REGISTRATION

\$5,500 Exclusive

- Two (2) complimentary full conference registrations
- Sponsor logo included in confirmation email sent to all registrants
- Sponsor logo with “Thank You to Our Sponsor” banner on registration page of the event website
- Sponsor logo hyperlinked on event website
- Sponsor logo on presentation slide in General Session
- Sponsor logo on promotional signage at registration desk
- Sponsor logo and description (50 words) included in conference program
- Sponsor logo on up to 300 lanyards which will be distributed onsite during Registration*
- Sponsor logo included in one (1) eBlast prior to event
- Verbal recognition by NDIA during opening remarks in General Session
- Sponsor ribbon on company conference badges

NETWORKING BREAKFAST

\$5,000

- One (1) complimentary full conference registration
- Sponsor logo hyperlinked on event website
- Sponsor logo on presentation slide in General Session
- Sponsor logo and description (50 words) included in conference program
- Sponsor logo on promotional signage during selected Breakfast
- Verbal recognition by NDIA during opening remarks in General Session
- Sponsor ribbon on company conference badges

Limited to two sponsors (Tuesday or Wednesday)

NETWORKING BREAKS

\$4,000 Exclusive

- One (1) complimentary full conference registration
- Sponsor logo hyperlinked on event website
- Sponsor logo on presentation slide in General Session
- Sponsor logo and description (50 words) included in conference program
- Sponsor logo on napkins to be distributed during all five (5) scheduled Networking Breaks*
- Verbal recognition by NDIA during opening remarks in General Session
- Sponsor ribbon on company conference badges

AMBASSADOR**\$3,000****Limited to two sponsors**

- One (1) complimentary full conference registration
- Sponsor logo hyperlinked on event website
- Sponsor logo on presentation slide in General Session
- Sponsor logo included on promotional signage at event
- Sponsor logo included in conference program
- Sponsor logo on ONE (1) of the following, distributed onsite at the event:
 1. Mini Hand Sanitizer Bottles*
 2. Reusable Face Mask*
- Verbal recognition by NDIA during opening remarks in General Session
- Sponsor ribbon on company conference badges

SMALL BUSINESS**\$2,000****Limited to two sponsors**

- One (1) complimentary full conference registration
- Sponsor logo hyperlinked on event website
- Sponsor logo on presentation slide in General Session
- Sponsor logo and included in conference program
- Sponsor logo included on promotional signage at event
- One (1) quarter-page color ad included in conference program
- Verbal recognition by NDIA during opening remarks in General Session
- Sponsor ribbon on company conference badges

FEATURED SPONSOR EMAIL ADD-ON**\$500****Limited to two sponsors**

NDIA will send out two emails in the months leading up to the Joint NDIA/AIA Fall ISC. Use this opportunity for your company to promote its products, services, or objectives. This opportunity is only available to companies that are sponsoring.

- Logo and 1,000-character blurb in email**
- First email deployed in September; second email deployed in October

ATTENDEE EXPERIENCE

WI-FI

\$25,000 Exclusive

- Two (2) complimentary full conference registrations
- Sponsor's name will appear on the network ID visible from any wireless device
- One (1) landing page will be designated for your company, connecting attendees immediately to your website when they log in
- Sponsor logo is featured in login information distributed to attendees in the Know Before You Attend email
- Sponsor logo hyperlinked on event website
- Sponsor logo on promotional signage at the event
- Sponsor logo on presentation slide in General Session
- Sponsor logo and description (50 words) included in conference program
- Sponsor logo included in one (1) eBlast prior to event
- Verbal recognition by NDIA during opening remarks in General Session
- Sponsor ribbon on company conference badges

MOBILE APP

\$6,000 Exclusive

- One (1) complimentary full conference registration
- Sponsor logo included on mobile app splash page
- Sponsor graphics on mobile app rotating banner ad
- Sponsor logo hyperlinked on event website
- Sponsor logo on promotional signage at the event
- Sponsor logo on presentation slide in General Session
- Sponsor logo and description (50 words) included in conference program
- Sponsor logo included in one (1) eBlast prior to event
- Verbal recognition by NDIA during opening remarks in General Session
- Sponsor ribbon on company conference badges

**Sponsor is responsible for the production and timely delivery of the promotional item; otherwise, they can be provided by NDIA at an additional cost.*

***Competing and/or conflicting event promotions are not allowed.*

SPONSORSHIP CONTACT

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Meeting Manager

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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	\$1,000	Limited to 2
1/2-Page Horizontal	\$750	Limited to 2
1/4-Page Horizontal	\$500	Limited to 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 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

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