



NDIA
AT THE HEART
OF THE MISSION

24TH ANNUAL SYSTEMS & MISSION ENGINEERING CONFERENCE

**Sponsorship, Tabletop, &
Advertising Opportunities**

October 4 – 7, 2021 | Orlando, FL | [NDIA.org/SME21](https://www.ndia.org/SME21)

SPONSORSHIP OPPORTUNITIES

WI-FI SPONSOR

\$15,000 Exclusive

- Two (2) complimentary registrations
- Company logo and link on event website
- Company logo with company description (200 words) included in the conference program
- Verbal recognition by NDIA during the opening general session
- Sponsor's choice of landing page and Wi-Fi password
- Company logo on promotional signage at event
- Company name or logo included wherever conference Wi-Fi details are mentioned

RECEPTION SPONSOR

\$10,000 EXCLUSIVE

*Tuesday Networking Reception
October 5, 2021*

- One (1) complimentary tabletop display
- Four (4) complimentary registrations
- Company logo and link on event website
- Company logo with company description (200 words) included in the conference program
- Company logo on promotional signage at the event and the Tuesday Networking Reception
- Company logo on table tent signs to be placed on reception tables
- Option for sponsor to provide promotional item to be distributed on reception tables
- Verbal recognition by NDIA during the opening general session

PREMIER SPONSOR

SOLD TO SAIC

- One (1) complimentary tabletop display
- Three (3) complimentary registrations
- Company logo and link on event website
- Company logo with company description (200 words) included in the conference program
- Company logo on promotional signage at the event
- Verbal recognition by NDIA during the opening general session

REGISTRATION SPONSOR

SOLD TO AGI

- One (1) complimentary tabletop display
- Two (2) complimentary registrations
- Company logo and link on event website
- Company logo with company description (200 words) included in the conference program
- Company logo on promotional signage at the Registration Desk
- Company logo on registration confirmation email receipt sent to all attendees
- Company logo on up to 400 lanyards, which will be distributed onsite during registration*

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

ELITE SPONSOR

SOLD TO AMERICAN SYSTEMS

- Three (3) complimentary registrations
- Company logo and link on event website
- Company logo with company description (200 words) included in the conference program
- Company logo on promotional signage at the event
- Verbal recognition by NDIA during the opening general session

UVC SANITIZING CHARGING STATION SPONSOR

\$5,000 Exclusive

- Two (2) complimentary registrations
- Company logo and link on event website
- Company logo with company description (200 words) included in the conference program
- Custom branding on charging station display screen
- Custom branding on charging station wrap

LUNCH SPONSOR

\$5,000

- Two (2) complimentary registrations
- Company logo and link on event website
- Company logo with company description (200 words) included in the conference program
- Company logo on promotional signage at selected lunch
- Company logo on table tent signs to be placed on lunch tables during selected lunch
- Option for sponsor to provide promotional item to be placed on tables during select lunch

Select one: Tuesday or Wednesday

BREAK SPONSOR

\$4,000

- One (1) complimentary registration
- Company logo and link on event website
- Company logo with company description (200 words) included in the conference program
- Company logo on promotional signage at AM and PM breaks during selected day
- Company logo on cocktail napkins for up to 400 attendees, which will be distributed onsite at breaks during selected day*
- Option for sponsor to provide promotional item to be placed on tables at breaks during selected day

**Sponsor is responsible for the production and timely delivery of the cocktail napkins; or, they can be provided by NDIA at an additional cost*

BREAKFAST SPONSOR

\$3,000

- One (1) complimentary registration
- Company logo and link on event website
- Company logo with company description (200 words) included in the conference program
- Company logo on promotional signage at the selected breakfast
- Sponsor logo on coffee cup sleeves for up to 400 attendees which will be distributed onsite during selected breakfast*
- Option for sponsor to provide promotional item to be placed on breakfast tables during selected breakfast

**Sponsor is responsible for the production and timely delivery of the coffee cup sleeves; or, they can be provided by NDIA at an additional cost*

PATRIOT SPONSOR

\$2,500 (Limited to Three)

- One (1) complimentary registration
- Company logo and link on event website
- Company logo with company description (200 words) included in the conference program
- Company logo on promotional signage at the event

TABLETOP OPPORTUNITIES

COST TO DISPLAY

- \$2,500 – NDIA Corporate Member rate
- \$2,800 – NDIA Non-Corporate Member rate

What's Included:

- One (1) 6-foot draped table
- One (1) chair
- One (1) complimentary registration
- Company name, logo, and 100-word description included in the conference program

NOTE: An electrical connection can be provided for an additional \$100.

DISPLAY REQUIREMENTS

All tabletop displays must be made of the simple tabletop/pop-up style standards. Space per pop-up display shall not exceed 10 feet wide by 6 feet deep. Space per tabletop display shall not exceed 6 feet wide. Minimal hardware is to be utilized; computer systems for demonstrations are allowed. No formal decorating company is to be involved. Companies must bring their own displays and plan to do their own set-up. A standard 2.5 feet by 6 feet draped folding table and chair will be provided for each display space. No other props or set-ups (pipe & drape, plants, etc.) are to be utilized.

If you would like to display or have any questions, please contact Allison H. Carpenter at ahcarpenter@NDIA.org. There will be no refunds issued for display cancellations. NDIA will need the contract, company logo, and description for the conference program by September 17, 2021.

SET-UP, DISPLAY HOURS, AND BREAKDOWN

Monday, October 4, 2021

- Tabletop display set-up begins at 8:00 am and must be completed by 12:00 pm

Tuesday, October 5, 2021

- Tabletop displays must be manned and open during breakfast, AM break, lunch, PM break, and reception

Wednesday, October 6, 2021

- Tabletop displays must be manned and open during breakfast, AM break, lunch, and PM break

Thursday, October 7, 2021

- Tabletop displays manned and open during breakfast and AM break

NOTE: There will not be security provided for the tabletops. Do not leave valuables unattended.

Space will be pre-assigned and is awarded on a first-come, first-served basis. To secure your display space, a completed form must be returned, payment must be received in full, and NDIA must receive your company logo plus a 100-word company description by September 17, 2021.

SPONSORSHIP & TABLETOP 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

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