

NDIA
AT THE HEART
OF THE MISSION



65TH ANNUAL **FUZE** CONFERENCE

Keeping Pace with Challenging Fuze Applications

**Sponsorship, Tabletops,
& Advertising Opportunities**

May 10 – 12, 2022 | Renton, WA | [NDIA.org/Fuze22](https://www.ndia.org/Fuze22)

SPONSORSHIP OPPORTUNITIES

PREMIER SPONSOR

SOLD

- Four (4) complimentary full conference registrations
- One complimentary table-top display
- Sponsor logo hyperlinked on 2022 Fuze website
- Sponsor logo with company description (350 words) include in conference program
- Sponsor logo on promotional signage at event
- Sponsor logo included in one (1) eBlast prior to event
- Podium recognition by NDIA during general session
- Sponsor logo on cocktail napkins at the Grand reception (either provided by sponsoring company or ordered through NDIA for an additional fee, minimum of 4 weeks for delivery)

OPENING RECEPTION

SOLD

- Three (3) complimentary full conference registrations
- One complimentary table-top display
- Sponsor logo hyperlinked on 2022 Fuze website
- Sponsor logo with company description (250 words) include in conference program
- Sponsor logo on promotional signage at event
- Sponsor logo included in one (1) eBlast prior to event
- Podium recognition by NDIA during general session
- Sponsor logo on cocktail napkins at the opening reception (either provided by sponsoring company or ordered through NDIA for an additional fee, minimum of 4 weeks for delivery)

REGISTRATION & LANYARD

\$7,000 EXCLUSIVE

- One complimentary table-top display
- Sponsor logo hyperlinked on 2022 Fuze website
- Sponsor logo with company description (200 words) include in conference program
- Sponsor logo on promotional signage at event
- Sponsor logo included in one (1) eBlast prior to event
- Two (2) complimentary full conference registrations
- Podium recognition by NDIA during general session
- Sponsor logo on "Thank you to Our Sponsor" banner on registration site
- Sponsor banner with logo on registration confirmation (e-mail) receipt sent to all attendees
- Lanyards with sponsor name/logo, distributed at registration check-in (either provided by sponsoring company or ordered through NDIA for an additional fee)*

LUNCH

\$5,500

Limited to ONE sponsors

- One complimentary table-top display
- Sponsor logo hyperlinked on 2022 Fuze website
- Sponsor logo with company description (150 words) include in conference program
- Sponsor logo on promotional signage at event
- Sponsor logo included in one (1) eBlast prior to event
- Two (2) complimentary full conference registrations
- Podium recognition by NDIA during general session
- Sponsor logo on lunch buffet tables

CONTINENTAL BREAKFAST

\$4,500 FOR ONE OR \$9,000 FOR TWO

Limited to two sponsors

- One (1) complimentary full conference registration
- Sponsor logo hyperlinked on 2022 Fuze website
- Sponsor logo with company description (100 words) include in conference program
- Sponsor logo on promotional signage at event
- Sponsor logo included in one (1) eBlast prior to event

NETWORKING BREAK SPONSOR

\$3,500 FOR ONE OR \$6,000 FOR TWO

Limited to THREE sponsors

- Sponsor logo hyperlinked on 2022 Fuze website
- Sponsor logo with company description (100 words) include in conference program
- Sponsor logo on promotional signage in break area
- Sponsor logo included in one (1) eBlast prior to event
- Sponsor logo on break buffet tables
- One (1) complimentary full conference registration

SMALL BUSINESS SPONSOR

\$2,500

Limited opportunities available. Must be a Small Business to qualify.

- Sponsor logo hyperlinked on 2022 Fuze website
- Sponsor logo included in conference program
- Sponsor logo included in one (1) eBlast prior to event
- One (1) quarter-page (1/4-page) horizontal color sponsor advertisement included in conference program
- One (1) complimentary full conference registration

SPONSORSHIP CONTACT

Krystal Heard
 Meeting Planner
 kheard@NDIA.org
 (703) 247-2558

TABLETOP OPPORTUNITIES

LIMITED AVAILABILITY

Industry Members - \$2,000

Industry Non-Members - \$2,500

What's Included:

- One (1) 6-foot draped table
- One (1) chair
- One (1) complimentary registration

TABLETOP 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 Krystal Heard at kheard@NDIA.org. There will be no refunds issued for display cancellations.

SET-UP, DISPLAY HOURS, AND BREAKDOWN

Tuesday, May 10, 2022

- Tabletop display set-up begins at 9:00 am and must be completed by 5:00 pm. Tabletop displays must be manned and open during reception

Wednesday, May 11, 2022

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

Thursday, May 12, 2022

- Tabletop displays must be manned and open during breakfast, AM break, lunch, and PM break. Tabletop display breakdown begins at 4:00 pm and must be completed by 6:00 pm.

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 and payment must be received in full by April 22, 2022.

TABLETOP CONTACT

Krystal Heard

Meeting Planner

kheard@NDIA.org

(703) 247-2558

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 two (2)
1/2-Page Horizontal	\$750	Limited to two (2)
1/4-Page Horizontal	\$500	Limited to four (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 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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