



NDIA

26TH ANNUAL SYSTEMS & MISSION ENGINEERING CONFERENCE

Forging a New Era: Digital Transformation and the DoD

Sponsorship, Tabletop, & Advertising Opportunities

October 16 – 19, 2023 | Norfolk, VA | [NDIA.org/SME](https://ndia.org/SME)

SPONSORSHIP OPPORTUNITIES

Premier Sponsor

SOLD: Keysight

- Six (6) complimentary registrations
- Unique tabletop space in prime location, includes 2 chairs
- Company logo and link on event website and on signage
- Company logo with company description (200 words) included in the conference mobile app
- Verbal recognition by NDIA during the opening general session
- Company logo on attendee badges
- Company logo on registration confirmation email receipt sent to all attendees
- Lanyards co-branded with NDIA and company logo distributed at registration
- Opportunity for company to provide giveaway or promotional items placed at registration counters*

*NDIA to approve giveaway or promotional item prior to conference, deadlines apply

Reception Sponsor Tuesday Networking Reception on October 17

\$11,000 Exclusive

- Four (4) complimentary registrations
- Company logo and link on event website
- Company logo with company description (200 words) included in the conference mobile app
- 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 displayed on reception tables
- Verbal recognition by NDIA during the opening general session

Elite Sponsor Available to one sponsor, one sold to Raytheon

\$7,000 Each

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

Wi-Fi Sponsor

\$6,000 Exclusive

- Four (4) complimentary registrations
- Company logo and link on event website
- Company logo with company description (200 words) included in the conference mobile app
- Company logo on promotional signage at event
- Company name or logo included wherever conference Wi-Fi details are mentioned

Mobile App Premier

\$6,000 Exclusive

- Two (2) complimentary registration
- Company logo and link on event website
- Company name or logo included wherever Mobile App detailed are mentioned
- Company logo with company description (200 words) included in the conference mobile app
- Mobile app banner ad hyperlinked to company URL
- Company logo on promotional signage at event
- Verbal recognition by NDIA during the opening general session

Lunch Sponsor Tuesday sold to Ansys, Wednesday sold to SAIC

SOLD OUT

- Two (2) complimentary registrations
- Company logo and link on event website
- Company logo with company description (200 words) included in the conference mobile app
- 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 days

Breakfast Sponsor Available to three sponsors, one each day (Tues, Wed or Thurs)

\$4,000 Each

- One (1) complimentary registration
- Company logo and link on event website
- Company logo with company description (200 words) included in the conference mobile app
- Company logo on promotional signage at the selected breakfast
- Company logo on napkins provided during breakfast
- Option for sponsor to provide promotional item or coffee sleeves

Break Sponsor Available to two sponsors (Wed or Thurs) Tuesday sold to American Systems

\$3,000 Each

- One (1) complimentary registration
- Company logo and link on event website
- Company logo with company description (200 words) included in the conference mobile app
- Company logo on promotional signage at breaks during selected day and time
- Company logo on napkins provided during break
- Option for sponsor to provide promotional item to be placed on tables at breaks during selected day

Patriot Sponsor Small Business Only (one sold to IntercaX)

\$1,500 Each

- One (1) complimentary registration
- Company logo and link on event website
- Company logo included in the conference mobile app
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TABLETOP OPPORTUNITIES

SPACE IS LIMITED! 23 TABLETOPS TOTAL, 18 SOLD AND 5 AVAILABLE - SECURE YOUR SPOT TODAY!

Cost to Display

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

What's Included:

- One (1) 6-foot table
- One (1) chair
- One (1) complimentary registration
- One (1) discounted additional tabletop personnel rate
- Company name, logo, and 100-word description

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 Abby Abdala aabdala@ndia.org. There will be no refunds issued for display cancellations. NDIA will need the contract, company logo, and description by October 11, 2023

Set-up, Display Hours, and Breakdown

Monday, October 16, 2023

- Tabletop display set-up begins at 1pm and must be completed by 5:00 pm

Tuesday, October 17, 2023

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

Wednesday, October 18, 2023

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

Thursday, October 19, 2023

- 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 October 11, 2023

SPONSORSHIP & TABLETOP CONTACT

Abby Abdala, CEM

Associate Director, Exhibits & Sponsorships

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