

NDIA

Membership Value Briefing

**Questions?
Membership@ndia.org**

- **What questions do you have?**
- **Strength in Diversity & Numbers**
- **Policy & Strategy**
- **Divisions**
- **Chapters**
- **National Defense Magazine**
- **MegaDirectory**
- **Events**
- **Education and Webinars**
- **National Training and Simulation Association**

Strength in Diversity & Numbers



- **~63,000 Individual Membership**
- **~1700 Corporate Members (NDIA and NTSA)**
- **Sole Defense Association representing full spectrum of businesses & academic entities participating in America's National Security**
- **501(C)(3) Educational non-profit**

FY24 Strategy and Policy Priorities



- **Securing Budget Stability and Sufficiency**
- **Advancing DoD Digital Modernization**
- **Facilitating Foreign Military Sales Modernization and Technology Integration**
- **Restoring Industrial Readiness, Capacity, and Infrastructure**
- **Enabling more Resilient Supply Chains**
- **Acquisition Reform and Workforce – Cross-cutting issues**

Benefits of Corporate Membership



- **Discounts on Exhibits for most NDIA Events**
- **Access to NDIA membership benefits for ALL employees**
 - Discounts on Registration for most NDIA Events
- **Ability to collaborate, identify potential partners & collect business intelligence in Division/Chapter meetings and events**
 - Build Customer intimacy
 - Small business: “Panel participation at DLA event led to teaming agreement for 2 large upcoming opportunities”
- **Policy and Strategy team focused primarily on Corporate members based on mission**
- **Majority of NDIA Corporate members receive discounted membership dues**
 - Most don’t have organic policy/government affairs shops
 - Need mass to “get the word out” about challenges of operating in defense space
- **Larger members engage to consolidate concerns, rather than one company “complaining”**
- **NDIA depends on Corporate membership for “mass/throw weight”**
 - Legislative engagements: SBIR Reauthorization, R&D Tax Amortization, FY24 NDAA and Appropriations Act
 - Executive engagements

- **When Congress/DoD request information, NDIA engagement not considered lobbying**
 - Congress and DoD frequently request NDIA input on decisions impacting the defense industrial base
 - Congress can engage NDIA in ways it cannot engage individual companies
- **Corporate Members help identify defense industrial base issues and challenges**
 - Vital Signs
 - R&D Tax Amortization – “Tax Relief for American Families and Workers”
 - CMMC/Cybersecurity requirements
 - Inflation
 - NDAA & Appropriations bills
 - Continuing Resolutions (CRs)
- **Surveys**
 - Vital Signs – focused on Members
 - Requested by DoD, to collect information on high priority topics

Policy & Strategy – Weekly Policy Digest



- **Email for Corporate members only**
 - Update your Communications Preferences to receive
- **Sharpening to better support small and mid-sized businesses**
- **Highlights**
- **Regulatory Tracker**
- **Info from the Executive Branch**
- **Info from Legislative Branch – 4 committees + Small Business in both chambers**
- **Congressional Agencies**
- **Think Tanks**

Policy & Strategy

- **Corporate Member Only / By Invitation events**
 - Opportunities offered by different organizations
 - USD A&S
 - Senior Army / Navy / AF Staff
 - DoD and Service Small Business Offices
 - DepSecDef
 - USD R&E and Defense Science Board
 - Service 8s
 - SAPCO
 - Joint Staff Wargame
 - **Help us find you!**
 - NDIA staff identifies potential invitees using:
 - Leadership participation in **Chapters & Divisions**
 - Staff engagement
 - NAICS
 - Special identifiers: SDVOSB, WOSB, 8(a) etc.

NDIA Divisions



- **Convene reps from industry, government, military and academia**
 - Define and solve America's toughest National Security Challenges
 - To influence the discussion, you need to be in the room
- **Technology**
 - Armaments; Chemical Biological Defense; Combat Survivability; Cyber Augmented Operations; Cybersecurity; Electronics; Human Systems; Manufacturing; Missile Defense; Munitions Technology; Robotics; Science & Engineering Technology; Security and Counterintelligence; Space; Systems Engineering; Tactical Wheeled Vehicles; Technical Information; Test & Evaluation
- **Warfare**
 - Combat Survivability; Expeditionary Warfare; Integrated Precision Warfare; Special Ops/Low Intensity Conflict; Undersea Warfare
- **Policy**
 - Health Affairs; Integrated Program Management; International; Logistics Management; Procurement; Small Business

Chapters

- **NDIA Chapters organize geographically and execute professional development and national-security focused events to strengthen the defense industrial base and workforce**



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|----------------------------|------------------------------------|------------------------|------------------------------|
| 1. Aberdeen Proving Ground | 9. Greater Indiana | 16. Michigan | 24. Southwest |
| 2. Central Florida | 10. Greater Los Angeles | 17. New England | 25. Tennessee Valley |
| 3. Central Georgia | 11. Greater New York – Connecticut | 18. Northern Tier | 26. Washington, DC |
| 4. Delaware Valley | 12. Greater Tampa Bay | 19. Picatinny | 27. West Virginia |
| 5. First Coast | 13. Gulf Coast | 20. Red River Regional | 28. Wright Brothers Regional |
| 6. Great Lakes | 14. Iowa – Illinois | 21. Rocky Mountain | |
| 7. Great Rivers | 15. Lone Star | 22. San Diego | |
| 8. Greater Hampton Roads | | 23. Southern Nevada | |

- **Exhibit or attend—network and learn about emerging requirements, new technology, and potential partners**
- **NDIA member discounts for exhibits and registration at most events**
 - DoD S&T Budget Priorities—Webinar
 - Joint NDIA / AIA Spring Industrial Security Conference
 - Midwest Government Contracting Symposium--Iowa/Illinois Chapter
 - Emerging Technologies for Defense Conference & Exhibition, Washington, DC
 - Ground Vehicle Systems Engineering and Technology Symposium (GVSETS) and Modernization Update--Michigan Chapter
 - Dept of the Navy Gold Coast (Small Business-centric)--San Diego Chapter
 - Space Warfighting Forum—Colorado Springs, CO
 - Future Forces Capabilities Conference and Exhibition—Multi-Division event
 - Undersea Warfare – Division event

National Defense Magazine



- **NDIA's award-winning flagship publication**
- **Individual members have the option to receive the magazine in the mail as part of membership package**
- **Monitors**
 - Market trends; Scientific breakthroughs; Product Development; Military Requirements and Programs
- **Covers**
 - Pentagon; The Administration; Congress; Industry
- **Interested in submitting an article?**
 - <https://www.nationaldefensemagazine.org/contact-us/contribute-an-article>
 - <https://www.nationaldefensemagazine.org/editorial-calendar>

- **nationaldefensemegadirectory.com**
- **Government and companies looking for potential partners use the directory for goods and services**
- **Membership includes a profile page in the online MegaDirectory**
 - Connects suppliers to customers in industry and DoD
- **Member Profile Page includes:**
 - Company Logo
 - Key Contacts
 - Full Capabilities description
- **Provider will try to upsell for entry and advertising but NOT required**

National Training & Simulation Association: NTSA **NDIA**

- **NDIA affiliate promoting international and interdisciplinary cooperation within the fields of modeling and simulation (M&S), training, education, analysis, and related disciplines**
- **I/ITSEC – world's largest modeling, simulation and training event**
 - 5-day conference includes tutorials, keynote presenters, sessions, special events and workshops – Always the week after Thanksgiving in Orlando, FL
 - 2023: ~18,000 participants including 2,040 International Visitors from 60 countries
 - 517 Exhibiting Companies, 467 exhibit spaces, 210,000 sq ft exhibit hall
- **Other events to bring government, industry and academia together to develop new training and simulation solutions**
 - **Simulation & Training Community Forum**
 - **MODSIM World—Norfolk, VA**
 - **Training & Simulation Industry Symposium (TSIS)—Orlando**

- **3 levels of membership**
- **Benefits include:**
 - Early booth selection at I/ITSEC
 - Discount on I/ITSEC booth (Sustaining & Regular members)
 - Sustaining members get additional I/ITSEC exposure
 - Reduced event registration rates
 - NTSA monthly Newsletter
- **For more info: [NTSA.org](https://www.ntsasim.org)**

- **New Era of Competition**
- **Increase pace of delivery of innovative capabilities to warfighters**
- **ETI Conference—Washington, DC**
- **Critical new technologies key to future economic strength & military competitive advantage**
 - Hypersonics / Artificial Intelligence / Autonomy / Biotechnology / Cyber / Directed Energy / 5G to Next G / Fully Networked C2 / Microelectronics / Quantum Science / Space
- **Podcasts with technology leaders**
- **Webinars including “Tech 101”**
 - Hypersonics, Quantum Science, Biotechnology, Blockchain, Quantum Computing, Cloud Computing, Directed Energy, Microelectronics, Additive Manufacturing

Women In Defense (WID)

- **Powering Defense Leaders:**
 - Formal environment for professional growth through strategic networking, education, and professional development
- **Growing Our Replacements:**
 - Strengthen workforce through programs to encourage talented women to fill critical skilled trade and technical positions in the Defense Industry
- **Chapters**
- **WID Scholar Program**
- **National Conference**

Thank you



- **NDIA's foundation rests upon its members**
- **NDIA Membership is like a gym membership...you get out of it what you put into it**
- **Choose a Chapter, Division or both; collaborate and help drive the discussion!**
- **We are always interested in member feedback**
 - membership@ndia.org
 - zmartinez@ndia.org