Membership Value Briefing

Questions?
Membership@ndia.org
BLUF

• **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
Policy & Strategy

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

• 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/contact-us/contribute-an-article)
  - [https://www.nationaldefensemagazine.org/editorial-calendar](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 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
Emerging Technologies Institute (ETI)

- 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
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