

ADL INITIATIVE

The ADL Initiative is a US government program, reporting to the Deputy Assistant Secretary of Defense for Force Education and Training, under the Office of the Assistant Secretary of Defense for Readiness. ADL was established to help programs, initiatives, and policies better support flexible, lifelong learning through the use of technology.

ADL MISSION

The ADL Initiative bridges across Defense and other Federal agencies, as well as coalition partners and industry and academia, to encourage collaboration, facilitate interoperability, and promote best practices for using distributed learning to provide the highest-quality education, training, informal learning, and just-in-time support, tailored to individual needs and delivered cost-effectively, anytime and anywhere.



Learn more about ADL at
www.adlnet.gov

FOR MORE INFORMATION, CONTACT:

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NTSA | NATIONAL TRAINING &
SIMULATION ASSOCIATION

iFest

innovation → instruction → implementation



**THE POWER
OF GLOBAL
COLLABORATION**

Defense | Government | Industry | Academia

July 31–August 2, 2017
Hilton Alexandria Mark Center
Alexandria, Virginia

NDIA

EXHIBITORS

Make a big impact with your marketing dollars by exhibiting at ADL iFest 2017. The attendees you want to do business with are all in one place, under one roof and focused on connecting with suppliers who can deliver training solutions. Throughout the year, NTSA conducts a strategic marketing campaign that delivers core professionals to your booth so you can:

- Generate sales leads
- Identify and meet new customers in diverse domains
- Boost awareness of your company brand among the people that count the most
- Introduce new technologies to the marketplace

Exhibiting at ADL iFest 2017 delivers the most value for your support marketing dollars. Review some of the FREE support services:

- Company and profile listing in the event program
- Opportunities to receive post- and pre-show mailing lists
- Sponsorship and advertising opportunities to maximize your exposure
- Opportunity to present in Ignite, an iFest special event

\$1,500 per Exhibit Display

Rate includes: 6' table, 2 side chairs and 1 full registration

SPONSORSHIPS

GOLD SPONSOR • \$5,000

- Exhibit display
- 4 full registrations
- Logo on event signage
- ½ page insert in the program
- Recognition from the podium at opening ceremonies

SILVER SPONSOR • \$2,500

- Exhibit display
- 2 full registrations
- Logo on event signage
- ¼ page insert in the program
- Recognition from the podium at opening ceremonies

BRONZE SPONSOR • \$2,000

- Exhibit display
- 2 full registrations
- Logo on event signage
- 1/8 page insert in the program
- Recognition from the podium at opening ceremonies

OPENING RECEPTION SPONSOR \$10,000 EXCLUSIVE OR 2 @ \$5,000

- Exhibit Display
- Company logo on promotional signage at the reception are onsite
- Company name and logo listed in the event program
- 10 complimentary exhibit passes for the reception
- Recognition from the podium at opening ceremonies
- Sponsor ribbon on company conference badges

MEETING BAG SPONSOR • \$1000

These popular tote bags are reusable, and will be distributed to each attendee as they pick up their badge onsite. These tote bags are carried throughout the event with your promotional item inside and your logo on the front. This gives you a great advertising exposure both during and after the event. Benefits include:

- Company name and logo listed in the event program
- Tote bags with company name or logo distributed to each attendee (sponsor provides up to 300 branded tote bags)
- Promotional item distributed to each conference attendee inside the tote bag (sponsor provides up to 300 promotional items)
- Sponsor ribbon on company conference badges

BEVERAGE BREAKS • \$1,000 PER BREAK

Located in high traffic session space, your company will be recognized for providing generous refreshments to the attendees.

- Logo on signage at coffee break
- Logo in program
- Ability to provide cups/napkins for increased exposure
- Sponsor ribbon on company conference badges

BREAKFAST • \$1,250 PER DAY

Located in high traffic session space, your company will be recognized for providing breakfast to the attendees.

- Logo on signage at breakfast
- Logo in program
- Ability to provide cups/napkins for increased exposure
- Sponsor ribbon on company conference badges

ADL ACTIVITIES

The ADL Initiative pursues three broad lines of effort:

THOUGHT LEADERSHIP

ADL aspires to serve as a leader for forward-looking distributed learning topics within the DoD, other national and coalition governmental agencies, and the greater professional community. For ADL, thought leadership involves the curation (i.e., collection, validation, synthesis, maintenance, and dissemination) of relevant requirements, emerging targets of opportunity, corresponding strategic roadmaps, and associated policy guidance. Effective thought leadership also includes the cultivation of stakeholder buy-in for the advocated strategies, plans, and policies.

R&D INNOVATION

ADL strives to develop the next-generation of distributed learning science techniques and technologies via research, development, and collaboration. In accordance with its original mandate, ADL's R&D work seeks to develop and assess advanced distributed learning prototypes that enable more effective, efficient, and affordable learner-centric lifelong learning. These R&D activities span six technical areas: e-learning, mobile learning, learning theory, web-based virtual worlds and simulations, learning analytics and performance modeling, and interoperability infrastructure.

OUTREACH AND TRANSITION

Finally, ADL works closely with stakeholders to help them implement effective, coordinated advanced distributed learning solutions. This includes coordination via ADL's professional communities of practice, the Defense ADL Advisory Committee, international governmental bodies (such as NATO), and the ADL Global Partnership Network.