NTSA 22-24 APRIL 2019 ▸ HILTON NORFOLK THE MAIN ▸ NORFOLK, VA

MODSIM WORLD 2019

ENABLING DIGITAL TRANSFORMATION WITH M&S



EXHIBITOR/SPONSORSHIP PROSPECTUS

WWW.MODSIMWORLD.ORG

NDIA

What IS MODSIM WORLD?



MODSIM World is a multi-disciplinary international Modeling and Simulation (M&S) event that provides a unique opportunity to learn about new M&S applications and practices across diverse domains.

MODSIM World began in 2007 by the Virginia Modeling and Simulation Partnership (formerly the Center for Public and Private Partnership), a non-profit organization that draws membership from the M&S industry and community leaders in Norfolk and the entire Hampton Roads area.

Specific areas of focus vary from year to year, based upon current events and interest levels. Focus areas for 2019 include Mixed/Augmented Reality, Cyber, Defense, Learning Science, and Homeland Security. These focus areas or "themes" cut across the universal and enduring conference tracks of Training and Education, Analytics and Decision-Making, Science and Engineering, and Visualization and Gamification.

Why YOU SHOULD SUPPORT MODSIM WORLD 2019...



- Only industry centric conference with broad coverage of the modeling and simulation industry
- Technology showcase where leaders in the industry will be demonstrating the latest in M&S technologies
- A unique opportunity to capture lessons learned and new technologies across diverse domains, including Defense, Healthcare, Manufacturing, Homeland Security, Education and many more
- Networking opportunities with leading M&S professionals from industry, government and academia
- Hosted in Norfolk, VA, one of the largest regions in the world dedicated to modeling & simulation

Exhibit WHERE MULTI-DISCIPLINES CONVERGE



Make a big impact with your marketing dollars by exhibiting at MODSIM World 2019. 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

Multiply
YOUR MARKETING DOLLAR

Exhibiting at MODSIM World 2019 delivers the most value for your marketing dollars. Review some of the unparalleled FREE support services:

- Company and profile listing on the MODSIM World 2019 website
- Company and profile listing in the official Exhibits & Conference Guide
- Access to pre-registered press list
- VIP Customer Invitations (PDF)

ADDITIONAL RESOURCES

- Opportunities to receive post- and pre-show mailing lists
- Exhibitor bulletins with money saving tips and information
- Exclusive Sponsorship and Advertising opportunities to maximize your exposure
- Online access to exhibitor manual
- National and International Media Exposure

MODSIM World 2019 Attendance Marketing Campaign will include:

- Print ads in Industry Publications
- Web banner ads on industry specific sites
- Free VIP Passes
- Print Brochures & Postcards
- Multiple Show Press Releases

MODSIM World 2019 EXHIBIT SELECTION

Generate sales leads, build an industry presence, demonstrate new technologies and meet new customers and industry-wide experts.

SPACE RENTAL FEES

$1,600 **Exhibit Display**

Rate Includes: 6' table, 2 side chairs, standard electic, 2 Registrations

Upgrade to sponsorship and receive an exhibit display as part of the package! Review the many opportunities on the Sponsorship page.

Contact Shannon Burch to discuss MODSIM World 2019 and how to meet your marketing goals.

Shannon Burch, CEM
Director of Exhibits & Sponsorships
sburch@ndia.org
703-247-9473

MODSIM EVENT SPONSORSHIP

PLATINUM
- 2 – Exhibit display
- 8 – Conference passes
- Logo on event signage
- Logo on website
- Full-page insert in program
- Recognition at opening ceremony
- Technology hunt position
- Timeslot in Technology Presentation

INVESTMENT: $10,000

GOLD
- 1 – Exhibit display
- 4 – Conference passes
- Logo on event signage
- Logo on website
- 1/2-page insert in program
- Recognition at opening ceremony
- Technology hunt position

INVESTMENT: $5,000

SILVER
- 1 – Exhibit display
- 2 – Conference passes
- Logo on event signage
- 1/4-page insert in program
- Recognition at opening ceremony
- Technology hunt position

INVESTMENT: $2,500

BRONZE
- 1 – Exhibit display
- 1 – Conference pass
- Logo on event signage
- 1/4-page insert in program
- Recognition at opening ceremony

INVESTMENT: $2,000

TRACK SPONSOR
- 2 – Conference passes
- Logo on track session signage
- Opportunity to make opening remarkds in track session (must be relevant to session topic)
- Logo on event signage
- Logo on website

INVESTMENT: $3,000

CONTRIBUTING SPONSOR
- 1 – Conference pass
- Logo on event website
- Logo on signage
- Logo in Program
- Recognition at Opening Ceremony
- 1/4 page insert in Program

INVESTMENT: $1,500



MODSIM WORLD SPONSORSHIP OPPORTUNITIES

OPENING RECEPTION SPONSOR
(EXCLUSIVE OPPORTUNITY)

Benefits include:
- Exhibit Display
- Company logo and link to your company on event web site.
- Company logo on promotional signage at the Reception area onsite.
- 10 Complimentary Exhibit passes for Reception
- Recognition from the podium at Opening Ceremonies
- Company name on the registration confirmation email sent to each registrant upon registering for the event, with reminder about your company hosting the Opening Reception.
- Sponsor ribbon on company conference badges.

INVESTMENT: $5,000

MEETING BAG SPONSOR
(EXCLUSIVE OPPORTUNITY)

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 entire event with your company's promotional item inside and logo on the front. This gives you a great advertising exposure both during and after the conference. Benefits Include:
- Company logo and link to your company on event web site.
- Company logo in onsite Conference Agenda on the "Thank You to Our Sponsors" page.
- Tote bags with company name or logo distributed to each attendee (sponsor provides up to 500 branded tote bags).
- Promotional item distributed to conference attendees inside the tote bags (sponsor provides up to 500 promotional items)
- Sponsor ribbon on company conference badges

INVESTMENT: $1,000

LANYARDS

Brand your company name on the most prominent item during the conference. Your logo will be included on the lanyards showing your support of this important event. Benefits Include:
- Company logo and link to your company on event web site.
- Company logo in onsite Conference Agenda on the "Thank You to Our Sponsors" page.
- Promotional item distributed to conference attendees inside the tote bags (sponsor provides up to 500 promotional items)
- Sponsor ribbon on company conference badges

INVESTMENT: $2,000

PENS/NOTEPADS INSIDE CONFERENCE ROOMS

Attendees are always taking notes, why not gain additional exposure by having your pen and notebook highlighting your logo ready for them to use! Benefits Include:
- Company logo and link to your company on event web site.
- Company logo in onsite Conference Agenda on the "Thank You to Our Sponsors" page.
- Pens/Notepads distributed inside meeting rooms for attendees to utilize (sponsor provides pens/notepads)
- Sponsor ribbon on company conference badges

INVESTMENT: $500

BEVERAGE BREAKS

Located in the high traffic session space, your company will be recognized for providing generous refreshments to attendees.
- Logo on signage at coffee break
- Logo in program
- Ability to provide cups/napkins for increased exposure
- Sponsor ribbon on company conference badges

INVESTMENT: $500 PER BREAK

STEM

STEM supports and promotes activities encouraging interest and pursuits in Science, Technology, Engineering and Mathematics. Help support the future of our industry through student tours, scholarships and many other education activities. Inclusions:
- Logo on signage
- Logo in program
- Logo on website
- Sponsor ribbon on company conference badges

INVESTMENT: $1500 (3 AVAILABLE)

SCHOLARSHIP SPONSOR

Supports and promote the future of our industry through two scholarships!
- Company logo and link to your company on event web site and program.
- Company logo on checks given at the awards ceremony
- Opportunity to present to recipient
- Sponsor ribbon on company conference badges.
- Exclusive sponsor will receive a full registration

INVESTMENT: $1250 COMMUNITY COLLEGE SCHOLARSHIP, $3250 FOUR YEAR COLLEGE SCHOLARSHIP OR BE THE EXCLUSIVE SPONSOR TO THE FUTURE FOR $5,000

CHALLENGE SPONSOR

MODSIM wants to cultivate an environment, in this age of data, where talented individuals can use the power of M&S to solve problems important to their community, government, business or industry sector. Developers, analysts, and subject matter experts can all participate in this unique competition and demonstrate the power of M&S. Inclusions:
- One exhibit booth
- 2 total conference registrations
- Logo on signage/website
- Presentation of the competition award at the conclusion of the conference

INVESTMENT: TITLE SPONSOR $5,000, GOLD SPONSOR $2,500

Who WILL ATTEND?

- Decision makers including CEO, CFO, COO, CTO
- Marketing and Business Developers
- Executive Directors
- Operations IT and Professionals
- Modeling & Simulation Professinals
- Government Leaders & Officials
- Procurement & Business Developers
- Healthcare Professionals
- Educators/Teachers/Students
- Warfighters
- Homeland Security Professionals
- First Responders
- Trainers
- Manufacturers
- Cyber Specialists
- Research Scientists
- Software Developers
- IT Professionals

MODSIM WORLD VISION

MODSIM World will become the premier international conference and exposition for collaboration and transfer of M&S knowledge, new research, development and applied technology across all public and private sectors.

MODSIM WORLD MISSION

- To promote the initiation, development and research of M&S among all organizations internationally.
- To share the latest technical expertise, knowledge, applications and capabilities of simulation technology by academia, industry and government.
- To promote cooperation among academia, industry and government, applying M&S technologies to help organizations anticipate and prepare for the future.
- To improve M&S technology to reduce its implementation costs by academia, industry and government.
- To support planning, decision-making and real-time operations management with state-of-the-art computer software and development expertise utilizing modeling and simulation.
- To foster the transfer of leading-edge simulation technology and knowledge from the military community to the medical, transportation, homeland security and other applicable communities.

Why NORFOLK?

How big is the modeling and simulation industry in the United States and, more important, how big is it inside the Norfolk and entire Hampton Roads area?

While military commands have been the primary M&S customers, private sector firms have been the chief developers and providers of M&S technology. The Virginia Economic Development Partnership (VEDP) estimates that the Commonwealth's M&S industry employs 11,300 people in the private sector and about 2,800 in the government and military, with 4,800 of those employees located in the Hampton Roads area. Over half the M&S companies in Virginia are located in the Hampton Roads area, with an economic impact of $1.7 billion on an annual basis.

In June 2007, the U.S. House of Representatives approved House Resolution 487, which identified M&S as a National Critical Technology. This resolution was a result of the work of the M&S Congressional Caucus, which was is now led by Congressman Bobby Scott, Virginia 3rd District. The resolution establishes that M&S is important to the national security; there is little doubt that a variety of powerful private and public organizations located in the Hampton Roads area are interested in the M&S field, not the least because it is seen as important to future progress. An interesting item to note, that in the U.S. alone, business firms, state and local governments, universities, medical schools and nonprofit organizations may spend as much as $25 billion annually on M&S activities.