



# 2019 AFCEA Intelligence Industry Days Patron Opportunities



## ODNI AIM Industry Day

November 27, 2018

NGA Campus East, Springfield, VA  
**Classified Event - SECRET- NOFORN**

The Office of the Director of National Intelligence and AFCEA Intelligence will present the first Augmenting-Intelligence-Using-Machines (AIM) Industry Day, an opportunity to hear directly from ODNI leaders and others from across the IC about AIM initiatives and how the community can take advantage of key transformative technologies at scale.



## Foreign Naval and Maritime Threat Symposium

April 11, 2019

Perspecta Conference Center, Chantilly, VA  
**Classified Event - TS/SI/TK - NOFORN**

The Office of Naval Intelligence (ONI) and AFCEA present the Foreign Naval and Maritime Threat Symposium. During this classified event, ONI leaders and senior experts will deliver a series of classified briefings describing the current and future global threat environment with a focus on areas where industry can help mitigate it.



## Navy Information Warfare Industry Day

June 14, 2019

NGA Campus East, Springfield, VA  
**Classified Event - SECRET- NO FORN**

Navy Information Warfare Industry Day provides business intelligence to help the Navy advance and ingrain information warfare. This classified event stresses public/private partnerships and identifies areas where industry can support the Navy Information Warfare Community and its mission.



## Army Intelligence Industry Day

June 27, 2019

NGA Campus East, Springfield, VA  
**Classified Event - SECRET- NO FORN**

Army strategy requires a rapidly deployable and agile force, supported by a responsive intelligence corps capable of leveraging technology at the speed of mission command. This classified event places a premium on identifying opportunities for the private sector to help the Army intelligence enterprise achieve its current and future goals.

## Sponsor AFCEA Intelligence Events and Expand Your Reach into the Intelligence Community. Support multiple AFCEA Intelligence Events and Save!

**Multiple Event Discount: 2 events: 20% / 3 events: 30% / 4 events: FREE opportunity! \***

*Events must fall within the same fiscal year. All applications must be submitted together in order to receive the discount. Discount will be applied to the total cost.*

*\* Free opportunity must be of equal or lesser value than paid sponsorship of greatest value.*

**NEW Sustaining Sponsor Program: Past year sponsors receive a 15% discount! Applies to both past year and future year sponsorships.\***

*\*Must be the same event sponsored consecutive years to qualify.*

- Additional sponsorships and exhibit opportunities available for the [Spring Intelligence Symposium](#).
- Offers do not apply to the Intelligence and National Security Summit or other AFCEA Headquarters events.

# INDUSTRY DAY PATRON PROGRAM

	Platinum	Gold	Silver	Small Business**
<b>Investment</b>				
AFCEA Corporate Member	\$7,500	\$5,000	\$2,500	\$2,000
Non-Member	\$9,000	\$6,000	\$3,000	N/A
<b>Pre-Event Marketing</b>				
Company logo on event website with link to corporate homepage	•	•	•	•
Company name on promotional emails that are sent to over 15,000 potential attendees	•	•	•	•
<b>On-Site Marketing</b>				
Company logo featured in slide presentation that attendees will see before the event begins and during breaks	•	•	•	•
Company logo listed on signage	•	•	•	•
Company logo listed in the program guide	•	•	•	•
Company logo listed on the footer of each page of the program guide	•			
Company provided PowerPoint slide featured in slide presentation and viewed before event begins and during breaks.	•			
Advertisement (four-color) (company provided) in program guide	1 page	½ page		
<b>NEW</b> – Tabletop Exhibit (not available at Foreign Naval and Maritime Threat Symposium) Only 1 box of marketing collateral allowed for tabletop exhibit, electronics or other equipment is prohibited. Clearance needed to staff exhibit space, see page 1 for clearance requirements.	•	•	•	•
<b>Customer, Executive and Team Experiences</b>				
Opportunity to highlight your company's support of the Intelligence Community	•	•	•	•
Credit for additional sponsored items	\$1,500	\$1,000	\$500	\$500
Complimentary registrations (clearance needed to attend) ODNI AIM Industry Day: SECRET - NOFORN Foreign Naval & Maritime Threat Symposium: TS/SI/TK - NOFORN Navy Information Warfare Industry Day: SECRET – NOFORN Army Intelligence Industry Day: SECRET – NOFORN	8	5	2	2
Sponsor Indication on name badges	•	•	•	•

\*\*SMALL BUSINESS LEVEL – COMPANY MUST BE A CURRENT AFCEA CORPORATE MEMBER IN GOOD STANDING AT THE TIME OF THE EVENT WITH 49 OR LESS EMPLOYEES TO QUALIFY FOR THIS RATE.

# ADDITIONAL PATRON OPPORTUNITIES

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## Comprehensive Benefits Package

Each Patron package below has its own unique benefits, but they all start with the **Comprehensive Benefits Package**:

- Company logo featured in slide presentation that attendees will see before the event begins and during breaks.
- Company logo on event website with a link to corporate homepage.
- Company name on promotional emails that are sent to over 15,000 potential attendees.
- Company logo listed in the program guide.
- Company logo listed on signage.
- Sponsor Indication on name badges.
- One complimentary tabletop exhibit space (*\*Only 1 box of marketing collateral allowed for tabletop exhibit, electronics or other equipment is prohibited. \*\*Clearance needed to staff exhibit space, see page 1 for clearance requirements. \*\*\*Tabletops not available at Foreign Naval and Maritime Threat Symposium*).

## CREATE YOUR OWN STARBUCKS “BUSINESS CARD” GIFT CARD

**AFCEA CORPORATE MEMBER \$12,000 / NON-MEMBER \$13,800**

Leave a lasting impression and put your brand and contact information on a Starbucks gift card that will be given to attendees at registration.

This package includes the following benefits:

- [Comprehensive Benefits Package](#)
- Starbucks gift cards will be co-branded with your logo and contact information and will be distributed to attendees at registration.
- Company provided PowerPoint slide that will be included in a slide presentation that attendees will see before the event and during breaks.
- Full-page, four-color ad (you provide the artwork) in the program guide.
- Five complimentary attendee registrations (clearance needed to attend, see page 1 for clearance requirements).

## SWAG BAG

**AFCEA CORPORATE MEMBER \$10,000/ NON-MEMBER \$11,500**

Attendees love swag! Put your brand on the official industry day bag that attendees pick up at registration and carry throughout the event. See your brand in virtually the entire conference center and when attendees use it back home. This package includes the following benefits:

- [Comprehensive Benefits Package](#)
- Tote bags will include your logo and will be distributed to attendees at registration.  
(Tote bags provided by AFCEA)
- Opportunity to provide a corporate giveaway and/or brochure that will be included in each bag (giveaway requires preapproval by AFCEA due to security restrictions).
- Full-page, four-color ad (you provide the artwork) in the program guide.
- Five complimentary attendee registrations (clearance needed to attend, see page 1 for clearance requirements).

## WATER BOTTLE

**AFCEA CORPORATE MEMBER \$8,000 / NON-MEMBER \$9,200**

Be the exclusive water bottle sponsor by putting your logo in the hands of every attendee. The best part is your water bottle will continue to advertise your brand long after the event. This package includes the following benefits:

- [Comprehensive Benefits Package](#)

- Water bottles (high quality) will include your logo and will be distributed to attendees at registration. (Water bottles provided by AFCEA).
- Full-page, four-color ad (you provide the artwork) in the program guide.
- Four complimentary attendee registrations (clearance needed to attend, see page 1 for clearance requirements).

## **NAME BADGE**

### **AFCEA CORPORATE MEMBER \$6,000/ NON-MEMBER \$7,000**

**Brand every speaker and attendee badge with your logo, along with the AFCEA logo, in full color. This package includes the following benefits:**

- Comprehensive Benefits Package
- Every name badge will display your logo, along with the AFCEA logo, in full color. On the back of the badge you may list your company's contact information.
- Half-page, four-color ad (you provide the artwork) in the program guide.
- Three complimentary attendee registrations (clearance needed to attend, see page 1 for clearance requirements).

## **PROGRAM GUIDE**

### **AFCEA CORPORATE MEMBER \$6,000 / NON-MEMBER \$7,000**

**The front cover of every attendee program guide branded with your logo. A GREAT way to stand out from the competition at the event! This package includes the following benefits:**

- Comprehensive Benefits Package
- Your company logo on the cover of the Program Guide.
- Full-page, four-color ad placed on the inside front cover (you provide the artwork) in the program guide.
- Three complimentary attendee registration (clearance needed to attend, see page 1 for clearance requirements).

## **REGISTRATION PACKET**

### **AFCEA CORPORATE MEMBER \$6,000 / NON-MEMBER \$7,000**

**Brand every speaker and attendee registration packet with your advertisement. This package includes the following benefits:**

- Comprehensive Benefits Package
- Design attendee & speaker registration packets; to include an advertisement and/or logo to be printed on the front of each packet (you provide the artwork).
- Half-page, four-color ad (you provide the artwork) in the program guide.
- Three complimentary attendee registration (clearance needed to attend, see page 1 for clearance requirements).

## **LANYARD *(Sold out for ALL events)***

### **AFCEA CORPORATE MEMBER \$6,000 / NON-MEMBER \$7,000**

**One of the most “visible” sponsorships available! Every attendee needs a badge – and every badge needs a lanyard! This package includes the following benefits:**

- Comprehensive Benefits Package
- Lanyards printed with your company logo. (Lanyards provided by AFCEA).
- Half-page, four-color ad (you provide the artwork) in the program guide.
- Three complimentary attendee registration (clearance needed to attend, see page 1 for clearance requirements).

## **COFFEE *(two available; choice of breakfast coffee or morning break coffee) (one sold for ONDI AIM Industry Day)***

### **AFCEA CORPORATE MEMBER \$3,000 / NON-MEMBER \$3,500**

**A great way to spotlight your company! Because most attendees arrive early, this opportunity affords great company exposure.**

**This package includes the following benefits:**

- Comprehensive Benefits Package
- Signage at the coffee station featuring your company logo.
- Branded, disposable coffee cups with your company logo.
- One complimentary symposium registration (clearance needed to attend, see page 1 for clearance requirements).

**EMAIL BLAST “Sponsor Highlight”** (three available for ODNI AIM Industry Day, Foreign Naval and Maritime Threat Symposium, Navy Information Warfare Industry Day and Army Intelligence Industry Day)

**AFCEA CORPORATE MEMBER \$2,500 / NON-MEMBER \$3,000**

**One email blast, sent to 15,000+ potential attendees, is a great way to get your company name out! This package includes the following benefits:**

- Comprehensive Benefits Package
- **One** email blast will include your company logo and 2-3 sentences about your company in the “Sponsor Highlight” section of one of our event promotional emails. Deadlines apply, based on marketing schedule.

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Interested in an opportunity you don't see here? Let us customize a package for you! To secure your patron support or for any questions, contact:

AFCEA Intelligence Event Management Team  
c/o SPARGO, Inc.

888-215-2241 / 703-995-2567

[AFCEAexhibits@spargo.com](mailto:AFCEAexhibits@spargo.com)