



AFCEA International Cyber Symposium

June 24 – 25, 2014 • Baltimore, MD Convention Center

Patron and Sponsor Program

Stand Out in the Crowd

If branding, lead generation and market visibility are important to your organization, the marketing and sponsorship opportunities available at the AFCEA Cyber Symposium are exactly what you need.

BE VISIBLE – GET INVOLVED – WIN BUSINESS

	Platinum	Gold	Silver	Small Business
Investment				
AFCEA Corporate Member	\$12,500	\$7,500	\$3,500	\$1,500
Non-Member	\$14,400	\$8,850	\$4,250	N/A
Pre-Event Marketing				
Company logo & link on event website	◆	◆	◆	◆
Banner ad & link on event website	◆	◆		
Company name on attendee update/promotions	◆	◆	◆	◆
Upgraded online listing	4-Star	3-Star	2-Star	2-Star
On-Site Marketing				
Opportunity to be included in relevant VIP tours	◆	◆	◆	◆
Show guide advertisement	Full-page	Half-page		
Company logo in show guide	◆	◆	◆	◆
Technology Preview “Infomercial” at general session	◆			
Branding on signage	◆	◆	◆	◆
Company logo featured in PowerPoint presentation at general sessions	◆	◆	◆	◆
Customer, Executive and Team Experiences				
Speaker and Sponsor Networking Reception tickets	6	4	2	2
Conference registrations	2	1	1	1
Reserved seating/recognition at one lunch for one senior corporate representative	1			
Corporate meeting room opportunity \$7,500	◆			
Thought Leadership				
Federal News Radio “AFCEA Answers” Thought Leadership Expert Showcase	\$6,000			
Federal News Radio “AFCEA Answers” Episode Sponsor	\$4,000			
White paper or report distribution on event website	◆	◆		
Post-Event Marketing				
White paper or report in AFCEA Knowledge Showcase	◆	◆		

PLATINUM PATRON PACKAGE

Platinum sponsorship is an exclusive opportunity to share the spotlight with defense industry trendsetters, mix with the most influential military, government and industry leaders, and define how the industry perceives your company.

Investment:	Member	Non-Member
	\$12,500	\$14,400

Pre-Event

- Company logo on event website with hyperlink to corporate homepage
- Banner ad on event website with hyperlink to corporate homepage
- Company name on attendee update/promotional emails
- Upgraded Online Listing to “4-Star” level (\$950 value) –including 250 word description, 5 products (logo & description), 6 press releases, online floor plan logo

On-Site

- Opportunity to be included in relevant VIP tours*
- Show guide ad – full page (**AD DEADLINE JUNE 3**)
- Company logo in show guide in Patron/Sponsor section
- Technology Preview – “Infomercial” to be shown at General Sessions (Patrons may provide one PowerPoint Slide with up to four images)
- Company logo featured in PowerPoint presentation at general sessions
- High profile branding on signage throughout the convention center

Customer, Executive, and Team Experiences

- Speaker and Sponsor Networking Reception - 6 tickets
- Conference Registrations – 2 full conference registrations
- Reserved seating for and recognition of a corporate representative at one of the luncheons
- Corporate meeting room opportunity (limited availability, at a cost of \$7,500)

Thought Leadership

- Federal News Radio “AFCEA Answers” Thought Leadership Expert Showcase Opportunity at the discounted rate of \$6,000 (**\$3,000 Savings**)
- Federal News Radio “AFCEA Answers” Episode Sponsorship Advertisement Opportunity at the discounted rate of \$4,000 (**\$1,000 Savings**)
- Distribution of company white paper or report on event website

Post-Event

- Inclusion of company white paper or report on the AFCEA Knowledge Center for one year

**exhibitors only*

GOLD PATRON PACKAGE

Gold sponsorship provides an excellent platform for you to elevate awareness, establish leadership, and drive pipeline with a high-traffic Expo presence, and great branding.

Investment:	Member	Non-Member
	\$7,500	\$8,850

Pre-Event

- Company logo on event website with hyperlink to corporate homepage
- Banner ad on event website with hyperlink to corporate homepage
- Company name on attendee update/promotional emails
- Upgraded Online Listing to “3-Star” level, (\$500 value) – including 50 word description, 3 products (logo & description), 5 press releases, online floorplan logo

On-Site

- Opportunity to be included in relevant VIP tours*
- Show guide ad – half page (**AD DEADLINE JUNE 3**)
- Opportunity to upgrade to a full page ad for additional \$1,500
- Company logo in show guide in Patron/Sponsor section
- Company logo featured in a PowerPoint presentation at general sessions
- High profile branding on signage throughout the convention center

Customer, Executive, and Team Experiences

- Speaker and Sponsor Networking Reception – 4 tickets
- Conference Registrations – 1 full conference registration

Thought Leadership

- Distribution of company white paper or report on event website

Post-Event

- Inclusion of company white paper or report on the AFCEA Knowledge Showcase for one year

**exhibitors only*

SILVER PATRON

Silver sponsorship is a great way to expand your presence within the industry through networking opportunities, and branding.

Investment:	Member	Non-Member
	\$3,500	\$4,350

Pre-Event

- Company logo on event website with hyperlink to corporate homepage
- Company name on attendee update/promotional emails
- Upgraded Online Listing to “2-Star” level (\$300 value) – including 50 word description, 1 product (logo & description), 2 press releases

On-Site

- Opportunity to be included in relevant VIP tours*
- Company logo in show guide in Patron/Sponsor section
- Company logo featured in PowerPoint presentation at general sessions
- High profile branding on signage throughout the convention center

Customer, Executive, and Team Experiences

- Speaker and Sponsor Networking Reception – 2 tickets
- Conference Registrations – 1 full conference registration

**exhibitors only*

SMALL BUSINESS SPONSOR

Investment:	Member	Non-Member
	\$1,500	N/A

Pre-Event

- Company logo on event website with hyperlink to corporate homepage
- Company name on attendee update/promotional emails
- Upgraded Online Listing to “2-Star” level (\$300 value) – including 50 word description, 1 product (logo & description), 2 press releases

On-Site

- Opportunity to be included in relevant VIP tours*
- Company logo in show guide in Patron/Sponsor section
- Company logo featured in PowerPoint presentation at general sessions
- High profile branding on signage throughout the convention center

Customer, Executive, and Team Experiences

- Speaker and Sponsor Networking Reception – 2 tickets
- Conference Registrations – 1 full conference registration

**exhibitors only*

PLUGFEST DEMO SPONSORSHIP

PlugFest is a dynamic area on the exhibit floor that highlights the Rapid Integration Innovation Process (RI2P) and demonstrates to government decision makers' the best practices when sourcing open standard solutions. Industry, academia, and government will have an opportunity to showcase their collaborate efforts to solve use cases in a competitive environment using the RI2P approach at AFCEA's Cyber Symposium 2014.

	PlugFest Host	CYBER Exhibitor Partner	PlugFest Partner	Small Business Partner
Investment				
AFCEA Corporate Member	\$12,500	\$1,500	\$2,250	\$1,500
Non-Member	\$15,000	\$1,750	\$2,500	
Pre-Event Marketing				
Company logo & link on event website PlugFest webpage	◆	◆	◆	◆
Company name on attendee updates/promotions for PlugFest	◆	◆	◆	◆
Upgraded online listing	4-Star			
On-Site Marketing				
Demo kiosk in PlugFest area - includes one counter, one stool, basic internet and electricity, 14x22 logo graphic	2	\$750	1	1
Signage in PlugFest area promoting participation	◆	◆		
Inclusion in relevant VIP tours of PlugFest	◆	◆	◆	◆
Company logo in Show Guide	◆	◆	◆	◆
Branding on signage	◆	◆	◆	◆
Customer, Executive and Team Experiences				
Speaker and Sponsor Reception Tickets	4	1	1	1
Thought Leadership				
White paper or report distribution on event website	◆	◆		
Post-Event Marketing				
White paper or report in Knowledge Showcase	◆	◆		

ADDITIONAL SPONSORSHIP OPPORTUNITIES

As a Cyber Symposium 2014 sponsor, you can choose a variety of individual options to increase brand impact, drive demand, build buzz, and engage the Cyber Symposium audience. Sponsorships can be designed to best complement your marketing strategy.

TECHNOLOGY RECEPTION (TUESDAY) - \$10,000

(1 AVAILABLE)

- Speaker and Sponsor Networking Reception – 6 tickets
- Conference Registrations –2 full conference registrations
- Show guide ad – full page (**AD DEADLINE JUNE 3**)
- Company logo in show guide in Patron/Sponsor section
- Company logo on event website with hyperlink to corporate homepage
- Banner ad on event website with hyperlink to corporate homepage
- Company name on attendee update/promotional emails
- Technology Preview – “Infomercial” to be shown at General Sessions (Patrons may provide one PowerPoint Slide with up to four images)
- Company logo featured in PowerPoint presentation shown at general sessions
- Reserved seating and recognition of one corporate representative at one of the luncheons
- Recognition of sponsorship from the podium at the general sessions keynote address prior to the reception
- Your logo featured on banners, signs and napkins throughout reception area
- Exclusive opportunity to provide corporate giveaways at the reception (optional)

OFFICIAL MOBILE APP - \$10,000

(1 AVAILABLE)

The Mobile App keeps show attendees connected, engaged and informed. This tool provides access to all conference details including exhibitor and sponsor directory, booth listing and Exhibit Hall map, social media, alerts and much more!

Put your company logo on the mobile app and event website with a hyperlink to your company website. Your company will also be recognized as a sponsor in the show guide. This exciting opportunity will get you in front of thousands of Cyber Symposium attendees before, during and after the show.

This sponsorship includes PLATINUM BENEFITS!

LUNCHES - \$10,000 EACH

(2 AVAILABLE)

- Speaker and Sponsor Networking Reception – 6 tickets
- Conference Registrations –2 full conference registrations
- Show guide ad – full page (**AD DEADLINE JUNE 3**)
- Company logo in show guide in Patron/Sponsor section
- Company logo on event website with hyperlink to corporate homepage
- Banner ad on event website with hyperlink to corporate homepage
- Company name on attendee update/promotional emails
- Technology Preview – “Infomercial” to be shown at General Sessions (Patrons may provide one PowerPoint Slide with up to four images)
- Company logo featured in PowerPoint presentation shown at general sessions
- Your logo featured on banner in the front of the room beside the stage
- Recognition of sponsorship from the podium
- Each sponsor will receive one seat at the VIP/Speaker
- Each sponsor company receives one table of 10 for corporate representatives
- Exclusive opportunity to provide giveaways at the lunch (optional)

FEDERAL NEWS RADIO “AFCEA ANSWERS” THOUGHT LEADERSHIP EXPERT SHOWCASE - \$9,000 EACH

(2 AVAILABLE)

Participate in a highly visible forum on-air and online for your representatives to talk face-to-face with senior government and military guests.

Each Sponsor Receives:

- One expert as a guest on the show (show is comprised of one government guest and two industry guests)
- Two 30-second commercials or one 60-second commercial that airs during the show
- Mention in AFCEA promotion of the show (“this show is brought to you by Company X and Company Y!”)
- Audio file of the show for your distribution
- Each show has a dedicated Microsite on FederalNewsRadio.com that includes:
 - Streaming audio of the show/mp3 download
 - Photo, guest names, and links to guest bios
 - White papers (2 per sponsor)
 - Sponsor Logos
 - Sponsor Banner Ad

**For complete details please visit: <http://www.afcea.org/afceaanswers.asp>*

FEDERAL NEWS RADIO “AFCEA ANSWERS” EPISODE SPONSOR - \$5,000 EACH

(2 AVAILABLE)

Showcase your company as a leader in particular business focus areas by sponsoring one of more episodes.

Each Sponsor Receives:

- Two 30-second commercials or one 60-second commercial that airs during the show
- Mention in AFCEA promotion of the show (“this show is brought to you by Company X and Company Y!”)
- Audio file of the show for your distribution
- Each show has a dedicated Microsite on FederalNewsRadio.com that includes:
 - Streaming audio of the show/mp3 download
 - Sponsor Logos
 - Sponsor Banner Ad

**For complete details please visit: <http://www.afcea.org/afceaanswers.asp>*

REGISTRATION – \$7,500

(1 AVAILABLE)

SOLD OUT!

Everybody goes through onsite registration. Increase your visibility by sponsoring the registration area.

- Speaker and Sponsor Reception –4 tickets
- Conference Registrations –1 full conference registration
- Show guide ad – half page **(Ad DEADLINE JUNE 3)**
- Company logo in show guide in Patron/Sponsor section
- Company logo on event website with hyperlink to corporate homepage
- Banner ad on event website with hyperlink to corporate homepage
- Company name on attendee update/promotional emails
- Company logo featured in PowerPoint presentation shown at general sessions
- Sponsor banner in the registration area
- Splash screen on registration computers
- Opportunity to provide giveaways at registration (optional)

SHOW GUIDE - \$7,500

(1 AVAILABLE)

SOLD OUT!

Ensure every attendee sees your company logo up close and personal! Your logo, booth number and/or website on the cover of the Show Guide!

- Speaker/Sponsor Networking Reception - 4 tickets
- Full Conference Registrations -1

- Company logo, website and booth number on the cover
- Show guide ad – full page (**AD DEADLINE JUNE 3**)
- Company logo in show guide in Patron/Sponsor section
- Company logo on event website with hyperlink to corporate homepage
- Company name on attendee update/promotional emails
- Company logo featured in PowerPoint presentation shown at general sessions

CYBER CAFÉ – \$5,000

SOLD OUT!

(1 AVAILABLE)

- Speaker and Sponsor Reception – 4 tickets
- Conference Registrations –1 full conference registration
- Show guide ad – half page (**AD DEADLINE JUNE 3**)
- *Opportunity to upgrade to full page -\$1,000
- Company logo in show guide in Patron/Sponsor section
- Company logo on event website with hyperlink to corporate homepage
- Company name on attendee update/promotional emails
- PowerPoint logo presentation at general sessions
- Technology Preview – “Infomercial” to be shown at General Sessions (Patrons may provide one PowerPoint Slide with up to four images)
- PowerPoint logo presentation at general sessions
- Banner with your logo hanging above the Cyber Café

(PLEASE NOTE: Sponsor is responsible for set-up, internet and construction costs, including all equipment.)

LANYARDS - \$5,000

(1 AVAILABLE) PLUS COST OF LANYARDS – QUANTITY ESTIMATE - 3,000

- Speaker and Sponsor Networking Reception –4 tickets
- Conference Registrations –1 full conference registration
- Company logo in show guide in Patron/Sponsor section
- Company logo on event website with hyperlink to corporate homepage
- Banner ad on event website with hyperlink to corporate homepage
- Company name on attendee update/promotional emails
- Company logo featured in PowerPoint presentation shown at general sessions

ATTENDEE TOTE BAGS \$5,000

(1 AVAILABLE) PLUS COST OF TOTE BAGS – QUANTITY ESTIMATE – 1,500

- Speaker/Sponsor Networking Reception - 4 tickets
- Full Conference Registrations -1
- Company logo in show guide in Patron/Sponsor section
- Company logo on event website with hyperlink to corporate homepage
- Banner ad on event website with hyperlink to corporate homepage
- Company name on attendee update/promotional emails
- Company logo featured in PowerPoint presentation shown at general sessions
- Your company logo featured on the tote bag on one side and AFCEA logo on the other

MORNING COFFEE BREAKS –\$3,500 EACH

(2 AVAILABLE)

- Speaker and Sponsor Networking Reception – 2 tickets
- Conference Registrations –1 full conference registration
- Company logo in show guide in Patron/Sponsor section
- Company logo on event website with hyperlink to corporate homepage
- Company name on attendee update/promotional emails

- Company logo featured in PowerPoint presentation shown at general sessions
- Your company featured on signage and napkins at all break stations
- Opportunity to provide corporate giveaways at sponsored event (optional)

ENGAGEMENT THEATRE SUPPORT – \$3,000 EACH

1 SOLD!

(3 AVAILABLE)

Station your reps at the theater then welcome the speakers and participants back to your booth for a dialogue!

- Speaker and Sponsor Networking Reception – 2 tickets
- Conference Registrations –1 full conference registration
- Company logo in show guide in Patron/Sponsor section
- Company logo on event website with hyperlink to corporate homepage
- Company name on attendee update/promotional emails
- PowerPoint logo presentation at general sessions
- Signage with your company logo prominently displayed in the theater

YOU ARE HERE KIOSKS - \$3,000 EACH

1 SOLD!

(2 AVAILABLE)

Sponsor an exhibit locator kiosk on the exhibit floor. Kiosks will be placed in strategic locations. Your logo/booth number or ad will appear on two sides of the kiosk. A GREAT way to stand out from the competition on the exhibit floor!

- Speaker/Sponsor Networking Reception - 2 tickets
- Company logo in show guide in Patron/Sponsor section
- Company logo on event website with hyperlink to corporate homepage
- Company name on attendee update/promotional emails
- Company logo featured in PowerPoint presentation shown at general sessions

SHOW GUIDE ADVERTISING

Stand out from the competition with a prime advertisement in the official show guide!

(AD DEADLINE JUNE 3)

- 4 color full page ad - \$2,500 (one available)
- 4-color half page ad - \$1,500 (two available)

Full Page SOLD!

“TOWER OF POWER” ADVERTISING DISPLAYS

1 SOLD!

(2 AVAILABLE)

Your company can advertise on meter boards that will be on display in highly visible areas throughout the conference.

- \$2,000 – Single Panel –double sided

SOCIAL MEDIA - STAY CONNECTED SIGN SPONSORS- \$2,000 EACH

(2 AVAILABLE)

- Sponsor the stay connected signs – Facebook, Twitter, LinkedIn, SIGNAL Magazine etc...
- Your company logo, booth number and/or your company’s social media site (if applicable) listed under the ways to “stay connected”

TO SECURE YOUR SPONSORSHIP OR PATRON OPPORTUNITY, CONTACT:

Companies A – L

Paul doCarmo
Account Manager
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800-564-4220 / 703-631-6200
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Companies M-Z

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