

# Global Identity Summit

**September 15 – 18, 2014**  
**Tampa Convention Center**  
**Tampa, Florida**

presented by the Biometric Consortium Advisory Group

## 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 Global Identity Summit are exactly what you need.

### BE VISIBLE – GET INVOLVED – WIN BUSINESS

	Platinum	Gold	Silver	Small Business
<b>Investment</b>				
AFCEA Corporate Member	\$10,000	\$6,000	\$3,500	\$1,500
Non-Member	\$11,500	\$7,050	\$4,250	N/A
<b>Pre-Event Marketing</b>				
Company logo & link on event website	◆	◆	◆	◆
Banner ad & link on event website	◆	◆		
Company name on attendee update/promotional emails	◆			
Upgraded online listing	4-Star	3-Star	2-Star	2-Star
<b>On-Site Marketing</b>				
Opportunity to be included in relevant VIP tours	◆	◆	◆	◆
Show guide advertisement	Full Page	Half Page	Quarter Page	
Company logo in show guide	◆	◆	◆	◆
Technology Preview “infomercial” at general sessions	◆			
Company logo featured in PowerPoint presentations at general sessions	◆	◆	◆	◆
Branding on signage	◆	◆	◆	◆
<b>Customer, Executive and Team Experiences</b>				
Speaker and Sponsor Leadership Lunch	4	4	2	2
Conference registrations	4	2	2	2
Corporate meeting room opportunity	\$7,500			
<b>Thought Leadership</b>				
Whitepaper or report distribution on event website	◆	◆		
<b>Post-Event Marketing</b>				
Whitepaper or report in 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
	\$10,000	\$11,500

### 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 AUGUST 19**)
- Company logo in show guide in Patron/Sponsor section
- Technology Preview – “Infomercial” to be shown at general sessions (Patrons may provide on 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 Leadership Lunch—4 tickets
- Conference Registration—4 full conference registrations
- Corporate meeting room opportunity (limited availability, at a cost of \$7,500)

### 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

## GOLDPATRON 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
	\$6,000	\$7,050

### Pre-Event

- Company logo on event website with hyperlink to corporate homepage
- Banner ad on event website with hyperlink to corporate homepage
- Company name in 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 floor plan logo

### On-Site

- Opportunity to be included in relevant VIP Tours
- Show guide ad – half page (**Ad DEADLINE AUGUST 19**)
- 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 Leadership Lunch—4 tickets
- Conference Registration—2 full conference registrations

### 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

## SILVERPATRON

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

Investment:	Member	Non-Member
	\$3,500	\$4,250

### Pre-Event

- Company logo on event website with hyperlink to corporate homepage
- Company name in 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
- Show guide ad – quarter page (**AD DEADLINE AUGUST 19**)
- 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/Sponsor Leadership Lunch—2 tickets
- Conference Registrations—2 full conference registrations

## SMALL BUSINESSSPONSOR

**NOTE:** *Company must be registered as a Small Business in the SBA CCR database to qualify.*

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

### Pre-Event

- Company logo on event website with hyperlink to corporate homepage
- Company name in 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/Sponsor Leadership Lunch—2 tickets
- Conference Registration—2 full conference registrations

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

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

### WELCOME TO TAMPA NETWORKING RECEPTION — \$10,000

- Company logo on event website with hyperlink to corporate homepage
- Banner ad on event website with hyperlink to corporate homepage
- Company name in attendee update/promotional emails
- Speaker and Sponsor Leadership Lunch—4 tickets
- Conference Registration—4 full conference registrations
- Show guide ad – full page (**AD DEADLINE AUGUST 19**)
- Company logo in show guide in Patron/Sponsor section
- Technology Preview – “Infomercial” to be shown at general sessions (Sponsor may provide one PowerPoint Slide with up to four images)
- Company logo featured in PowerPoint presentation at general sessions
- Company sponsorship recognition from the podium
- Exclusive opportunity to provide giveaways at the reception

### OFFICIAL MOBILE APP - \$8,000

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 Global Identity Summit attendees before, during and after the show.

### LUNCH (EXHIBIT HALL)— \$8,000 – 2 AVAILABLE

- Company logo on event website with hyperlink to corporate homepage
- Banner ad on event website with hyperlink to corporate homepage
- Company name in attendee update/promotional emails
- Speaker and Sponsor Leadership Lunch—4 tickets
- Conference Registration—4 full conference registrations
- Show guide ad – half page (**AD DEADLINE AUGUST 19**)
- Company logo in show guide in Patron/Sponsor section
- Company logo featured in PowerPoint presentation at general sessions
- Signs and napkins with company logo on all breakfast stations
- Company sponsorship recognition from the podium
- Exclusive opportunity to provide giveaways at the lunches

### CONTINENTAL BREAKFAST \$5,000 – 3 AVAILABLE

- Company logo on event website with hyperlink to corporate homepage
- Company name in attendee update/promotional emails
- Speaker and Sponsor Leadership Lunch—2 tickets
- Conference Registration—2 full conference registrations
- Show guide ad – half page (**AD DEADLINE AUGUST 19**)
- Company logo in show guide in Patron/Sponsor section
- Company logo featured in PowerPoint presentation at general sessions
- Signs and napkins with company logo on all breakfast stations
- Company sponsorship recognition from the podium
- Exclusive opportunity to provide giveaways at the breakfasts

### **REGISTRATION — \$5,000**

Registration is always a “happening place” both online, and live at the event! This Sponsorship ensures your Company Name and Logo will be highly visible.

- Company logo on event website with hyperlink to corporate homepage
- Company name in attendee update/promotional emails
- Speaker and Sponsor Reception—2 tickets
- Conference Registration—2 full conference registrations
- Show guide ad – half page **(Ad DEADLINE AUGUST 19)**
- Company logo in show guide in Patron/Sponsor section
- Company logo featured in PowerPoint presentation at general sessions
- Large sponsorbanner in the registration area with your company logo
- Opportunity to create splash screen ad for all onsite registration computers
- Exclusive opportunity to provide giveaways at registration

### **CYBER CAFÉ — \$5,000**

Attendees will gather at your Cyber Café throughout the event, spending plenty of time with your sales and marketing team!(PLEASE NOTE: Sponsor is responsible for set-up, construction costs, equipment and internet)

- Company logo on event website with hyperlink to corporate homepage
- Company name in attendee update/promotional emails
- Speaker and Sponsor Leadership Lunch—2 tickets
- Conference Registration—2 full conference registrations
- Show guide ad – half page **(Ad DEADLINE AUGUST 19)**
- Company logo in show guide in Patron/Sponsor section
- Company logo featured in PowerPoint presentation at general sessions
- Sponsor banner above cyber café – stand out in the exhibit hall!

### **ATTENDEE TOTE BAGS — \$5,000**

**(PLUS COST OF BAGS)**

Attendees love their official totes; you will get great visibility with everyone “toting” your logo!

- Company logo on event website with hyperlink to corporate homepage
- Company name in attendee update/promotional emails
- Speaker and Sponsor Reception—2 tickets
- Conference Registration—2 full conference registrations
- Show guide ad – half page **(Ad DEADLINE AUGUST 19)**
- Company logo in show guide in Patron/Sponsor section
- Company logo featured in PowerPoint presentation at general sessions

### **LANYARDS — \$3,500**

**(PLUS COST OF LANYARDS)**

Every attendee needs a badge, and every badge goes out with a lanyard; EVERYONE at the conference will be wearing YOUR Logo!

- Company logo on event website with hyperlink to corporate homepage
- Company name in attendee update/promotional emails
- Speaker and Sponsor Reception—2 tickets
- Conference Registration—2 full conference registrations
- Company logo in show guide in Patron/Sponsor section
- Company logo featured in PowerPoint presentation at general sessions

**COFFEE BREAKS (AM & PM AVAILABLE TUESDAY, WEDNESDAY; THURSDAY AM ONLY) — \$3,000 EACH OR, BUNDLE the whole day for only \$5,000!**

- Company logo on event website with hyperlink to corporate homepage
- Company name in attendee update/promotional emails
- Speaker and Sponsor Reception—2 tickets
- Conference Registration—2 full conference registrations
- Company logo in show guide in Patron/Sponsor section
- Company logo featured in PowerPoint presentation at general sessions
- Signs and napkins with company logo on all break stations
- Company sponsorship recognition from the podium
- Exclusive opportunity to provide giveaways at the break

**“YOU ARE HERE” KIOSKS ON EXHIBIT FLOOR – \$2,500 EACH – 2 AVAILABLE**

A GREAT way to enhance your visibility on the Exhibit Floor!

- Company logo on event website with hyperlink to corporate homepage
- Company name in attendee update/promotional emails
- Speaker and Sponsor Reception—2 tickets
- Conference Registration—2 full conference registrations
- Company Logo, Booth Number or ad will appear on two sides of each Kiosk
- Company logo in show guide in Patron/Sponsor section
- Company logo featured in PowerPoint presentation at general sessions

**“SPONSOR HIGHLIGHT” EMAIL BLAST — \$2,500 – 1 AVAILABLE**

AFCEA will spotlight your company in a promotional email; a great way to invite attendees to see you at the show!

- Company logo on event website with hyperlink to corporate homepage
- Company logo in show guide in Patron/Sponsor section
- Company logo and booth number in the “Come See Us – Sponsor Highlight” email

**PREMIUM SNACK SPONSORSHIP OPTIONS -- \$2,000 (FOR EXHIBITORS ONLY)**

**(PLUS COST OF EQUIPMENT/MATERIAL)**

- Coffee Station
- Smoothie Machine
- Popcorn Machine
- Logo signage and napkins on all food stations
- Company logo on event website with hyperlink to corporate homepage
- Company logo in show guide in Patron/Sponsor section
- PowerPoint Logo presentation at general sessions

**“TOWER OF POWER” ADVERTISING DISPLAYS**

Advertise on meter boards displayed in highly visible / high-traffic areas throughout the event!

- 4-sided tower and includes Silver patron benefits (one available) — \$4,000
- Single-panel (two available) — \$1,500

**SHOW GUIDE AD**

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

**(AD DEADLINE AUGUST 19)**

- One Full-Page Ad (4-color) — \$2,500 (one available)
- One Half-Page Ad (4-color) — \$1,500 (one available)

**TO SECURE YOUR SPONSORSHIP OR PATRON OPPORTUNITY, CONTACT:**

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AFCEA Event Team  
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