

The Premiere Intelligence Event of the Year



**INTELLIGENCE  
& NATIONAL  
SECURITY** **SUMMIT**

**Effectiveness · Transparency · Accountability**  
Looking Forward

September 18 - 19, 2014 · Omni Shoreham Hotel, Washington, DC

CO-HOSTED BY



CORPORATE OPPORTUNITIES

# Key Leadership Supporting the Summit

The Honorable James Clapper,  
Director of National Intelligence

The Honorable James Comey,  
Director, FBI

Mr. Michael Vickers, Under  
Secretary of Defense for  
Intelligence

RADM Paul Becker, USN, Director  
for Intelligence, Joint Chiefs of  
Staff

The Honorable Dennis Blair, ADM,  
USN (Ret.), former Director of  
National Intelligence

Dr. David Ellison, President,  
National Intelligence University

Chief Cathy Lanier, Metropolitan  
Police Department, Washington,  
DC

Ms. Letitia Long, Director, National  
Geospatial-Intelligence Agency

The Honorable Mike McConnell,  
former Director of National  
Intelligence

The Honorable John Negroponte,  
former Director of National  
Intelligence

ADM Michael Rogers, USN,  
Commander, U.S. Cyber Command  
and Director, NSA

Mr. Al Tarasiuk, Chief Information  
Officer, Office of the Director of  
National Intelligence

Plus over 60 more!



# Intelligence & National Security Summit 2014

AFCEA and INSA are pleased to bring together national thought leaders from the public, private and academic sectors to encourage a strategic dialogue about the most significant challenges facing our Intelligence Community, including the issues of intelligence effectiveness, transparency and accountability.

Over the course of two days, Intelligence & National Security Summit participants will explore imperatives in current and future intelligence missions, investment and policy in five plenary sessions and four tracks offering a total of 16 breakout sessions. The four tracks will focus on cyber, strategic assessment, technology and intelligence imperatives. Each will examine specific capability and investment priorities in domains that are essential to effective, transparent and accountable intelligence operations today and in the future.

## Brought to You by Two Premiere Intelligence Associations

### Hosted by

#### AFCEA International



AFCEA International, established in 1946, is a non-profit organization serving its members by providing a forum for the ethical exchange of information, and dedicated to increasing knowledge through the exploration of issues relevant to its members in information technology, communications and electronics for the defense, homeland security and intelligence communities.

#### Intelligence and National Security Alliance



INSA is the premier intelligence and national security organization that provides a unique venue for collaboration, networking and examination of policy issues and solutions. Representing an unprecedented alliance among senior leaders from the public, private and academic sectors, INSA members form an unparalleled community of experts that collaborate to develop creative, innovative and timely solutions to the intelligence and national security issues facing the United States.

INSA is a non-profit, non-partisan, public-private organization that works to promote and recognize the highest standards within the national security and intelligence communities. INSA members include current and former high-ranking intelligence, military and government agency leaders, analysts, and experts from industry and academia. Drawing on the experience and expertise of this membership, the Intelligence and National Security Alliance provides the thought leadership that identifies crucial intelligence topics, completes strategic research and promotes innovative solutions.



## Showcase Your Innovations!

Attendees will be looking for your products, services and solutions!

- Access Control
- Analysis Tools
- Cloud Computing
- Consulting Services
- Cross Domain Solutions
- Cyber Security
- Data Destruction
- Data Management
- Enterprise Architecture
- Geospatial Technologies
- Hardware
- Information Assurance
- Information Management
- Information Security
- Information Sharing
- Intelligence Support Systems
- Intelligent Networks
- Interoperability
- Intrusion Detection/Prevention
- Mobile Solutions
- Multilevel Security Solutions
- Network Monitoring
- Network Security
- Professional Support Services
- Secure Collaboration
- Secure Communications
- Security Assessments
- Situational Awareness
- Storage Solutions
- Trusted Computer Systems
- Virtualization
- Visualization
- Vulnerability Assessment
- Wireless Solutions
- Other many other solutions!



# Why You Should Exhibit and Sponsor the Premier Intelligence Event of the Year

AFCEA Intelligence and INSA are combining forces to present THE intelligence event of the year — the Intelligence & National Security Summit 2014, being held September 18 – 19, 2014 at the Omni Shoreham Hotel in Washington, D.C.

This event is expected to attract intelligence professionals from the public and private sectors, as well as members of the media, academia, and beyond. The two day unclassified event will focus on the nation's most critical national security challenges and opportunities, with discussions concerning the effectiveness, transparency and accountability of our intelligence and national security communities.

## Track and session topics will attract leaders from across the intelligence community.

### Cyber Track:

- The Cyber Threat and the Role Of Intelligence
- Maintaining the Cyber R&D Edge
- Data Breaches – Who Can You Trust?
- Cyber Skills Development Amid Viral Change

### Technology Track

- IC ITE and Its Role In Enabling Intelligence Effectiveness, Transparency and Accountability
- The Internet of Things and Its Implications for Intelligence
- Emerging Technology Trends and Implications for Intelligence Investment
- The Future Of Public-Private Partnerships, Technology Coordination And Response: Views From Government, Industry And Academia

### Strategic Assessment Track

- The Homeland Security Intelligence Enterprise and Strategic and Tactical Warning
- Asia Pacific Imperatives and Effective National Assessments
- Effective Strategic Warning
- Defense Intelligence: Resetting for the Future

### Intelligence Community Imperatives Track

- 10 Years Of Intelligence Reform: Is the IC Better Prepared for Challenging Environments?
- Security Clearance Reform
- Open Source Intelligence and Social Media
- Intelligence and The Millennial Perspective

# Secure Your Exhibit Space

Present your products, services and solutions to key players in the intelligence community. The Intelligence & National Security Summit is expected to attract hundreds of intelligence professionals from both the public and private sector.

## Exhibit Space Rates:

Corporate Member Rate\*: \$3,200 per 8' x 10' booth

Non-Member Rate: \$3,800 per 8' x 10' booth

\*INSA or AFCEA Membership must be current at the time of the event to qualify for the member rate

## Each 8' x 10' booth comes with:

- Nineteen hours of business development time in the exhibit hall
- Company listing online, searchable by attendees
- Company listing in the onsite program
- One (1) Full Conference Pass (\$695 value)
- One (1) Exhibits Only Pass (Additional passes can be purchased)
- Pipe & Drape
- Table
- 2 chairs
- Waste basket
- ID Sign

## Exhibit Hours:

September 18, 2014. . . . . 7:30am – 7:00pm

September 19, 2014. . . . . 7:30am – 3:00pm

## Key Contacts:

### EXHIBIT/SPONSOR/PATRON SALES

(How to exhibit; Cost of exhibit space; Reserve exhibit space; Change exhibit space; Contact change; Cancel exhibit space)

#### J. Spargo & Associates, Inc.

Matt Darnell  
703-631-6200  
Matthew.Darnell@jspargo.com

### EXPOSITION MANAGEMENT

(Booth height restrictions; Exhibit space related questions; Booth set-up & tear down hours; Exhibitor Service Manual related questions; How and where to order services)

#### J. Spargo & Associates, Inc.

Arina Kravets, CEM, CMP  
703-631-6200  
arina.kravets@jspargo.com





# Sponsorship Opportunities

If you do business with the intelligence and national security communities . . . or want to, don't miss out on becoming a sponsor for this unique event.

## Sponsorship packages go quickly, so reserve yours now!

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

- A banner ad (that you provide) on the Summit website
- Your company name/logo and special recognition in a PowerPoint presentation that attendees will see before each general session
- Your company name/logo and special recognition on the Summit website with linkage to your website
- Your company name on promotional emails that are sent to over 30,000 public and private sector professionals
- Your company name/logo and special recognition in the program guide
- Your company name/logo listed on Summit signage
- Sponsor indication on name badges

## Summit Host Sponsor \$25,000 (Only four available)

This limited sponsorship is ideal for a company that wants the highest visibility. Only four companies will have this special opportunity.

Summit Host Sponsorship benefits include:

- One 8'x10' exhibit space (prominent placement) – **\$3,200 in savings**
- Ten (10) complimentary Summit VIP registrations – **\$5,950 in savings**
- Opportunity to introduce a Breakout Session
- Your company name/logo on all Summit signage

- An acknowledgement of your sponsorship from the main stage to all attendees at the beginning of the Summit
- Opportunity to provide one thirty second infomercial to be incorporated into above mentioned PowerPoint presentation.
- Opportunity to provide one page (2 sided – full color, 8.5 x 11) handout to be displayed on Summit Host Sponsor Literature Rack
- A full-page, four-color ad (you provide the artwork) in the program guide
- Your logo on the footer each page of the program guide
- All the benefits encompassed in the **Comprehensive Benefits Package**

## Reception Sponsor \$20,000 (Two Available)

At the end of the first day of the Summit, attendees, speakers and VIP's will take part in an elegant networking reception. **This is a premier opportunity for you to make a dramatic impression with the Summit attendees.**

Reception Sponsorship benefits include:

- One 8'x10' exhibit space (prominent placement) – **\$3,200 in savings**
- Eight (8) complimentary summit registrations **\$4,760 in savings**
- Your company name/logo on Welcome Reception signage
- Napkins featuring your company name/logo (Napkins provided by Summit Hosts)





- An acknowledgement of your sponsorship from the main stage to all attendees at the beginning of the Summit.
- A full-page, four-color ad (you provide the artwork) in the program guide
- All the benefits encompassed in the **Comprehensive Benefits Package**

### **Networking Café Title Sponsor \$20,000 (Exclusive)**

The Networking Café gives attendees the opportunity to connect, relax and recharge. This 800-1,000 sq. ft. area will be titled with your company name and include:

In addition to the Comprehensive Benefits Package, this package also includes the following:

- A pair of charging stations
- Tables and Seating
- One 8'x10' exhibit space (prominent placement) - **\$3,200 in savings**
- Eight (8) complimentary Summit registrations – **\$4,760 in savings**
- Your company name/logo on one of the Networking Café's in the Exhibit Hall
- An opportunity to provide limited printed collateral for the sponsored café
- A full-page, four-color ad (you provide the artwork) in the program guide
- All the benefits encompassed in the **Comprehensive Benefits Package**

### **Registration Sponsor \$15,000 (Exclusive)**

This sponsorship ensures your company will be seen as all attendees go through registration! Prime visibility pre-conference, online and at the event!

- 50% off one (1) 8'x10' exhibit space – **\$1,600 in savings**

- Five (5) complimentary Summit registrations – **\$2,975 in savings**
- Lanyards printed with your company name/logo (lanyards provided by Summit Hosts).
- Company logo or banner included on attendee email confirmations
- Company logo or banner included on the bottom of the online registration page
- Company logo displayed on onsite self-registration computer screens
- One, one meter advertising panel in the onsite registration area (graphics provided by sponsor)
- A half-page, four-color ad (you provide the artwork) in the program guide
- All the benefits encompassed in the **Comprehensive Benefits Package**

### **Mobile App \$15,000 (Exclusive)**

The mobile app keeps show attendees connected, engaged and informed. This tool provides access to all event details including exhibitor and sponsor directory, exhibitor listings, and exhibit hall map, social media and much more.

In addition to the Comprehensive Benefits Package, this package also includes the following:

- 50% off one 8'x10' exhibit space – **\$1,600 in savings**
- Five (5) complimentary Summit registrations – **\$2,975 in savings**
- Your company logo displayed on the mobile app and event website with a hyperlink to your company website
- A half-page, four-color ad (you provide the artwork) in the program guide
- All the benefits encompassed in the **Comprehensive Benefits Package**





### Speaker Lounge Sponsor \$15,000 (Exclusive)

- 50% off one (1) 8'x10' exhibit space – **\$1,600 in savings**
- Five (5) complimentary Summit registrations – **\$2,975 in savings**
- Your company name/logo on Summit Speaker lounge signage
- Napkins featuring your company name/logo at the Speaker refreshment breaks (Napkins provided by Summit Hosts)
- An opportunity to provide limited printed collateral for the Speakers Lounge
- A half-page, four-color ad (you provide the artwork) in the program guide
- All the benefits encompassed in the **Comprehensive Benefits Package**

### Thursday Lunch Sponsor \$15,000 (Exclusive)

Each day Summit attendees will gather in the exhibit area for lunch.

- 50% off one 8'x10' exhibit space – **\$1,600 in savings**
- Five (5) complimentary summit registrations – **\$2,975 in savings**
- Your company name/logo on lunch signage
- Napkins featuring your company name/logo (napkins provided by Summit Hosts)
- A half-page, four-color ad (you provide the artwork) in the program guide
- Exclusive Opportunity to provide corporate giveaways at the lunch (Optional)
- All the benefits encompassed in the **Comprehensive Benefits Package**

### Friday Lunch Sponsor \$15,000 (Exclusive)

Each day Summit attendees will gather in the exhibit area for lunch.

- 50% off one 8'x10' exhibit space – **\$1,600 in savings**
- Five (5) complimentary summit registrations – **\$2,975 in savings**
- Your company name/logo on lunch signage
- Napkins featuring your company name/logo (napkins provided by Summit Hosts)
- A half-page, four-color ad (you provide the artwork) in the program guide
- Exclusive Opportunity to provide corporate giveaways at the lunch (Optional)
- All the benefits encompassed in the **Comprehensive Benefits Package**

### Charging Station Lounge Sponsor \$12,000 1 Sold / 1 Available

This sponsorship provides an excellent opportunity for company recognition. Charging Station Lounge with seating, will be strategically located in the exhibit hall area. Your logo will have prominent placement at the charging station.

In addition to the Comprehensive Benefits Package, this sponsorship also includes the following:

- 25% off one 8'x10' exhibit space – **\$800 in savings**
- Three (3) complimentary Summit registrations – **\$1,785 in savings**
- Charging station will include your logo
- A half-page, four-color ad (you provide the artwork) in the program guide
- All the benefits encompassed in the **Comprehensive Benefits Package**



### Program Guide Sponsor \$12,000 (Exclusive)

Each attendee will receive a program that he/she will use throughout the Summit for information on the agenda, speakers, exhibits, etc. Many attendees retain the program for future reference because of the speaker contact information they contain.

- 25% off one 8'x10' exhibit space – **\$800 in savings**
- Three (3) complimentary summit registrations – **\$1,785 in savings**
- Your company name/logo on the cover of the program guide with a statement saying it has been provided compliments of you.
- A full-page, four-color ad (you provide the artwork) in the program guide
- All the benefits encompassed in the **Comprehensive Benefits Package**

### Thursday Breakfast Sponsor \$10,000 (Exclusive)

Before the Summit begins, attendees will gather for refreshments, including coffee, assorted juices, bottled water, assorted pastries/muffins, yogurt etc. Because most attendees arrive early, this opportunity affords great company exposure.

- 15% off one 8'x10' exhibit space – **\$480 in savings**
- Three (3) complimentary summit registrations – **\$1,785 in savings**
- Your company name/logo on breakfast signage
- Napkins featuring your company name/logo (napkins provided by Summit Hosts)
- A half-page, four-color ad (you provide the artwork) in the program guide
- Exclusive Opportunity to provide corporate giveaways at the breakfast (Optional)
- All the benefits encompassed in the **Comprehensive Benefits Package**

### Friday Breakfast Sponsor \$10,000 (Exclusive)

Before the Summit begins, attendees will gather for refreshments, including coffee, assorted juices, bottled water, assorted pastries/muffins, yogurt etc. Because most attendees arrive early, this opportunity affords great company exposure.

- 15% off one 8'x10' exhibit space – **\$480 in savings**
- Three (3) complimentary summit registrations – **\$1,785 in savings**
- Your company name/logo on breakfast signage
- Napkins featuring your company name/logo (napkins provided by Summit Hosts)
- A half-page, four-color ad (you provide the artwork) in the program guide
- Exclusive Opportunity to provide corporate giveaways at the breakfast (Optional)
- All the benefits encompassed in the **Comprehensive Benefits Package**

### Hydration Station Sponsor \$8,000 (Exclusive)

This sponsorship provides an excellent opportunity for company recognition. Your company will provide branded water bottles for all attendees so they may fill up at the water stations throughout the conference. The best part is your water bottle will continue to advertise your company long after the Summit is over.

- 15% off one 8x10' exhibit space – **\$480 in savings**
- Two (2) complimentary summit registrations – **\$1,190 in savings**
- Water bottles will include your logo (water bottles provided by Sponsor Company)
- A quarter-page, four-color ad (you provide the artwork) in the program guide
- All the benefits encompassed in the **Comprehensive Benefits Package**





### Tote Bag Sponsor \$7,000 (Exclusive)

This sponsorship provides an excellent opportunity for company recognition. Your company will provide branded tote bags that will be given to all attendees at registration.

In addition to the Comprehensive Benefits Package, this sponsorship also includes the following:

- 15% off one 8'x10' exhibit space – **\$480 in savings**
- Two (2) complimentary Summit registrations – **\$1,190 in savings**
- Tote bags will include your logo (tote bags provided by Sponsor Company, and approved by AFCEA/INSA)
- A quarter-page, four-color ad (you provide the artwork) in the program guide
- All the benefits encompassed in the **Comprehensive Benefits Package**

### Padfolio \$7,000 (Exclusive)

This sponsorship provides an excellent opportunity for company recognition. Your company will provide branded padfolios that will be given to all attendees at registration.

In addition to the Comprehensive Benefits Package, this sponsorship also includes the following:

- 15% off one 8'x10' exhibit space – **\$480 in savings**
- Two (2) complimentary Summit registrations – **\$1,190 in savings**
- Padfolios will include your logo (padfolios provided by Sponsor Company, and approved by AFCEA/INSA)
- A quarter-page, four-color ad (you provide the artwork) in the program guide
- All the benefits encompassed in the **Comprehensive Benefits Package**

### Refreshment Break Sponsor \$2,500 each (Three Available)

Attendees will gather for refreshments, including coffee, assorted juices, bottled water, assorted pastries/muffins, yogurt etc. This opportunity provides great visibility because of the popularity of the breaks.

- 25% off one 8'x10' exhibit space – **\$800 in savings**
- Two (2) complimentary summit registrations – **\$1,190 in savings**
- Napkins featuring your company name/logo (napkins provide by the Summit Hosts)
- Your company name/logo on break signage.
- A quarter-page, four-color ad (you provide the artwork) in the program guide
- All the benefits encompassed in the **Comprehensive Benefits Package**

#### **Key Contacts:**

##### **EXHIBIT/SPONSOR/PATRON SALES**

(How to exhibit; Cost of exhibit space; Reserve exhibit space; Change exhibit space; Contact change; Cancel exhibit space)

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(Booth height restrictions; Exhibit space related questions; Booth set-up & tear down hours; Exhibitor Service Manual related questions; How and where to order services)

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