

MILCOM 2014

Affordable Mission Success: Meeting the Challenge

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 MILCOM 2014 are exactly what you need.

BE VISIBLE – GET INVOLVED – WIN BUSINESS

	Platinum	Gold	Silver	Small Business
Investment				
AFCEA Corporate Member	\$15,000	\$10,000	\$5,000	\$2,500
Non-Member	\$17,500	\$11,750	\$5,900	n/a
Pre-Event Marketing				
Company logo & Link on Event Website	◆	◆	◆	◆
Upgraded Online Listing Opportunity	4-star	3-star	2-star	2-star
Banner Ad & Link on Event Website	◆			
On-Site Marketing				
Company Logo and Booth Number on Kiosks	◆	◆	◆	◆
Patron Ribbons for Corporate Representatives	◆	◆	◆	◆
Branding on signage	◆	◆	◆	◆
Company logo in "At-a-Glance" Show Guide	◆	◆	◆	◆
PowerPoint Logo presentation at General Session	◆	◆	◆	◆
Corporate Commercial (your creation) shown at lunch	◆			
Technology Preview "Infomercial" at General Session	◆	◆		
Customer, Executive and Team Experiences				
Speaker and Sponsor Reception Tickets	8	6	4	2
Conference Registrations	1	1	1	1
Priority Access to Sponsor Hospitality Room	◆	◆	◆	◆
Corporate meeting room opportunity	◆	\$3,000		
VIP Lunch Seating for Senior Corporate Rep	1			
Complimentary Lunch Table	1			
Opportunity to purchase additional lunch tables	◆			
Thought Leadership				
Whitepaper or report distribution on event website	◆	◆		
Panel speaking consideration	◆			
Post-Event Marketing				
Whitepaper or report in Knowledge Showcase	◆	◆		
Attendee mailing list	◆			

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
	\$15,000	\$17,500

Pre-Event

- Company logo on Conference Website with hyperlink to corporate homepage
- Banner on Conference Website with hyperlink to corporate homepage
- Upgraded Online Listing to “4-star” level (\$950) – including 250 word description, 5 products (logo & description), 6 press releases, online floor plan logo

On-Site

- Company logo and booth number listed on “You Are Here” Kiosks (Exhibiting Patrons and Sponsors)
- Patron Ribbons for Corporate Representatives
- Company logo in "At-a-Glance" Show Guide
- PowerPoint Logo presentation at General Sessions
- Corporate Commercial (your creation – 30 seconds to 1 minute in length); video shown at Lunch
- Technology Preview – “Infomercial” to be shown at General Sessions (Patrons may provide on PowerPoint Slide with up to four images)
- High profile branding on signage throughout the convention center

Customer, Executive, and Team Experiences

- Speaker/Sponsor Reception – 8 tickets
- Full Conference Registration – 1
- Priority Access to Sponsor Hospitality Room
- Complimentary Corporate Meeting Rooms (4 available; first come/first served)
- VIP Seating for Senior Corporate Rep at one Lunch
- Complimentary Lunch Table – at one Lunch
- Opportunity to purchase additional Corporate Lunch Tables - \$500 each

Thought Leadership

- Speaking consideration for company executive – For consideration, proposed speaker must be submitted with bio for approval. Deadline: July 1, 2014.
- Distribution of company white paper or report on event website.

Post-Event

- Post-Conference attendee list (will include name, title, organization, company, and mailing address)
- Inclusion of company white paper or report on the AFCEA “Knowledge Showcase” for one year

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
	\$10,000	\$11,750

Pre-Event

- Company logo on Conference Website with hyperlink to corporate homepage
- Upgraded Online Listing to “3-star” level (\$500) – including 50 word description, 3 products (logo & description), 5 press releases, online floor plan logo

On-Site

- Company logo and booth number listed on “You Are Here” Kiosks (Exhibiting Patrons and Sponsors)
- Patron Ribbons for Corporate Representatives
- High profile branding on signage throughout the convention center
- Company logo in "At-a-Glance" Show Guide
- PowerPoint Logo presentation at General Sessions
- Technology Preview – “Infomercial” to be shown at General Sessions (Patrons may provide on PowerPoint Slide with up to four images)

Customer, Executive, and Team Experiences

- Speaker/Sponsor Reception – 6 tickets
- Full Conference Registration – 1
- Priority Access to Sponsor Hospitality Room
- Opportunity to reserve corporate meeting room located on Exhibit Floor (cost: \$3,000 per day; first come/first served)

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

SILVER PATRON

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

Investment:	Member	Non-Member
	\$5,000	\$5,900

Pre-Event

- Company logo on Conference Website with hyperlink to corporate homepage
- Upgraded Online Listing to "2-star" level (\$300) – including 50 word description, 1 product (logo & description), 2 press releases

On-Site

- Company logo and booth number listed on "You Are Here" Kiosks (Exhibiting Patrons and Sponsors)
- Patron Ribbons for Corporate Representatives
- High profile branding on signage throughout the convention center Company logo in "At-a-Glance" Show Guide
- Company logo in "At-a-Glance" Show Guide
- PowerPoint Logo presentation at General Sessions

Customer, Executive, and Team Experiences

- Speaker/Sponsor Reception – 4 tickets
- Full Conference Registration – 1
- Priority Access to Sponsor Hospitality Room

SMALL BUSINESS SPONSOR

Investment:	Small Business Member
	\$2,500

Pre-Event

- Company logo on Conference Website with hyperlink to corporate homepage
- Upgraded Online Listing to "2-star" level (\$300) – including 50 word description, 1 product (logo & description), 2 press releases

On-Site

- Company logo and booth number listed on "You Are Here" Kiosks (Exhibiting Patrons and Sponsors)
- Patron Ribbons for Corporate Representatives
- High profile branding on signage throughout the convention center
- Company logo in "At-a-Glance" Show Guide
- PowerPoint Logo presentation at General Sessions

Customer, Executive, and Team Experiences

- Speaker/Sponsor Reception – 2 tickets
- Full Conference Registration – 1
- Priority Access to Sponsor Hospitality Room

ADDITIONAL SPONSORSHIP OPPORTUNITIES

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

“IT’S MY DAY” SPONSORSHIP – \$30,000

(1 AVAILABLE)

Highlight your company on one entire day! Continental Breakfast, AM & PM Breaks, and Lunch

- Includes Platinum Benefits, PLUS
- VIP Seating for Senior Corporate Rep at the Lunch
- Privilege to introduce that day’s Speaker
- Logo signage and napkins on all food stations and break stations for the Breakfast and Breaks
- Banner with company logo in the lunch/breakfast/break area
- Exclusive Opportunity to provide corporate giveaways at Lunch

OFFICIAL MOBILE APP - \$12,500

(1 AVAILABLE)

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

Put your company logo on the mobile app and event website with a hyperlink to your company website. This exciting opportunity will get you in front of thousands MILCOM attendees before, during and after the show.

EXPO GRAND OPENING RECEPTION – \$10,000

(1 AVAILABLE)

The traditional MILCOM kickoff will be anything but....so here’s your chance to really “Wow!” every attendee. The Grand Opening Reception will take place in the exhibit hall on the opening evening. Guests will enjoy appetizers and beverages, while strolling through the technology displays.

- Includes Gold Patron Benefits, PLUS
- Banner and signs with Company logo throughout the reception area
- Logo signage and napkins on all food stations
- Exclusive Opportunity to provide Corporate give-aways at the Reception

LUNCHES – \$10,000 EACH

(3 PLATED AVAILABLE)

- Includes Gold Patron Benefits, PLUS
- VIP Seating for Senior Corporate Rep at the Lunch
- Privilege to introduce that day’s Speaker
- Banner and signs with Company logo throughout the lunch area
- Exclusive Opportunity to provide Corporate give-aways at the Lunch (optional)

REGISTRATION – \$7,500

(1 AVAILABLE)

Registration is always a “happening place,” both online and live at the Conference, so this Sponsorship ensures your name will be seen all over.

- Includes Gold Patron Benefits, PLUS
- Distinctive banners in the Registration area
- Company logo on the Registration confirmation
- Opportunity to create a Splash Page Ad for all registration computers

CONTINENTAL BREAKFASTS – \$5,000 EACH

(3 AVAILABLE)

- Includes Silver Patron Benefits, PLUS
- Banner and signs with Company logo throughout the breakfast area
- Logo signage and napkins on all food stations
- Exclusive Opportunity to provide Corporate give-aways at the Breakfast (optional)

ATTENDEE TOTE BAGS – \$5,000

(1 AVAILABLE) - PLUS COST OF TOTE BAGS

Corporate visibility to the max! Attendees always love their official Conference totebag, so you'll be getting high fives while seeing your logo "walking around." (AFCEA will coordinate the Totebag selection and ordering with you.)

- Includes Gold Patron Benefits

PADFOLIOS – \$5,000

(1 AVAILABLE) - PLUS COST OF PADFOLIOS

Attendees will love having their official Conference padfolio to take notes on; your logo will be in great hands! (AFCEA will coordinate the Padfolio selection and ordering with you.)

- Includes Gold Patron Benefits!

ATTENDEE LANYARDS - \$5,000

(1 AVAILABLE) - PLUS COST OF LANYARDS - QUANTITY ESTIMATE – 5,000

This high profile sponsorship ensures maximum visibility at the event – your company logo in front of every single attendee. Lanyards are produced by the sponsor, to AFCEA/USNI specifications.

- Includes Silver Patron benefits

SOLD

“AT-A-GLANCE” – \$5,000

(1 AVAILABLE)

Want to ensure that every MILCOM attendee sees your company "up close and personal?" Sponsor the “At-a-Glance”, and we'll put your company's name, logo, booth # and website right on the back-cover!

- Includes Silver Patron Benefits!

CYBER CAFÉ SPONSORSHIP – \$5,000

(1 AVAILABLE)

The MILCOM Café is a destination for attendees to check email, charge their mobile device, relax and network. Includes all Silver Patron benefits, PLUS

- Distinctive banner above the Cyber Café

(Sponsor is responsible for all costs of set-up and construction, plus all equipment and hook-ups in addition to the Sponsorship fee.)

ADVERTISEMENT TOWERS

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

Single Panel – \$1,000

4-Sided Tower – \$4,000

This opportunity includes the following benefits:

- Ad tower
- Logo on the conference website with a link to the company website homepage
- Visibility on mobile app and under the Sponsor tab on the event website
- Corporate logo on scrolling sponsor presentation shown at General Sessions
- Two (2) tickets to Speaker/Sponsor Networking Reception – (Invite only for sponsor representatives to mix and mingle with speakers from the event)

“YOU ARE HERE” KIOSKS - \$3,000 EACH

(3 AVAILABLE/ 1 SOLD)

Sponsor an exhibit locator kiosk on the exhibit floor. Corporate logo and booth number will appear on the locator.
A GREAT way to receive enhanced visibility on the Exhibit Floor!

Special package deal: Sponsor all 4 for \$9,000 – and receive Gold Patron benefits!

TO SECURE YOUR SPONSORSHIP OR PATRON OPPORTUNITY, CONTACT:

Companies A – L

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