



December 9 - 11, 2014

Hilton Hawaiian Village, Honolulu, HI
Co-Sponsored by AFCEA International and AFCEA Hawaii

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 AFCEA's TechNet Asia-Pacific 2014 are exactly what you need.

BE VISIBLE – GET INVOLVED – WIN BUSINESS

	Platinum	Gold	Silver	Small Business
Investment				
By April 30, 2014				
AFCEA Corporate Member	\$12,500	\$8,500	\$4,500	\$1,500
Non-Member	\$14,250	\$10,000	\$5,500	N/A
After April 30, 2014				
AFCEA Corporate Member	\$14,250	\$10,000	\$5,500	\$1,750
Non-Member	\$16,250	\$11,750	\$6,500	N/A
Pre-Event Marketing				
Company logo & link on event website	◆	◆	◆	◆
Banner ad & link on event website	◆	◆		
Company name on attendee updates/promotions	◆	◆	◆	◆
Upgraded online listing	4-star	3-star	2-star	2-star
On-Site Marketing				
Technology Preview "Infomercial" at general sessions	◆	◆		
Branding on signage	◆	◆	◆	◆
Logo in PowerPoint presentation at general sessions	◆	◆	◆	
Customer, Executive and Team Experiences				
Speaker and sponsor "Aloha Reception" tickets	6	4	2	2
"Welcome to Hawaii" Networking Reception tickets	6	4	2	2
Reserved seating/recognition at one lunch	1	1	1	1
Thought Leadership				
White paper or report distribution on event website	◆	◆		
Post-Event Marketing				
White paper or report in AFCEA "Knowledge Showcase"	◆	◆		

PLATINUM SPONSOR 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.

	Member	Non-Member
By April 30, 2014	\$12,500	\$14,250
After April 30, 2014	\$14,250	\$16,250

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) – including 250 word description, 5 products (logo & description), 6 press releases, online floor plan logo

On-Site

- Technology Preview – infomercial to be shown at general sessions (sponsors may provide one PowerPoint slide with up to four images)
- High profile branding on signage throughout the facility
- Logo in PowerPoint presentation at general sessions

Customer, Executive, and Team Experiences

- Speaker and Sponsor “Aloha Reception” – 6 tickets
- “Welcome to Hawaii” - Networking Reception – Tuesday, December 9 – 6 tickets
- Reserved seating for an recognition of a corporate representative at one of the luncheons

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

GOLD SPONSOR 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.

	Member	Non-Member
By April 30, 2014	\$8,500	\$10,000
After April 30, 2014	\$10,000	\$11,750

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) – including 50 word description, 3 products (logo & description), 5 press releases, online floor plan logo

On-Site

- Technology Preview – infomercial to be shown at general sessions (sponsors may provide one PowerPoint slide with up to four images)
- High profile branding on signage throughout the facility
- Logo in PowerPoint presentation at general sessions

Customer, Executive, and Team Experiences

- Speaker and Sponsor “Aloha Reception” – 4 tickets
- “Welcome to Hawaii” - Networking Reception – Tuesday, December 9 – 4 tickets
- Reserved seating for an recognition of a corporate representative at one of the luncheons

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 SPONSOR

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

	Member	Non-Member
By April 30, 2014	\$4,500	\$5,500
After April 30, 2014	\$5,500	\$6,500

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) – including 50 word description, 1 product (logo & description), 2 press releases

On-Site

- High profile branding on signage throughout the facility
- Logo in PowerPoint presentation at general sessions

Customer, Executive, and Team Experiences

- Speaker and Sponsor “Aloha Reception” – 2 tickets
- “Welcome to Hawaii” - Networking Reception – Tuesday, December 9 – 2 tickets
- Reserved seating for an recognition of a corporate representative at one of the luncheon

SMALL BUSINESS SPONSOR

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

	Member
By April 30, 2014	\$1,500
After April 30, 2014	\$1,750

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) – including 50 word description, 1 product (logo & description), 2 press releases

On-Site

- High profile branding on signage throughout the facility

Customer, Executive, and Team Experiences

- Speaker and Sponsor “Aloha Reception” – 2 tickets
- “Welcome to Hawaii” - Networking Reception – Tuesday, December 9 – 2 tickets
- Reserved seating for an recognition of a corporate representative at one of the luncheons

ADDITIONAL SPONSORSHIP OPPORTUNITIES

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

"WELCOME TO HAWAII" – NETWORKING RECEPTION - \$25,000

SOLD

(ONE AVAILABLE) - INCLUDES PLATINUM SPONSOR BENEFITS, PLUS

(Or share it with a partner for \$12,000 each, save \$1,000 and each sponsor receives Platinum benefits!)

- Banners and signs with corporate logo placed throughout the exhibit areas
- Reception stations will feature napkins with corporate logo and unique signage
- Corporate logo on the event website – wherever the Networking Reception is mentioned!
- Two special perks during reception

LUNCHEONS - \$10,000

(TWO AVAILABLE) - INCLUDES GOLD SPONSOR BENEFITS, PLUS

- Sponsor will receive 4 tickets to their sponsored lunch plus one seat at the speaker VIP table and introduction of senior corporate representative
- Large banner in the lunch area
- Opportunity to provide giveaways at the lunch (optional)

OFFICIAL MOBILE APP - \$10,000

SOLD

(ONE AVAILABLE) – INCLUDES PLATINUM SPONSORS BENEFITS, PLUS

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 TechNet Asia-Pacific attendees before, during, and after the show. Includes Platinum Sponsor Benefi

BREAKFASTS - \$10,000

(THREE AVAILABLE) - INCLUDES GOLD SPONSOR BENEFITS, PLUS

Start the day off right by sponsoring breakfast!

- Banners and signs with corporate logo placed throughout the breakfast areas
- Reserved seating for an recognition of a corporate representative at the breakfast
- Opportunity to provide giveaways at the breakfast (optional)

LUNCH ON THE EXHIBIT FLOOR - \$5,000 EACH

(TWO SOLD/ ONE AVAILABLE) - INCLUDES SILVER SPONSOR BENEFITS, PLUS

A great way to spotlight your company - - with food! The Wednesday lunch will be on the exhibit floor, providing you ultimate visibility to all attendees.

- Sponsor recognition from the podium at the conclusion of the breakfast that morning and at the conclusion of the panel leading to the lunch on the show floor
- Banners and signs with corporate logo placed throughout the exhibit areas
- Lunch stations will feature napkins with corporate logo and unique signage
- Opportunity to provide giveaways at the lunch (optional)

FOLLOW ME- \$6,000 EACH

SOLD

(ONE AVAILABLE) - INCLUDES SILVER SPONSOR BENEFITS, PLUS

A great way to spotlight your company - - guide attendees to your booth! Display your company logo on a carpet overlay in the Exhibit Hall. Price includes the overlay, installation, and removal. Sponsor is responsible for artwork and graphics.

- Eight (8) decals will be strategically placed in the registration area and exhibit hall

REGISTRATION – \$5,000

SOLD

(ONE AVAILABLE) - INCLUDES SILVER SPONSOR BENEFITS, PLUS

- Distinctive banner in the registration area
- Splash ads on registration computers
- Corporate logo in PowerPoint, show guide, and on event website wherever registration is mentioned

ROBOTICS SPONSORSHIP -- \$5,000

SOLD

(ONE AVAILABLE) - INCLUDES GOLD SPONSOR BENEFITS, PLUS

Support tomorrow's budding scientists. Sponsor booth space for these exciting robotics demonstrations, presented by students at the elementary, middle and high school levels, which will be going on throughout the event.

- Sponsor signage with our thanks posted in the Robotics area and several other spaces

ATTENDEE TOTE BAGS – \$5,000

SOLD

(ONE AVAILABLE) - PLUS COST OF BAGS - INCLUDES SILVER SPONSOR BENEFITS

Attendees eagerly anticipate their annual event totebag, so if you're searching for maximum visibility – this is it!

LANYARDS - \$5,000

SOLD

(ONE AVAILABLE) - PLUS COST OF LANYARDS - INCLUDES SILVER SPONSOR BENEFITS, PLUS

One of the most "visible" sponsorships available! Every attendee needs a badge - and every badge needs a lanyard. *(We will coordinate the selection and ordering with you or you can provide your own).*

- Speaker and sponsor "Aloha Reception" – 2 additional tickets

SMOOTHIE OASIS -- \$3,000

SOLD

(ONE AVAILABLE) - PLUS COST OF RENTALS/MIX

The latest taste treat everybody's craving...especially in Hawaii. Smoothies are a refreshing way to cool the palate – so customers can talk with your sales and marketing team! Plus – you'll receive 2 tickets to the speaker and sponsor "Aloha Reception".

"TOWER OF POWER" ADVERTISING DISPLAYS

SOLD

(TWO AVAILABLE)

Your company can advertise on meter boards that will be on display in highly visible areas throughout the event.
\$1,000 – Single Panel (double sided)

TO SECURE YOUR SPONSORSHIP OPPORTUNITY, CONTACT:

Companies A – L

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