



## Stand Out in the Crowd

If branding, lead generation and market visibility are important to your organization, the marketing and sponsorship opportunities available at TechNet Augusta 2014 are exactly what you need.

# Patron and Sponsor Program

## BE VISIBLE – GET INVOLVED – WIN BUSINESS

Investment	Platinum	Gold	Silver	Small Business
AFCEA Corporate Member	\$10,000	\$7,500	\$3,500	\$1,500
Non-Member	\$11,500	\$8,800	\$4,250	N/A
<b>Pre-Event Marketing</b>				
Company logo & link on event website	●	●	●	●
Banner ad & link on event website	●	●		
Name/logo on attendee updates/promotions	●	●	●	●
Upgraded online listing	4-Star	3-Star	2-Star	2-Star
<b>On-Site Marketing</b>				
Opportunity to be included in relevant VIP tours	●	●	●	●
Technology Preview “Infomercial” at general sessions	●			
Company logo featured in PowerPoint presentation at general sessions	●	●	●	●
Company recognition from podium at opening session	●			
Branding on signage	●	●	●	●
<b>Customer, Executive and Team Experiences</b>				
Speaker and Sponsor Networking Reception tickets	4	3	2	2
Full Conference registrations	2	1	1	1
VIP breakfast tickets	2	1	1	1
Reserved seating/recognition at one lunch for one senior corporate representative	1			
<b>Thought Leadership</b>				
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	●	●		
<b>Post-Event Marketing</b>				
White paper or report in AFCEA “Knowledge Center”	●	●		



## 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– \$10,000 Non-Member– \$11,500

### Pre-Event Marketing

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

### On-Site Marketing

- Technology Preview – “Infomercial” to be shown at general session (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 facility

### Customer, Executive, and Team Experiences

- Speaker and Sponsor Reception – 4 tickets
- Conference registrations – 2 full conference registrations
- VIP breakfast with senior military, government and industry – 2 tickets
- Reserved seating for and recognition of one senior corporate representative at one of the luncheons

### 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)
- White paper or report distribution on event website

### Post-Event Marketing

- White paper or report in AFCEA “Knowledge Center”

## 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– \$7,500 Non-Member– \$8,800

### Pre-Event Marketing

- Company logo on event website with hyperlink to corporate homepage
- Banner ad on event website – with hyperlink to corporate homepage
- Company name on attendee updates/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 Marketing

- Company logo featured in PowerPoint presentation at general sessions
- High profile branding on signage throughout the facility



### Customer, Executive, and Team Experiences

- Speaker and Sponsor Reception – 3 tickets
- Conference registrations – 1 full conference registration
- VIP breakfast with senior military, government and industry – 1 ticket

### Thought Leadership

- White paper or report distribution on event website
- Post-Event Marketing White paper or report in AFCEA “Knowledge Center”

## Silver Patron

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

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

### Pre-Event

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

### On-Site

- Company logo featured in PowerPoint presentation at general sessions
- High profile branding on signage throughout the facility

### Customer, Executive, and Team Experiences

- Speaker and Sponsor Reception – 2 tickets
- Conference registrations – 1 full conference registration
- VIP breakfast with senior military, government and industry – 1 ticket

## Small Business Sponsor

NOTE: Company must have a valid AFCEA Membership at the time of the event and must be registered as a Small Business in the SBA CCR database to qualify.

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

### Pre-Event

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

### On-Site

- Company logo featured in PowerPoint presentation at general sessions
- High profile branding on signage throughout the facility

### Customer, Executive, and Team Experiences

- Speaker and Sponsor Reception – 2 tickets
- Conference registrations – 1 full conference registration
- VIP breakfast with senior military, government and industry – 1 ticket



## Additional Sponsorship Opportunities

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

### Lunches – \$10,000

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#### Includes PLATINUM Benefits PLUS

- 5 tickets for corporate representatives to the lunch
- 1 ticket for senior corporate representative at the Speaker's table
- Senior representative will be introduced
- Sponsor banner in the lunch area
- Opportunity to provide giveaways at the lunch (optional)

### Official Mobile App – \$10,000

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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 of TechNet Augusta attendees before, during and after the show.

**This sponsorship includes PLATINUM BENEFITS!**

### Federal News Radio “AFCEA Answers” Thought Leadership Expert Showcase – \$9,000 EACH

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(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>*

### Lunch on the Exhibit Floor – \$7,500

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#### Includes GOLD Benefits PLUS

- Sponsor signs throughout the exhibit area where lunch is being served
- Company logo on signs/napkins on all lunch stations
- Opportunity to provide giveaways at the lunch (optional)





## Technology Reception – \$7,500

### Includes GOLD Benefits PLUS

- Sponsor signs throughout the reception area
- Company logo on signs/napkins on all reception stations
- Opportunity to provide giveaways at the reception(optional)

## 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 – \$5,000

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

- Company logo on event website with hyperlink to corporate homepage
- Company name on attendee updates/promotional emails
- Company logo featured in PowerPoint presentation at General Sessions
- Sponsor banner in registration area

- Splash ads on registration computers
- Speaker and Sponsor Reception – 2 tickets
- Conference Registration – 1 full conference registration
- VIP breakfast with senior military, government and industry – 1 ticket

## Lanyards – \$5,000

(plus cost of lanyards)

Every attendee needs a badge, so this sponsorship provides the ultimate visibility.

- Company logo on event website with hyperlink to corporate homepage
- Banner on event website – with hyperlink to corporate homepage
- Company name on attendee updates/promotional emails
- Company logo featured in PowerPoint presentation at general sessions
- Speaker and Sponsor Reception – 2 tickets
- Conference Registration – 1 full conference registration
- VIP breakfast with senior military, government and industry – 1 ticket

## Attendee Totebags – \$5,000

(plus cost of totebags – approximately 1,500 totebags)

- Company logo on event website with hyperlink to corporate homepage
- Banner on event website – with hyperlink to corporate homepage
- Company name on attendee updates/promotional emails
- Company logo featured in PowerPoint presentation at general sessions
- Your company logo featured on the totebag on one side and AFCEA logo on the other
- Speaker and Sponsor Reception – 2 tickets
- Conference Registration – 1 full conference registration
- VIP breakfast with senior military, government and industry – 1 ticket



### Cyber Café – \$5,000

Attendees will put your Cyber Café on their GPS; they'll spend a lot of time with you and your sales and marketing team.

- Company logo on event website with hyperlink to corporate homepage
- Banner on event website – with hyperlink to corporate homepage
- Company name on attendee updates/promotional emails
- Company logo featured in PowerPoint presentation at general sessions
- Sponsor banners/signage at the Cyber Café
- Speaker and Sponsor Reception – 2 tickets
- Conference Registration – 1 full conference registration
- VIP breakfast with senior military, government and industry – 1 ticket

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

### Morning Coffee Breaks – \$3,500 each

(1 sold/2 available)

Sponsor benefits per break:

- Company logo on event website with hyperlink to corporate homepage
- Company name on attendee updates/promotional emails
- Company logo featured in PowerPoint presentation at general sessions
- Company logo on signs/napkins on all break stations
- Speaker and Sponsor Reception – 2 tickets
- Conference Registration – 1 full conference registration

### Engagement Theatre Support – \$3,000

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

- Company logo on event website with hyperlink to corporate homepage
- Company name on attendee updates/promotional emails
- Company featured in PowerPoint presentation at general sessions
- Sponsor signage prominently displayed in the theater
- Speaker and Sponsor Reception – 2 tickets
- Conference Registration – 1 full conference registration

### You are Here Kiosks – \$3,000

Sponsor the one and only exhibit locator kiosk on the exhibit floor. Kiosk will be placed in strategic location. 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!

- Company logo on event website with hyperlink to corporate homepage
- Company name on attendee updates/promotional emails
- Company logo featured in PowerPoint presentation at general sessions
- Speaker and Sponsor Reception – 2 tickets
- Conference Registration – 1 full conference registration

### “Tower of Power” Advertising Displays – \$2,000

(1 sold/1 available)

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

- \$2,000 – One double-sided advertising panel