



AFCEA CLASSIFIED CYBERFORUM

JULY 13, 2017 • HERITAGE CONFERENCE CENTER, CHANTILLY, VA • (SECRET NOFORN)

Protecting the Homeland in a Cyber Domain: The substantial threats sophisticated adversaries pose to government and industry computer networks and data require the U.S. government to leverage private sector resources and capabilities. Developing and implementing actionable intelligence collection and sharing protocols to improve national and economic security are a crucial step. During this second annual, one-day classified event, experts will explore the challenges and highlight where public-private sector cooperation is most needed. The classified program for this event is the result of collaboration among the AFCEA Cyber, Intelligence, and Homeland Security Committees.

Sponsor AFCEA Intelligence Events and Expand Your Reach into the Intelligence Community!

SPONSOR MULTIPLE AFCEA INTELLIGENCE EVENTS* AND RECEIVE A DISCOUNT!

Two events – 10% Three events – 15%
Support four events, one opportunity is **FREE!**

* Offer does not apply to the Intelligence and National Security Summit or other AFCEA Headquarters events. All applications must be submitted together in order to receive the discount. The discount will be applied to the total cost of all opportunities selected.

Additional opportunities to increase your exposure to the IC: **AFCEA Intelligence Industry Days**, **AFCEA Spring Intelligence Symposium** and the **Intelligence & National Security Summit!**

2017 AFCEA CLASSIFIED CYBER FORUM PATRON PACKAGES

	Gold Level	Silver Level	Bronze Level	Small Business**
	\$7,500	\$5,000	\$2,500	\$2,000
Pre-Event Marketing				
Your company logo featured on the Cyber Forum website with linkage to your website.	•	•	•	•
Your company name on promotional emails that are sent to over 15,000 potential attendees.	•	•		
On-Site Marketing				
Company logo featured in a PowerPoint presentation attendees will see before the event begins and during refreshment breaks.	•	•	•	•
Your company logo listed on event signage.	•	•	•	•
Your company logo listed in the program guide	•	•	•	•
A four-color ad (you provide the artwork) in the program guide.	1 page	½ page		
Customer, Executive and Team Experiences				
Opportunity to highlight your company's support of the Intelligence Community	•	•	•	•
Discount availability on additional sponsored items	10% discount	8% discount	5% discount	5% discount
Complimentary attendee registrations (attendees must be U.S. citizens with a Secret clearance).	4	2	1	1
Ribbons for all corporate participants.	•	•	•	•

**Company must be a current AFCEA Corporate Member in good standing at the time of the event with 49 or less employees to qualify for this rate.

SECURE MULTIPLE AFCEA INTELLIGENCE EVENTS* AND RECEIVE A DISCOUNT!

Two events – **10%** • Three events – **15%** • Support four events, one opportunity is **FREE!**

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Additional opportunities to increase your exposure to the IC: **AFCEA Intelligence Industry Days**, **AFCEA Spring Intelligence Symposium** and the **Intelligence & National Security Summit!**

2017 AFCEA CLASSIFIED CYBER FORUM PATRON PACKAGES

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

- Your company logo featured in a PowerPoint presentation that attendees will see before the event begins and during refreshment breaks.
- Your company logo featured on the event website with linkage to your website.
- Your company name on promotional emails that are sent to over 15,000 potential attendees.
- Your company logo listed in the program guide.
- Your company logo listed on event signage.
- Ribbons for all corporate participants.

LUNCH PATRON / \$10,000

This package includes the following benefits:

- [Comprehensive Benefits Package](#)
- Hundreds of special placemats (you provide the artwork) used throughout the lunch eating areas customized for your company.
- A full-page, four-color ad (you provide the artwork) in the program guide.
- Five (5) complimentary symposium registrations (attendees must be U.S. citizens with a Secret clearance).

TOTE BAG PATRON / \$10,000

This package includes the following benefits:

- [Comprehensive Benefits Package](#)
- Tote bags (high quality) will include your logo on the front and AFCEA logo on the back and will be distributed to attendees at registration. (Tote bag provided by AFCEA)
- Five (5) complimentary attendee registrations (attendees must be U.S. citizens with a Secret clearance).
- A full-page, four-color ad (you provide the artwork) in the program guide.

BREAK PATRON / \$7,000

This package includes the following benefits:

- [Comprehensive Benefits Package](#)
- Signage at the break and napkins on the refreshment tables featuring your company logo.
- A full-page, four-color ad (you provide the artwork) in the program guide.
- Four (4) complimentary symposium registrations (attendees must be U.S. citizens with a Secret clearance).

2017 AFCEA CLASSIFIED CYBER FORUM PATRON PACKAGES

BREAKFAST PATRON / \$7,000

This package includes the following benefits:

- [Comprehensive Benefits Package](#)
- Signage at the breakfast and napkins on the refreshment tables featuring your company logo.
- A full-page, four-color ad (you provide the artwork) in the program guide.
- Four (4) complimentary symposium registrations (attendees must be U.S. citizens with a Secret clearance).

BUSINESS CARD HOLDER PATRON / \$7,000

This package includes the following benefits:

- [Comprehensive Benefits Package](#)
- Leather business card holders will include your logo and will be distributed to attendees at registration. (Business Card Holder provided by AFCEA).
- Four (4) complimentary attendee registrations (attendees must be U.S. citizens with a Secret clearance).
- A full-page, four-color ad (you provide the artwork) in the program guide.

TRAVEL MUG PATRON / \$7,000

This package includes the following benefits:

- [Comprehensive Benefits Package](#)
- Travel Coffee Mugs (high quality) will include your logo and will be distributed to attendees at registration. (Travel Mugs provided by AFCEA).
- Four (4) complimentary attendee registrations (attendees must be U.S. citizens with a Secret clearance).
- A full-page, four-color ad (you provide the artwork) in the program guide.

JUNIOR PADFOLIO / \$7,000

This package includes the following benefits:

- [Comprehensive Benefits Package](#)
- Junior Padfolios will include your logo and will be distributed to attendees at registration. (Junior Padfolios provided by AFCEA)
- Four (4) complimentary symposium registrations (attendees must be U.S. citizens with a Secret clearance).
- A full-page, four-color ad (you provide the artwork) in the program guide.

PROGRAM GUIDE PATRON / \$5,000

This package includes the following benefits:

- [Comprehensive Benefits Package](#)
- Your company logo on the cover of the program guide.
- Two (2) complimentary attendee registrations (attendees must be U.S. citizens with a Secret clearance).
- A full-page, four-color ad placed on the inside front cover (you provide the artwork) in the program guide.

2017 AFCEA CLASSIFIED CYBER FORUM PATRON PACKAGES

NAME BADGE PATRON / \$5,000

This package includes the following benefits:

- [Comprehensive Benefits Package](#)
- Every name badge will display your logo, along with the AFCEA logo, in full color. On the back of the badge you may list your company's contact information.
- Two (2) complimentary attendee registrations (attendees must be U.S. citizens with a Secret clearance).
- A half-page, four-color ad (you provide the artwork) in the program guide.

REGISTRATION PACKET PATRON / \$5,000

This package includes the following benefits:

- [Comprehensive Benefits Package](#)
- Design of attendee & speaker registration packets; to include an advertisement and/or logo to be printed on the front of each packet (you provide the artwork).
- Two (2) complimentary attendee registrations (attendees must be U.S. citizens with a Secret clearance).
- A half-page, four-color ad (you provide the artwork) in the program guide.

LANYARD PATRON / \$5,000

This package includes the following benefits:

- [Comprehensive Benefits Package](#)
- Lanyards printed with your company logo. (Lanyards provided by AFCEA).
- Two (2) complimentary attendee registrations (attendees must be U.S. citizens with a Secret clearance).
- A half-page, four-color ad (you provide the artwork) in the program guide.

DON'T SEE ANYTHING YOU LIKE? LET US CUSTOMIZE A PACKAGE FOR YOU!

TO SECURE YOUR PATRON OPPORTUNITY, CONTACT:

Wendy Moore
Associate Director, Sales
AFCEA Event Management Team
c/o SPARGO, Inc.
888-215-2241 / 703-995-2567
Wendy.Moore@spargoinc.com

AFCEA Classified Cyber Forum

July 13, 2017
Engility Heritage Conference Center
Chantilly, Virginia

**Click Here to
Submit Via Email**



Contact Information

Company Name.....
Contact..... Title.....
Tel..... Fax.....
Email..... Web Site
Address.....
City..... State..... Zip..... Country.....

Patron Packages

<input type="checkbox"/>	Gold Level	\$7,500
<input type="checkbox"/>	Silver Level	\$5,000
<input type="checkbox"/>	Bronze Level	\$2,500
<input type="checkbox"/>	Small Business Level**	\$2,000

Individual Patron Opportunities

<input type="checkbox"/>	Lunch Patron	\$10,000
<input type="checkbox"/>	Tote Bag Patron	\$10,000
<input type="checkbox"/>	Break Patron	\$7,000
<input type="checkbox"/>	Breakfast Patron	\$7,000
<input type="checkbox"/>	Business Card Holder Patron	\$7,000
<input type="checkbox"/>	Travel Mug Patron	\$7,000
<input type="checkbox"/>	Junior Padfolio Patron	\$7,000
<input type="checkbox"/>	Program Guide Patron	\$5,000
<input type="checkbox"/>	Name Badge Patron	\$5,000
<input type="checkbox"/>	Registration Packet Patron	\$5,000
<input type="checkbox"/>	Lanyard Patron	\$5,000

**Company must be a current AFCEA Corporate Member in good standing at the time of the event with 49 or less employees to qualify for this rate.

Advertising Upgrades –Lunch, Tote Bag, Break, Breakfast, Business Card Holder, Travel Mug, , Junior Padfolio & Gold Level

<input type="checkbox"/>	Upgrade Full Page Ad to Back Cover of Program Guide	\$500
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Advertising Upgrades –Registration Packet, Lanyard, Name Badge & Silver Level

<input type="checkbox"/>	Upgrade Half Page Ad to Full Page Ad on Back Cover of Program Guide	\$1,000
<input type="checkbox"/>	Upgrade Half Page Ad to Full Page Ad in Program Guide	\$500

Advertising Options - Bronze Level & Small Business Level

<input type="checkbox"/>	Full Page Ad on Back Cover of Program Guide	\$1,500
<input type="checkbox"/>	Full Page Ad in Program Guide	\$1,000
<input type="checkbox"/>	Half Page in Program Guide	\$700
<input type="checkbox"/>	Quarter Page in Program Guide	\$500

Patron Cost \$ _____

Advertising Upgrade \$ _____

Total Cost \$ _____

Payment Information

Initials	Deposit and Payment Schedule
	Due with Application.....50%
	After March 15, 2017.....100%
Patron opportunity will not be held or confirmed without deposit. Failure to make payments does not release the contracted or financial obligation of Patron.	

Cancellation Penalties

Cancellation Penalties	Initials
Through March 15, 201750%	
After March 15, 2017.....100%	

Make checks payable to: AFCEA

Email application to:

Email: exhibitcontracts@spargoinc.com

Fax: 703-563-2691

Mail payments to: AFCEA Exposition Mgmt., c/o SPARGO, Inc.

11208 Waples Mill Road, Suite 112 ♦ Fairfax, VA 22030

Need Help? Contact:

afceaexhibits@spargoinc.com

888-215-2241 | 703-995-2567

Credit Card Payments:

An invoice will be sent within one business day with instructions for how to submit a credit card payment online.

This patron application will become a contract upon acceptance with authorized company signature and is based upon the patron offerings, patron fees, governing rules and general information that is included with this document.

Authorized Company Signature..... Date.....

Printed Name..... Telephone.....

By signature above, the individual executing this Contract represents and warrants that he/she is duly authorized to execute this binding contract on behalf of the Company.

AFCEA Classified Cyber Forum 2017 Patron Rules

THIS PATRON OPPORTUNITY AGREEMENT (the "Agreement"), is entered into by and between the Armed Forces Communications and Electronics Association International (AFCEA) and Contracting Company (Patron), and shall become a contract upon execution. This Agreement shall confirm the details of Patron's patron opportunity for the AFCEA Classified Cyber Forum(Event) being held July 13, 2017.

The individual executing this Contract represents and warrants that he/she is duly authorized to execute this binding contract on behalf of the Company.

IN CONSIDERATION of the mutual undertakings and promises of the parties as set forth below, the parties agree as follows:

1. PATRON OPPORTUNITIES

1. AFCEA and Patron will develop and execute the patron opportunity in accordance with the terms and conditions set forth in this Agreement and as set forth in any Attachments and/or Exhibits to the Agreement. AFCEA and Patron agree they will perform their duties and responsibilities in a professional manner consistent, at all times, with industry standards and in accordance with applicable laws and regulations.

1.1. In consideration of the rights granted in the Agreement, Patron agrees to pay AFCEA a Patron Fee as defined on page one of this Agreement and a 50% deposit is to be included with this Agreement. For the Patron Fee, AFCEA agrees to provide Patron services as outlined in the Official Marketing Opportunity Prospectus.

2. INTELLECTUAL PROPERTY

2.1 Each party is granted a nontransferable, non-exclusive license to use the other party's materials, marks and logos (collectively "Intellectual Property") solely for the promotion and execution of the Patron Opportunity at the Event as set forth herein and only during the agreed upon period.

2.2 Upon expiration or termination of the Patron Opportunity, each party will cease using the other party's Intellectual Property and to the extent possible will, at the request of the other party, either destroy or return such Intellectual Property to the other party.

3. EFFECTIVE DATE, TERM, AND TERMINATION

3.1 Effective Date and Term: Unless the Agreement is terminated earlier in accordance with its terms and conditions, the term of this Agreement shall commence on the Effective Date and terminate at the conclusion of the parties obligations pertaining to the Event.

3.2 In the event either party commits a material breach of any provision contained within the Agreement, and such breach remains uncured after thirty (30) days written notice specifying the breach, the non-breaching party may terminate the Agreement. Upon expiration or termination of this Agreement each party agrees to timely comply with the terms of Section 2.2 above. In the event this Agreement is terminated for material breach of a party following the commencement of the Event and/or Patron activities, the parties agree nonetheless to cooperate to the extent necessary to avoid interruption of the Event. Such cooperation shall not be construed to waive any claim or defense a party may have.

3.3 In the event of cancellation by Patron, AFCEA shall determine an assessment covering the resale of the patron opportunity, prior services performed, and other damages related to cancellation, according to the following schedule:

Through March 15, 2017, 50% of total Patron fee.

After March 15, 2017, 100% of total Patron fee.

AFCEA must receive written notification of the cancellation by registered or certified mail. Date cancellation notice is received by AFCEA will determine above assessment charges. In the event of either a full or partial cancellation of space by a patron, AFCEA reserves the right to resell canceled patron opportunity, regardless of the cancellation assessment. Subsequent resale of canceled patron opportunity does not relieve the canceling patron of the obligation to pay the cancellation assessment. Appropriate payment must be received within 15 days of cancellation.

3.4 Should the Event in this Agreement be canceled or postponed by AFCEA, either prior to the start of the Event or after the Event has officially commenced (determined by the earliest date and time listed in the Event program itinerary), AFCEA will provide a credit equal to the Patron Fee paid under the terms of this Agreement for use at a future AFCEA Event within a period of one (1) year from the start date of the cancelled Event. These credits may not be applied to AFCEA Chapter events.

Any credit not used toward a Patron Opportunity of another AFCEA event within the one year period following the cancelled event may be applied to AFCEA membership dues or donated to the AFCEA Educational Foundation, a 501(c)(3) tax exempt organization. After the expiration of the one (1) year period following the cancelled Event any unused patron opportunity credit not used or applied as provided in Section 3.3 above will be forfeited by the Patron.

4. LIMITATION OF LIABILITY

In no event shall either party be liable to the other party for any indirect, incidental, consequential, special, or exemplary damages (even if that party has been advised of the possibility of such damages), arising from breach of this Agreement, or any provision of this Agreement, such as, but not limited to loss of revenue or anticipated profits or lost business.

5. FORCE MAJEURE

Neither party shall be liable to the other in the event its failure to perform its obligations under the terms of the Agreement results from: (i) compliance with any law, ruling, order, regulation or order of any court or government decision or action of competent jurisdiction; (ii) acts of God or other circumstances beyond the reasonable control of the parties; (iii) acts or omissions of the other party; (iv) fires, strikes, embargoes, war, acts of domestic terrorism, civil insurrection or riot, (v) a weather event or curtailment of transportation facilities preventing or unreasonably delaying [at least 25% of attendees and guests from attending the Event, or (vi) or other emergency beyond the party's control making it inadvisable, illegal or impossible to hold the Event or which materially affects a party's ability to perform its obligations here under. Any delay resulting from any of said causes shall extend performance accordingly or excuse performance, in whole or part, as may be reasonable under the circumstances. The terminating party shall endeavor to give notice of termination to the other party as soon as reasonably practicable in an effort to minimize the impact of termination.

In the event of a termination as a result of a Force Majeure event as defined above, neither party will have any liability to the other party hereunder.

6. PAYMENT

A 50% deposit for the patron opportunity is due at signing of the Agreement as stipulated in Section 1.2, unless other arrangements are made with and approved by AFCEA. Any such arrangements must be made in writing and included with this Agreement. Remaining balance of Patron Fee is to be paid 60 days prior to start of event. Any late payment will be subject to a late payment penalty calculated at eighteen (18) percent annually on the outstanding balance for the period the payment is late.