

Joint Information Environment Mission Partner Symposium



Integrating and Exploiting Technology to Execute the Joint Mission

May 12-14, 2014 • Baltimore, MD • www.afcea.org/events/JIE



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 AFCEA's JIE Mission Partners Symposium of 2014 are exactly what you need.

BE VISIBLE – GET INVOLVED – WIN BUSINESS

	Platinum	Gold	Silver	Small Business
Investment				
AFCEA Corporate Member	\$12,500	\$7,500	\$3,500	\$1,500
Non-Member	\$14,500	\$8,800	\$4,250	N/A
Pre-Event Marketing				
Company logo & link on event	◆	◆	◆	◆
Banner ad & link on event website	◆	◆		
Company name on Attendee Updates/Promotional emails	◆	◆	◆	◆
Upgraded online listing	4-Star	3-Star	2-Star	2-Star
On-Site Marketing				
Opportunity to be included in relevant VIP tours	◆	◆	◆	◆
Show guide advertisement	Full-page	Half-page		
Company logo in show guide	◆	◆	◆	◆
Technology Preview "Infomercial" shown at general sessions	◆			
Company logo featured in PowerPoint presentation at general sessions	◆	◆	◆	◆
Branding on signage	◆	◆	◆	◆
Customer, Executive and Team Experiences				
Speaker and Sponsor Networking Reception tickets	6	4	2	2
Conference Registrations	2	1	1	1
Reserved seating/recognition/recognition for one senior corporate representative	1	1	1	1
Corporate meeting room opportunity	\$7,000	\$7,000	\$7,000	\$7,000
Thought Leadership				
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	◆	◆		
Post-Event Marketing				
White paper or report in AFCEA Knowledge Showcase	◆	◆		

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
	\$12,500	\$14,500

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

On-Site

- Opportunity to be included in relevant VIP Tours*
- Show guide ad – full page (**AD DEADLINE APRIL 21**)
- Company logo in show guide in Patron/Sponsor section
- 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 Networking Reception —6 tickets
- Conference registrations – 2 full conference registrations
- Reserved seating for and recognition of a corporate representative at one of the luncheons
- Corporate meeting room opportunity (limited availability, at a cost of \$7,000)

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 on event website

Post-Event

- White paper or report on the AFCEA “Knowledge Center”

**exhibitors only*

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
	\$7,500	\$8,800

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

On-Site

- Opportunity to be included in relevant VIP Tours*
- Show Guide Ad – half page (**AD DEADLINE APRIL 21**)
- Opportunity to upgrade to a full page ad for additional \$1,500
- Company logo featured in PowerPoint presentation at general sessions
- High profile branding on signage throughout the convention center

Customer, Executive, and Team Experiences

- Speaker and Sponsor Networking Reception —4 tickets
- Conference Registrations – 1 full conference registration
- Corporate meeting room opportunity (limited availability, at a cost of \$7,000)

Thought Leadership

- White paper or report distribution on event website

Post-Event

- White paper or report on the AFCEA “Knowledge Center” for one year

**exhibitors only*

SILVER PATRON

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

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

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

On-Site

- Opportunity to be included in relevant VIP Tours*
- Company logo featured in a PowerPoint presentation at general sessions
- High profile branding on signage throughout the convention center

Customer, Executive, and Team Experiences

- Speaker and Sponsor Networking Reception —2 tickets
- Conference Registrations – 1 full conference registration
- Corporate meeting room opportunity (limited availability, at a cost of \$7,000)

**exhibitors only*

SMALL BUSINESS SPONSOR

Investment:	Member	Non-Member
	\$1,500	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 products (logo & description), 2 press releases

On-Site

- Opportunity to be included in relevant VIP Tours*
- Company logo featured in a PowerPoint presentation at general sessions
- High profile branding on signage throughout the convention center

Customer, Executive, and Team Experiences

- Speaker and Sponsor Networking Reception —2 tickets
- Conference Registrations – 1 full conference registration
- Corporate meeting room opportunity (limited availability, at a cost of \$7,000)

**exhibitors only*

ADDITIONAL SPONSORSHIP OPPORTUNITIES

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

LUNCHES - \$10,000

Monday SOLD!

(3 AVAILABLE)- INCLUDES GOLD BENEFITS PLUS

- Reserved seat for corporate representative at the Lunch Speaker's VIP table
- Company logo on schedule of events
- Opportunity to provide giveaways at the lunch (optional)

OFFICIAL MOBILE APP - \$10,000

SOLD OUT!

(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. Your company will also be recognized as a sponsor in the show guide. This exciting opportunity will get you in front of thousands of JIE Mission Partners Symposium attendees before, during and after the show.

This sponsorship includes PLATINUM BENEFITS!

FEDERAL NEWS RADIO "AFCEA ANSWERS" THOUGHT LEADERSHIP EXPERT SHOWCASE - \$9,000 EACH

(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 radio 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>**

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 radio 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>**

TECHNOLOGY RECEPTION - \$7,500

SOLD OUT!

(1 AVAILABLE)- INCLUDES GOLD BENEFITS PLUS

- Company logo on sponsor signage at the reception
- Company logo on signs and napkins on all reception stations

SHOW GUIDE - \$7,500

SOLD OUT!

(1 AVAILABLE)

Talk about the ideal high-visibility sponsorship!

- Company logo on event website with hyperlink to corporate homepage
- Company name on attendee updates/promotional emails
- Your corporate logo will be on the cover of the show guide - every attendee will see your company's name every time they open the program!
- Show guide ad – full page **(AD DEADLINE APRIL 21)**
- Company logo in show guide in Patron/Sponsor section
- Company logo featured in PowerPoint presentation at general sessions
- Speaker and Sponsor Reception – 3 tickets
- Conference Registration - 1 full conference registration
- VIP breakfast with senior military, government and industry - 1 ticket

REGISTRATION SPONSORSHIP - \$5,000

SOLD OUT!

(1 AVAILABLE)

Everybody goes through onsite registration. Increase your visibility by sponsoring the registration area.

- Company logo on event website with hyperlink to corporate homepage
- Company name on attendee updates/promotional emails
- Show guide ad – half page **(AD DEADLINE APRIL 21)**
- Company logo in show guide in Patron/Sponsor section
- 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

LANYARDS - \$5,000

SOLD OUT!

(1 AVAILABLE) - (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
- Show guide ad – quarter page **(AD DEADLINE APRIL 21)**
- Company logo in show guide in Patron/Sponsor section
- 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 TOTE BAGS \$5,000

SOLD OUT!

(1 AVAILABLE) - (PLUS COST OF TOTE BAGS – APPROXIMATELY 1,500 TOTE BAGS)

- 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

- Show guide ad – half page (**Ad DEADLINE APRIL 21**)
- Company logo in show guide in Patron/Sponsor section
- 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

SOLD OUT!

(1 AVAILABLE)

- 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
- Show guide ad – half page (**Ad DEADLINE APRIL 21**)
- Company logo in show guide in Patron/Sponsor section
- 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

COFFEE BREAKS - \$3,500

SOLD OUT!

(2 AVAILABLE) – Includes silver benefits PLUS

- Company logo on signs and napkins on all break stations
- Company logo on schedule of events
- Opportunity to provide giveaways at the breaks (optional)

ENGAGEMENT THEATER SUPPORT - \$3,000

(5 AVAILABLE)

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 logo in show guide in Patron/Sponsor section
- 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

(1 AVAILABLE)

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 in show guide in Patron/Sponsor section
- 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

(2 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

SHOW GUIDE ADVERTISING

Stand out from the competition with a prime advertisement in the official show guide!

- 4 color full-page ad - \$2,500 (one available) **(AD DEADLINE APRIL 21)**
- 4-color half-page ad - \$1,500 (two available) **(AD DEADLINE APRIL 21)**

1 SOLD!

TO SECURE YOUR SPONSORSHIP OR PATRON OPPORTUNITY, CONTACT:

Companies A – L

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