

## 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 2015 are exactly what you need.

### BE VISIBLE – GET INVOLVED – WIN BUSINESS

	Platinum	Gold	Silver	Small Business
<b>Investment</b>				
AFCEA Corporate Member	\$12,500	\$8,500	\$4,500	\$1,500
Non-Member	\$14,250	\$10,000	\$5,500	N/A
<b>Pre-Event Marketing</b>				
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
<b>On-Site Marketing</b>				
Opportunity to be included in VIP tours	◆	◆	◆	◆
Company logo in schedule at a glance	◆	◆	◆	◆
Technology Preview "Infomercial" at general sessions	◆			
Visibility in mobile app in the Sponsors icon	◆	◆	◆	◆
Company logo featured in slide presentation at general sessions/meals	◆	◆	◆	◆
Branding on sponsor signage	◆	◆	◆	◆
<b>Customer, Executive and Team Experiences</b>				
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
<b>Thought Leadership</b>				
White paper or report distribution on event website	◆			

## 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.*

<b>Member</b>	\$12,500
<b>Non-Member</b>	\$14,250

### Pre-Event

- Company logo on event website with link to corporate homepage
- Banner ad on event website - with link 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

- Opportunity to be included in VIP tours (as schedules allow, speakers and panelists participating in the event may be given escorted tours of the exhibit hall.)
- Company logo in Schedule at a Glance
- Technology Preview – infomercial to be shown at general sessions (sponsors may provide one PowerPoint slide with up to four images)
- Visibility in mobile app under the Sponsors icon
- Company logo featured in slide presentation at general sessions/meals
- Branding on sponsor signage

### Customer, Executive, and Team Experiences

- Speaker and Sponsor “Aloha Reception” – 6 tickets
- “Welcome to Hawaii” - Networking Reception – 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

## 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.

<b>Member</b>	\$8,500
<b>Non-Member</b>	\$10,000

### Pre-Event

- Company logo on event website with link to corporate homepage
- Banner ad on event website - with link 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

- Opportunity to be included in VIP tours (as schedules allow, speakers and panelists participating in the event may be given escorted tours of the exhibit hall.)
- Company logo in Schedule at a Glance
- Visibility in mobile app under the Sponsors icon
- Company logo featured in slide presentation at general sessions/meals
- Branding on sponsor signage

### Customer, Executive, and Team Experiences

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

## SILVER SPONSOR

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

<b>Member</b>	\$4,500
<b>Non-Member</b>	\$5,500

### Pre-Event

- Company logo on event website with link 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

- Opportunity to be included in VIP tours (as schedules allow, speakers and panelists participating in the event may be given escorted tours of the exhibit hall.)
- Company logo in Schedule at a Glance
- Visibility in mobile app under the Sponsors icon
- Company logo featured in slide presentation at general sessions/meals
- Branding on sponsor signage

### Customer, Executive, and Team Experiences

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

## SMALL BUSINESS SPONSOR

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

<b>Member</b>	\$1,500
<b>Non-Member</b>	N/A

### Pre-Event

- Company logo on event website with link 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

- Opportunity to be included in VIP tours (as schedules allow, speakers and panelists participating in the event may be given escorted tours of the exhibit hall.)
- Company logo in Schedule at a Glance
- Visibility in mobile app under the Sponsors icon
- Company logo featured in slide presentation at general sessions/meals
- Branding on sponsor signage

### Customer, Executive, and Team Experiences

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

## **ADDITIONAL SPONSORSHIP OPPORTUNITIES**

As a TechNet Asia-Pacific 2015 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**

#### **(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!)

- Sponsor signage for the event with corporate logo placed throughout the exhibit areas
- Reception stations will feature napkins and signs with your company logo
- Company logo on the event website – wherever the Networking Reception is mentioned!
- Opportunity to provide welcome remarks to the attendees at the reception
- 20 drink tickets provided to each company

### **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
- Sponsor banner in the lunch area
- Opportunity to provide giveaways at the lunch (optional)

### **OFFICIAL MOBILE APP - \$10,000**

#### **(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.

### **BREAKFASTS - \$10,000**

#### **(THREE AVAILABLE) - INCLUDES GOLD SPONSOR BENEFITS, PLUS**

Start the day off right by sponsoring breakfast!

- Reserved seating at the speaker VIP table and introduction of senior representative at the breakfast
- Sponsor banner in the breakfast area
- Opportunity to provide giveaways at the breakfast (optional)

### **REGISTRATION – \$7,500**

#### **(ONE AVAILABLE) - INCLUDES GOLD SPONSOR BENEFITS, PLUS**

- Company logo on event website with a link to the corporate homepage
- Company name on attendee updates/promotional emails
- Company banner ad on the registration confirmation page at the end of each attendee online registration session (3000+ impressions)
- Company banner ad at the bottom of every confirmation communication delivered via email (3000+ impressions)
- Company logo featured in slide presentation at General Sessions
- 8" x 40" sponsor banner (you create the artwork and we produce) hung over the registration area
- Splash ads on registration computers

- Speaker and Sponsor Reception – 2 tickets
- Conference Registration - 1 full conference registration

### **FOLLOW ME- \$6,000 EACH**

#### **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 and session areas

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

#### **(THREE 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)

### **ROBOTICS SPONSORSHIP -- \$5,000**

#### **(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**

#### **(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**

#### **(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

### **LEADERSHIP FORUM SPONSORSHIP - \$5,000**

#### **INCLUDES GOLD BENEFITS, PLUS**

The AFCEA Leadership Forum is a professional development program for individuals in mid-level management positions from the information technology, command and control, global security, and intelligence fields. Attendees actively participate in a program that combines lecture and classroom instruction with key leader presentations. Key leaders can be senior military officers (both current and former), civilian government officials, and industry leaders.

- Opportunity to have one of your employees attend the Leadership Forum
- Sponsor logo in the forum area
- Opportunity to provide welcoming remarks to the group at the opening session
- Sponsor may have one additional individual periodically sit in to monitor the forum

### **SMOOTHIE OASIS -- \$3,000**

#### **(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".

## LITERATURE DROP - \$1,000

(TWO AVAILABLE)

- Literature drop at one general session – Quantity – 500
- Company logo on event website with link to corporate homepage
- Company name on attendee update/promotional emails
- Company logo in Schedule at a Glance
- Visibility in mobile app under the Sponsors icon
- Company logo featured in slide presentation at general sessions/meals
- Branding on sponsor signage

## \*\*\*NEW SPONSORSHIP BENEFIT – VIP HOST TABLE SPONSORS - \$2,000 EACH

(TWO AVAILABLE AT EACH SEATED LUNCH) -

- Sponsor will receive two seats the table with the remaining seats going to invited VIPs
- Sponsor will receive sponsor signage on the table
- Company logo on event website with link to corporate homepage
- Company name on attendee update/promotional emails
- Company logo in Schedule at a Glance, in slide presentation at general sessions/meals and on sponsor signage
- Speaker and Sponsor “Aloha Reception” – 2 tickets

**TO SECURE YOUR SPONSORSHIP OPPORTUNITY, CONTACT:**

**AFCEA Exposition Management Team**

c/o SPARGO, Inc.

888-215-2241 / 703-995-2567

afceaexhibits@jspargo.com

# TechNet Asia-Pacific 2015

November 17-19, 2015  
 Hilton Hawaiian Village  
 Honolulu, HI

[Click Here to Submit Via Email](#)



**Contact Information**

Company Name.....

Contact..... Title.....

Tel..... Fax.....

Email..... Web Site .....

Address.....

City..... State..... Zip..... Country.....

Sponsorship Opportunities		AFCEA Member	
<input type="checkbox"/>	Platinum		\$12,500
<input type="checkbox"/>	Gold		\$8,500
<input type="checkbox"/>	Silver		\$4,500
<input type="checkbox"/>	Small Business		\$1,500
		Non-Member	
<input type="checkbox"/>	Platinum		\$14,250
<input type="checkbox"/>	Gold		\$10,000
<input type="checkbox"/>	Silver		\$5,500

  

Individual Sponsorships		
<input type="checkbox"/>	Welcome to Hawaii Networking Reception	\$25,000
<input type="checkbox"/>	Luncheons	\$10,000
<input type="checkbox"/>	Official Mobile App	\$10,000
<input type="checkbox"/>	Breakfasts	\$10,000
<input type="checkbox"/>	Registration	\$7,500
<input type="checkbox"/>	Follow Me	\$6,000
<input type="checkbox"/>	Lunch on the Exhibit Floor	\$5,000
<input type="checkbox"/>	Robotics Sponsorship	\$5,000
<input type="checkbox"/>	Attendee Totebags	\$5,000
<input type="checkbox"/>	Attendee Lanyards	\$5,000
<input type="checkbox"/>	Leadership Forum Sponsorship	\$5,000
<input type="checkbox"/>	Smoothie Oasis	\$3,000
<input type="checkbox"/>	VIP Host Table Sponsor	\$2,000
<input type="checkbox"/>	Literature Drop	\$1,000

Other: \_\_\_\_\_

Total Cost \$ \_\_\_\_\_

Payment Information		Cancellation Penalties		
Initials	<b>Deposit and Payment Schedule</b>	Cancellation Penalties	Initials	
	Due with application.....50%			Through July 20, 2015 .....50%
	After July 20, 2015.....100%			July 20, 2015..... 100%
<p>Sponsorship will not be held or confirmed without deposit.                      Failure to make payments does not release the contracted or financial obligation of Sponsor.</p>				
<p><b>Make checks payable to:</b>                      AFCEA</p>		<p><b>Mail payments to:</b> TechNet Asia-Pacific Exposition Management                      c/o SPARGO, Inc.                      11208 Waples Mill Road, Suite 112 ♦ Fairfax, VA 22030                      Tel: 800-564-4220 ♦ Fax: 703-563-2691 ♦ Email: exhibitcontracts@jspargo.com</p>		
<p><b>Credit Card Payment</b></p> <p><input type="checkbox"/> Visa      <input type="checkbox"/> MasterCard      <input type="checkbox"/> American Express</p> <p>Card Number: _____ Amount: \$ _____</p> <p>Exp. Date: _____ Name on Card: _____</p> <p>Signature: _____</p>				

This sponsorship application will become a contract upon acceptance with authorized company signature and is based upon the sponsor offerings, sponsoring fees, rules governing the exposition 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.



# TechNet Asia-Pacific 2015 Sponsorship Rules

THIS SPONSORSHIP AGREEMENT (the "Agreement"), is entered into by and between the Armed Forces Communications and Electronics Association International (AFCEA) and Sponsoring Company (Sponsor), and shall become a contract upon execution. This Agreement shall confirm the details of Sponsor's sponsorship of TechNet Asia-Pacific (Event) being held November 17-19, 2015.

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. SPONSORSHIP

1. AFCEA and Sponsor will develop and execute the sponsorship 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 Sponsor 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, Sponsor agrees to pay AFCEA a Sponsorship Fee as defined on page one of this Agreement and a 50% deposit is to be included with this Agreement. For the Sponsorship Fee, AFCEA agrees to provide Sponsor services as outlined in the Official Sponsorship Brochure. Remaining balance of Sponsorship Fee is to be paid 120 days prior to start of event.

## 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 Sponsorship at the Event as set forth herein and only during the agreed upon period.

2.2 Upon expiration or termination of the Sponsorship, 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 Sponsorship 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 Sponsor, AFCEA shall determine an assessment covering the resale of sponsorship, prior services performed, and other damages related to cancellation, according to the following schedule:

Through July 20, 2015, 50% of total sponsorship fee.

After July 20, 2015, 100% of total sponsorship 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 sponsorship by a Sponsor, AFCEA reserves the right to resell canceled sponsorship, regardless of the cancellation assessment. Subsequent resale of canceled sponsorship does not relieve the canceling sponsor 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 Sponsor 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 sponsor credit not used toward a Sponsorship 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 sponsor credit not used or applied as provided in Section 3.3 above will be forfeited by the Sponsor.

## 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 sponsorship 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 Sponsorship Fee is to be paid 120 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.