

Sponsor Program

If branding, lead generation and market visibility are important to your organization, the marketing and sponsorship opportunities available at the WEST 2015 are exactly what you need.

Stand Out in the Crowd

	Platinum	Gold	Silver	Small Business
Investment				
AFCEA Corporate Member	\$15,000	\$7,500	\$3,500	\$1,000
Non-Member	\$17,500	\$9,000	\$4,250	
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				
Opportunity to be included in relevant VIP tours	■	■	■	
Technology Preview “Infomercial” at general session	■			
Branding on signage	■	■	■	■
Customer, Executive and Team Experiences				
Speaker and Sponsor Networking Reception tickets	6	4	2	2
Conference registrations	2	2	1	1
Leadership Breakfast tickets	2	1		
Reserved seating/recognition at one lunch	■	■	■	■
Thought Leadership				
White paper or report distribution on event website	■	■		
Post-Event Marketing				
Attendee mailing list	■			
White paper or report in “Knowledge Showcase”	■	■		



WEST 2015 is the largest event on the West Coast and in the Pacific Rim for the Sea Services and the contractors that support them.

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.

Investment: Member-\$15,000 Non-Member- \$17,50

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*
- Technology Preview – “Infomercial” to be shown at General Sessions (Sponsors may provide one PowerPoint Slide with up to four images) A PLATINUM SPONSOR EXCLUSIVE!
- 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 - 6 tickets
- Conference Registrations – 2 full conference registrations
- Leadership Breakfast – 2 tickets
- Reserved seating for and recognition of a corporate representative at one of the luncheons

Thought Leadership

- Distribution of company white paper or report on event website

Post-Event

- Post-conference attendee list (will include name, title, organization/company and mailing address)
- Inclusion of company white paper or report on the AFCEA “Knowledge Showcase” for one year

*exhibitors only



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.

Investment: Member-\$7,500 Non-Member-\$9,000

Pre-Event

- Company logo 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*
- 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 – 2 full conference registrations
- Leadership Breakfast – 1 ticket
- Reserved seating for and 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

*exhibitors only





Silver Sponsor

*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 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 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
- Reserved seating for and recognition of a corporate representative at one of the luncheons

*exhibitors only

Small Business Sponsor

Investment: AFCEA Small Business Member–\$1,000

Pre-Event

- Company logo on event website with hyperlink to corporate homepage
- Logo 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 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
- Reserved seating for and recognition of a corporate representative at one of the luncheons

PlugFest Demo Sponsorship

PlugFest is a dynamic area on the exhibit floor that highlights the Rapid Integration Innovation Process (RI2P) and demonstrates to government decision makers' the best practices when sourcing open standard solutions. Industry, academia, and government will have an opportunity to showcase their collaborate efforts to solve use cases in a competitive environment using the RI2P approach at WEST 2015.

Detailed information about the WEST 2015 PlugFest can be found [here](#).



	PlugFest Host	WEST Exhibitor Partner	PlugFest Partner	Small Business Partner
Investment				
AFCEA Corporate Member	Call	\$1,750	\$2,250	\$1,500
Non-Member	Call	\$2,000	\$2,500	\$1,750
Pre-Event Marketing				
Company logo & link on event website PlugFest webpage	■	■	■	■
Company name on attendee updates/promotions for PlugFest	■	■	■	■
Upgraded online listing	4-Star			
On-Site Marketing				
Demo kiosk in PlugFest area - includes one counter, one stool, basic internet and electricity, 14x22 logo graphic	2	\$750	1	1
Signage in PlugFest area promoting participation	■	■		
Inclusion in relevant VIP tours of PlugFest	■	■	■	■
Branding on signage	■	■	■	■
Customer, Executive and Team Experiences				
Speaker and Sponsor Reception Tickets	4	1	1	1
Thought Leadership				
White paper or report distribution on event website	■	■		
Post-Event Marketing				
White paper or report in Knowledge Showcase	■	■		

Additional Sponsorship Opportunities

As a WEST 2015 sponsor, you can choose a variety of individual options to increase brand impact, drive demand, build buzz, and engage the WEST audience. Sponsorships can be designed to best complement your marketing strategy.

Lunch Sponsorships

(2 Available) Includes Platinum Benefits, PLUS

Investment: Member-\$15,000 Non-Member-\$17,500

- One reserved table at the lunch, plus one seat at the speaker's VIP table
- Senior representative will be introduced
- Large sponsor banner in the lunch area
- Opportunity to provide giveaways at the lunch (optional)

Break Sponsorships

Morning Coffee Breaks (2 available)

Afternoon Light Refreshment Break on Exhibit Floor (2 available)

Dessert Break (1 available)

Investment: Member-\$3,000 Non-Member-\$3,450

- Speaker/Sponsor Networking Reception - 2 tickets
- Logo signage and napkins at all break stations
- Opportunity to provide corporate giveaways at sponsored event

Registration

(1 available) Includes Silver Sponsor benefits, PLUS

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

Investment: Member-\$5,000 Non-Member-\$5,750

- Sponsor banner in the registration area
- Splash screen on registration computers

Attendee Lanyards

(plus cost of lanyards - quantity estimate - 5,000)

(1 available) Includes Silver Sponsor benefits, PLUS

Investment: Member-\$5,000 Non-Member-\$5,750

This high profile sponsorship ensures maximum visibility at the event - your company logo in front of every single attendee. Lanyards are produced by the sponsor, to AFCEA/U.S. Naval Institute specifications

Official Mobile App

(deadline dec 1, 2014)

Investment: Member-\$12,500 Non-Member-\$14,250

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. This exciting opportunity will get you in front of thousands of WEST attendees before, during and after the show.

Engagement Theater Support

(2 available) Includes Silver Sponsor Benefits, PLUS

Investment: Member-\$5,000 Non-Member-\$5,750

- Company Logo on CEU flyers/Theater Schedule signs
- Sponsor signage in theater





Cyber Cafe

(1 available) Includes all Silver Sponsor Benefits, PLUS

Investment: Member-\$5,000 Non-Member-\$5,750

- Special listing in the show guide
- Sponsor banner above the Cyber Café

(Sponsor is responsible for all costs of set-up and construction, plus all equipment and hook-ups and internet charges in addition to the Sponsorship fee.)

“You are Here” Kiosks

(3 available)

Sponsor an exhibit locator kiosk on the exhibit floor. Corporate logo and booth number will appear on the locator. A GREAT way to receive enhanced visibility on the exhibit floor!

Investment:	Single Kiosk	* 3 Kiosk Package
Member	\$2,500	\$7,500
Non-Member	\$2,875	\$8,650

**Single Kiosk sponsorship includes Silver Sponsor benefits! * Sponsor 3 and receive Gold Sponsor benefits!*

Advertisement Towers

(Single Panel – 2 Available) (4-Sided Tower – 1 Available)

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

Investment:	Single Panel	*4-Sided Tower
Member	\$2,000	\$5,000
Non-Member	\$2,300	\$5,750

*This level includes Silver Sponsor benefits!

Floor Graphics

“Follow the Yellow Brick Road” A neat way to direct traffic to YOUR booth!

Investment: Member-\$5,000 Non-Member-\$5,750

- Speaker & Sponsor Networking Reception – 2 tickets
- Company logo on one 10’x5’entrance graphic and three 5’x5’ squares

**Sponsor is responsible for all costs associated with the production/shipping/labor of the floor graphics. AFCEA/U.S. Naval Institute must approve copy in advance.*

Literature Drop at General Session

(3 available)

Make that first impression of the day to all attendees! Literature will be placed on each chair at the opening General Session. Great way to invite attendees to come to your booth! Sponsor is responsible for production and shipping. AFCEA/U.S. Naval Institute will distribute onsite.

Investment: Member-\$5,000 Non-Member-\$5,750

TO SECURE YOUR SPONSORSHIP OPPORTUNITY, CONTACT:

Companies A-L

Paul doCarmo
Account Manager
c/o J. Spargo & Associates, Inc.
800-564-4220 / 703-631-6200
paul.docarmo@jspargo.com

Companies M-Z

Connie Shaw
Account Manager
c/o J. Spargo & Associates, Inc.
800-564-4220 / 703-631-6200
connie.shaw@jspargo.com



Extend your influence beyond the show

Federal News Radio “AFCEA Answers” Thought Leadership Expert Showcase

(2 AVAILABLE)

Investment: \$9,000 EACH

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>

Federal News Radio “AFCEA Answers” Episode Sponsor

(2 AVAILABLE)

Investment: \$5,000 EACH

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>

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Companies M-Z

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