

Global Identity Summit

presented by the Biometric Consortium and AFCEA



GlobalIdentitySummit.org

September 21 – 24, 2015

Tampa Convention Center • Tampa, Florida

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 the Global Identity Summit are exactly what you need.

BE VISIBLE – GET INVOLVED – WIN BUSINESS

	Platinum	Gold	Silver	Small Business
Investment				
AFCEA Corporate Member	\$10,000	\$7,500	\$3,500	\$1,500
Non-Member	\$11,500	\$8,800	\$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	◆	◆	◆	◆
Company logo in show guide	◆	◆	◆	◆
Technology Preview “infomercial” at general sessions	◆			
Company logo featured in slide presentation at general sessions	◆	◆	◆	◆
Visibility in event mobile app in the Sponsors tab	◆	◆	◆	◆
Branding on signage	◆	◆	◆	◆
Customer, Executive and Team Experiences				
Speaker and Sponsor Networking Lunch	4	3	2	2
Full Conference registrations	4	3	2	2
Thought Leadership				
White paper or report distribution on event website	◆	◆		

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
	\$10,000	\$11,500

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 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

- Opportunity to be included in relevant VIP Tours (whenever possible and as schedules allow – speakers and panelists participating in the event may be given escorted tours of the exhibit hall. Sponsor booths are given preferential treatment)
- Company logo in show guide
- Technology Preview – “Infomercial” to be shown at general sessions (Patrons may provide one PowerPoint Slide with up to four images)
- Company logo featured in slide presentation at general sessions
- Visibility in event mobile app in the Sponsors tab
- Branding on signage

Customer, Executive, and Team Experiences

- Speaker and Sponsor Networking Lunch—4 tickets
- Full Conference registrations—4

Thought Leadership

- Distribution of company white paper or report on event website

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 link to corporate homepage
- 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

- Opportunity to be included in relevant VIP Tours (whenever possible and as schedules allow – speakers and panelists participating in the event may be given escorted tours of the exhibit hall. Sponsor booths are given preferential treatment)
- Company logo in show guide
- Company logo featured in slide presentation at general sessions
- Visibility in event mobile app in the Sponsors tab
- Branding on signage

Customer, Executive, and Team Experiences

- Speaker and Sponsor Networking Lunch—3 tickets
- Full Conference registrations -3

Thought Leadership

- Distribution of company white paper or report on event website

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 link to corporate homepage
- Upgraded online listing to “2-Star” level (\$300 value) – including 50 word description, 1 product (logo & description), 2 press releases

On-Site

- Opportunity to be included in relevant VIP Tours (whenever possible and as schedules allow – speakers and panelists participating in the event may be given escorted tours of the exhibit hall. Sponsor booths are given preferential treatment)
- Company logo in show guide
- Company logo featured in a slide presentation at general sessions
- Visibility in event mobile app in the Sponsors tab
- Branding on signage

Customer, Executive, and Team Experiences

- Speaker and Sponsor Networking Lunch—2 tickets
- Full Conference registrations—2

SMALL BUSINESS SPONSOR

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

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

Pre-Event

- Company logo on event website with hyperlink to corporate homepage
- Upgraded online listing to “2-Star” level (\$300 value) – including 50 word description, 1 product (logo & description), 2 press releases

On-Site

- Opportunity to be included in relevant VIP Tours (whenever possible and as schedules allow – speakers and panelists participating in the event may be given escorted tours of the exhibit hall. Sponsor booths are given preferential treatment)
- Company logo in show guide
- Company logo featured in slide presentation at general sessions
- Visibility in event mobile app under the Sponsors Tab
- Branding on signage

Customer, Executive, and Team Experiences

- Speaker and Sponsor Networking Reception—2
- Full Conference Registrations—2

ADDITIONAL SPONSORSHIP OPPORTUNITIES

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

WELCOME TO TAMPA NETWORKING RECEPTION — \$10,000

INCLUDES PLATINUM PATRON BENEFITS, PLUS

- Company logo on Schedule of Events where reception is listed
- Company logo on sponsor signs throughout the reception area
- Company logo on signs/napkins on all reception stations and 50 drink tickets for your corporate reps
- Exclusive opportunity to provide giveaways at the reception

WEDNESDAY LUNCH (SEATED IN BALLROOM)— \$10,000 **SOLD**

INCLUDES PLATINUM PATRON BENEFITS, PLUS:

- Company logo on Schedule of Events where lunch is listed
- 1 seat for senior corporate representative at speaker’s table
- Opportunity to introduce the moderator of the lunch panel
- Company logo on signage in the ballroom
- Exclusive opportunity to provide giveaways at the lunch

OFFICIAL MOBILE APP - \$10,000

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 Global Identity Summit attendees before, during and after the show.

TUESDAY LUNCH (BOXED LUNCH IN THE EXHIBIT HALL)— \$7,500

INCLUDES GOLD PATRON BENEFITS, PLUS:

- Company logo on Schedule of Events where lunch is listed
- Company logo on signs/napkins on all lunch stations
- Exclusive opportunity to provide giveaways at the lunch

THURSDAY LUNCH (BUFFET LUNCH IN BALLROOM D)— \$7,500

INCLUDES GOLD PATRON BENEFITS, PLUS:

- Company logo on Schedule of Events where lunch is listed
- Company logo on signs/napkins on all lunch stations
- Exclusive opportunity to provide giveaways at the lunch

CONTINENTAL BREAKFAST— \$5,000 (3 AVAILABLE)

INCLUDES SILVER PATRON BENEFITS, PLUS

- Company logo on Schedule of Events where breakfast is listed
- Company logo on signs/napkins on all breakfast stations

REGISTRATION — \$5,000

INCLUDES SILVER PATRON BENEFITS, PLUS:

- Company logo wherever registration hours are listed
- Sponsor signage in the registration area
- Exclusive opportunity to provide giveaways and/or literature in the registration area

CYBER CAFÉ — \$5,000 **SOLD**

INCLUDES GOLD PATRON BENEFITS, PLUS

- Company logo on wherever cyber café hours are listed
- Sponsor banner above cyber café
- Additional sponsor signs for the cyber café area

(PLEASE NOTE: Sponsor is responsible for set-up and construction costs, including all equipment)

ATTENDEE TOTE BAGS — \$5,000 FOR THE SPONSORSHIP OPPORTUNITY — COST OF BAGS NOT INCLUDED **SOLD**

INCLUDES GOLD PATRON BENEFITS

Sponsor to provide lanyards in desired quantity of 1,000. AFCEA must approve lanyard before it is produced/shipped to the event.

AUDIO-VISUAL SPONSORSHIP — \$5,000 EACH (2 AVAILABLE)

INCLUDES SILVER PATRON BENEFITS, PLUS:

A GREAT way to enhance your visibility to attendees during General Session!

- Recognition of company name/logo and or infomercial on AV slide at general session
- Sponsor signage in the General Session area on day of sponsorship
- Opportunity to place two free standing banners (that you provide) in General Session area

ICE CREAM SOCIAL — \$5,000

INCLUDES SILVER PATRON BENEFITS, PLUS:

- Company logo on Schedule of Events where breaks are listed
- Company logo on signs/ napkins on all break stations

COFFEE BREAKS — \$4,000 (3 AVAILABLE)

INCLUDES SILVER PATRON BENEFITS, PLUS:

- Company logo on Schedule of Events where breaks are listed
- Company logo on signs/ napkins on all break stations

SHOW GUIDE — \$4,000

INCLUDES SILVER PATRON BENEFITS, PLUS

- Show Guide cover—company name, logo, website, and booth number

LANYARDS — \$3,500 FOR THE SPONSORSHIP OPPORTUNITY — COST OF LANYARDS NOT INCLUDED **SOLD**

INCLUDES GOLD PATRON BENEFITS

Sponsor to provide attendee tote bags in desired quantity of 800. AFCEA must approve tote bag before it is produced/shipped to the event.

“YOU ARE HERE” KIOSKS ON EXHIBIT FLOOR — \$3,500 EACH (2 AVAILABLE)

A GREAT way to enhance your visibility on the Exhibit Floor!

- Company logo on event website with link to corporate homepage
- Company logo in show guide
- Company logo in slide presentation at general sessions
- Company Logo/ Booth Number or ad will appear on two sides of each Kiosk
- One ticket to the Speaker/Sponsor Networking Lunch

“TOWER OF POWER” ADVERTISING DISPLAYS - \$1,500 (DOUBLE-SIDED) / \$4,000 (FOUR-SIDED)

Advertise on meter boards displayed in highly visible / high-traffic areas throughout the event!

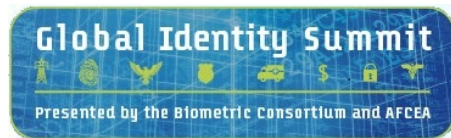
- Company logo in show guide
- Company logo in slide presentation at general sessions
- Single-panel double-sided (two available) (includes one ticket to the Speaker/Sponsor Networking Lunch) — \$1,500
- 4-sided tower and includes Silver patron benefits (one available) — \$4,000

APPLICATION AND CONTRACT FOR SPONSORSHIP

GLOBAL IDENTITY SUMMIT 2015

September 21-24, 2015
Tampa Convention Center
Tampa, FL

[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	\$10,000
<input type="checkbox"/>	Gold	\$7,500
<input type="checkbox"/>	Silver	\$3,500
<input type="checkbox"/>	Small Business	\$1,500
		Non-Member
<input type="checkbox"/>	Platinum	\$11,500
<input type="checkbox"/>	Gold	\$8,800
<input type="checkbox"/>	Silver	\$4,250

Other: _____

Total Cost \$ _____

Individual Sponsorships

<input type="checkbox"/>	Welcome to Tampa Reception	\$10,000
<input type="checkbox"/>	Lunch (Seated -Ballroom)	\$10,000
<input type="checkbox"/>	Official Mobile App	\$10,000
<input type="checkbox"/>	Tuesday Lunch – Boxed (Exhibit Hall)	\$7,500
<input type="checkbox"/>	Thursday Lunch – Heated Stations (Ballroom D)	\$7,500
<input type="checkbox"/>	Continental Breakfast	\$5,000
<input type="checkbox"/>	Registration	\$5,000
<input type="checkbox"/>	Cyber Cafe	\$5,000
<input type="checkbox"/>	Attendee Tote bags	\$5,000
<input type="checkbox"/>	Audio-Visual Sponsorship	\$5,000
<input type="checkbox"/>	Coffee Break	\$4,000
<input type="checkbox"/>	Show Guide	\$4,000
<input type="checkbox"/>	“Tower of Power” 2 sides/4 sides	\$1,500/ \$4,000
<input type="checkbox"/>	Lanyards	\$3,500
<input type="checkbox"/>	“You are Here” Kiosks	\$3,500

Payment Information

Initials	Deposit and Payment Schedule
	Due with application.....50%
	After May 22, 2015.....100%

Sponsorship(s) will not be held or confirmed without deposit.
Failure to make payments does not release the contracted or
financial obligation of Sponsor.

Make checks payable to:
AFCEA

Mail payments to: AFCEA Exposition Management
c/o J. Spargo & Associates, Inc.
11208 Waples Mill Road, Suite 112 ♦ Fairfax, VA 22030
Tel: 800-564-4220 ♦ Fax: 703-563-2691 ♦ Email: exhibitcontracts@jspargo.com

Credit Card Payment

☐ Visa ☐ MasterCard ☐ American Express

Card Number: _____ Amount: \$ _____

Exp. Date: _____ Name on Card: _____

Signature: _____

Cancellation Penalties

Cancellation Penalties	Initials
November 21, 2014 – May 22, 201550%	
After May 22, 2015 100%	

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.

Global Identity Summit 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 the Global Identity (Event) being held September 22-24, 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:

November 21, 2014 – May 22, 2015, 50% of total sponsorship fee.

After May 22, 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 space 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.