



[AFCEA Intelligence](#) and [INSA](#) present the fourth annual **Intelligence and National Security Summit** being held September 6-7, 2017 at the Walter E. Washington Convention Center.

If you do business with the intelligence and national security communities...or want to, don't miss out on becoming a sponsor for this unique event. With opportunities available to fit any budget, now is the time to secure a sponsorship at *THE* Intelligence event of the year!

Last year's event was attended by over 1,500 people and covered by over 100 media outlets.

### **Sponsorship packages go quickly, so reserve yours now!**

Each sponsorship package below has its own unique benefits, but they all start with the [Comprehensive Benefits Package](#):

- Company logo and special recognition featured in the PowerPoint presentation that will play prior to the start of the general session
- Company logo and special recognition on the Summit website with a link to your website
- Company logo featured in promotional emails that are received by over 30,000 public and private sector professionals

### **[PREMIER SPONSOR \\$25,000](#) **SOLD OUT****

This limited sponsorship is ideal for a company that wants the highest visibility. Only four companies will have this special opportunity, including introducing one of the five plenary sessions.

In addition to the [Comprehensive Benefits Package](#), this package also includes the following:

- One 10'x10' exhibit space (prominent placement) - **\$3,600 in savings**
- Ten (10) complimentary Summit registrations - **\$6,200 in savings**
- Plenary and Breakout Sessions will feature your company (logo) branded pens and notepads
- 4-Star Upgraded Online Exhibitor/Sponsor Listing
- Opportunity to introduce a plenary session



- Company (logo) featured on all Summit signage
- Company acknowledgement from main stage during the Summit welcome
- Company provided PowerPoint slide that will play prior to the start of the general session
- Opportunity to provide one page (2 sided – full color, 8.5 x 11) handout to be displayed on the Premier Sponsor Literature Rack
- A full-page, four-color ad (you provide the artwork) in the program guide
- A banner ad on the Summit website (provided by sponsor)
- Company (logo) branding on the footer of each page of the program guide



### RECEPTION SPONSOR \$20,000 **SOLD OUT**

Hosted at the close of the first day, the Welcome Reception, that will prominently feature your logo, is a premier opportunity for you to make a dramatic, lasting impression with the Summit attendees, speakers and VIPs.

In addition to the Comprehensive Benefits Package, this package also includes the following:

- One 10'x10' exhibit space (prominent placement) - **\$3,600 in savings**
- Eight (8) complimentary Summit registrations - **\$4,960 in savings**
- 4-Star Upgraded Online Exhibitor/Sponsor Listing
- Company (logo) branded signage prominently displayed during the Welcome Reception
- Napkins featuring your company logo (napkins provided by Summit Co-hosts)
- An acknowledgement of your sponsorship from the main stage to all attendees at the beginning of the Summit
- A full-page, four-color ad (you provide the artwork) in the program guide
- A banner ad on the Summit website (provided by sponsor)

**GENERAL DYNAMICS**

**NORTHROP GRUMMAN**

### MOBILE APP \$15,000 (EXCLUSIVE) **SOLD**

The mobile app keeps attendees connected, engaged and informed. The mobile app, that will prominently feature your logo, provides access to all event details including the exhibitor and sponsor directory, exhibitor listings, exhibit hall map, social media and In addition to the Comprehensive Benefits Package, this package also includes the following:

- 50% off one 10'x10' exhibit space - **\$1,800 in savings**
- Five (5) complimentary Summit registrations - **\$3,100 in savings**
- 3-Star Upgraded Online Exhibitor/Sponsor Listing

**Peraton™**

- Your company logo displayed on the mobile app and event website with a hyperlink to your company website
- A half-page, four-color ad (you provide the artwork) in the program guide

### WEDNESDAY LUNCH SPONSOR \$15,000 (EXCLUSIVE) **SOLD**

Attendees will have an array of food options from which to choose during the Wednesday networking lunch. **Because most attendees gather in the exhibit hall to network and re-energize for their afternoon sessions, this opportunity affords great company exposure.**

In addition to the Comprehensive Benefits Package, this package also includes the following:

- 50% off one 10'x10' exhibit space - **\$1,800 in savings**
- Five (5) complimentary Summit registrations - **\$3,100 in savings**
- 3-Star Upgraded Online Exhibitor/Sponsor Listing
- Company (logo) branded signage prominently displayed during the Wednesday lunch
- Napkins featuring your company logo (napkins provided by Summit Co-hosts)
- A half-page, four-color ad (you provide the artwork) in the program guide
- Exclusive Opportunity to provide corporate giveaways at the lunch (Optional)



### THURSDAY LUNCH SPONSOR \$15,000 (EXCLUSIVE)

Attendees will have an array of food options from which to choose during the Thursday networking lunch. **Because most attendees gather in the exhibit hall to network and re-energize for their afternoon sessions, this opportunity affords great company exposure.**

In addition to the Comprehensive Benefits Package, this package also includes the following:

- 50% off one 10'x10' exhibit space - **\$1,800 in savings**
- Five (5) complimentary Summit registrations - **\$3,100 in savings**
- 3-Star Upgraded Online Exhibitor/Sponsor Listing
- Exclusive Opportunity to provide corporate giveaways at the lunch (Optional)

## **REGISTRATION SPONSOR \$15,000 (EXCLUSIVE) SOLD**

In addition to the [Comprehensive Benefits Package](#), this package also includes the following:

- 50% off one (1) 10'x10' exhibit space - ***\$1,800 in savings***
- Five (5) complimentary Summit registrations - ***\$3,100 in savings***
- 3-Star Upgraded Online Exhibitor/Sponsor Listing
- Company (logo) printed on lanyards (lanyards provided by Summit Co-Hosts).
- Company (logo) featured on attendee email confirmations
- Company (logo) or banner featured in the footer of the Summit registration page
- Company (logo) featured on the splash screens of onsite self-registration kiosks
- Company (logo) prominently featured in the on-site Registration area (graphics provided by sponsor)
- A half-page, four-color ad (you provide the artwork) in the program guide



## **SPEAKERS' LOUNGE SPONSOR \$15,000 (EXCLUSIVE) SOLD**

The exclusive area is the prime location where moderators and speakers may network and re-energize prior to their sessions. Because all speakers and moderators must meet at the Speakers' Lounge, this opportunity affords great company exposure.

In addition to the [Comprehensive Benefits Package](#), this package also includes the following:

- 50% off one (1) 10'x10' exhibit space - ***\$1,800 in savings***
- Five (5) complimentary Summit registrations - ***\$3,100 in savings***
- 3-Star Upgraded Online Exhibitor/Sponsor Listing
- Your company (logo) branded signage at the entry to the Speakers' Lounge
- Napkins featuring your company logo at the Speaker refreshment breaks (Napkins provided by Summit Co-hosts)
- An opportunity to provide limited printed collateral for the Speaker's Lounge
- A half-page, four-color ad (you provide the artwork) in the program guide



### CHARGING STATION SPONSOR \$12,000 (ONE SOLD/ONE AVAILABLE)

This sponsorship provides an excellent opportunity for company recognition. Your company (logo) branded charging station, with seating, will be strategically located outside the exhibit hall.

In addition to the [Comprehensive Benefits Package](#), this package also includes the following:

- 25% off one 10'x10' exhibit space - **\$900 in savings**
- Three (3) complimentary Summit registrations - **\$1,860 in savings**
- 3-Star Upgraded Online Exhibitor/Sponsor Listing
- Company (logo) featured on your charging station



### WEDNESDAY BREAKFAST SPONSOR \$10,000 (EXCLUSIVE) SOLD

Before the Summit begins, attendees will gather for refreshments, including coffee, assorted juices, bottled water, assorted pastries/muffins, yogurt etc. **Because most attendees arrive early, this opportunity affords great company exposure.**

In addition to the [Comprehensive Benefits Package](#), this package also includes the following:

- 15% off one 10'x10' exhibit space - **\$540 in savings**
- Three (3) complimentary Summit registrations - **\$1,860 in savings**
- 2-Star Upgraded Online Exhibitor/Sponsor Listing
- Company (logo) branded signage prominently displayed during the Wednesday breakfast
- Napkins featuring your company logo (napkins provided by Summit Co-hosts)
- A half-page, four-color ad (you provide the artwork) in the program guide
- Exclusive Opportunity to provide corporate giveaways at the breakfast (Optional)



### THURSDAY BREAKFAST SPONSOR \$10,000 (EXCLUSIVE) SOLD

Before the Summit begins, attendees will gather for refreshments, including coffee, assorted juices, bottled water, assorted pastries/muffins, yogurt etc. **Because most attendees arrive early, this opportunity affords great company exposure.**

In addition to the [Comprehensive Benefits Package](#), this package also includes the following:

- 15% off one 10'x10' exhibit space - **\$540 in savings**
- Three (3) complimentary Summit registrations - **\$1,860 in savings**
- 2-Star Upgraded Online Exhibitor/Sponsor Listing



- Company (logo) branded signage prominently displayed during the Thursday breakfast
- Napkins featuring your company logo (napkins provided by Summit Co-hosts)
- A half-page, four-color ad (you provide the artwork) in the program guide
- Exclusive Opportunity to provide corporate giveaways at the breakfast (Optional)

**NEW! ENGAGEMENT THEATER SPONSOR — ON THE EXHIBIT FLOOR: \$10,000 (EXCLUSIVE)**

This sponsorship provides an outstanding opportunity for company recognition — **right on the exhibit floor!** Your company logo will be placed on signage, as well as on a PowerPoint slide, in the Theater. Additionally, you have the opportunity to distribute a handout to attendees prior to the sessions.

Held on the Exhibit Floor, **the room will hold three breakout sessions**, with each session having an expected attendance of **200 – 300 people**.

**Theater Session Topics:**

- Bridging the Intel-Innovation Gap
- Cyber Readiness: Protecting .gov, .mil. and .com
- Improving Acquisition: Proposals and Actions

In addition to the **Comprehensive Benefits Package**, this package also includes the following:

- 15% off one 10'x10' exhibit space - ***\$540 in savings***
- Company acknowledgement from the engagement theater stage during the session welcome
- Three (3) complimentary Summit registrations - ***\$1,860 in savings***
- 2-Star upgraded online exhibitor/sponsor listing
- Your company logo included on the engagement theater PowerPoint static slide
- Opportunity to provide one page (2 sided – full color, 8.5 x 11) handout to be displayed in the engagement theater



## **NEW! BREAKOUT SESSION ROOM SPONSOR - \$8,000 SOLD OUT**

This sponsorship provides an outstanding opportunity for company recognition, with company logo visibility in the room, as well as the opportunity to distribute a handout.

**Each room will hold three breakout sessions!** With each session having an expected attendance of **200 – 300 people**. Choose your preferred location, session listings below:

### **Room 1:**

- National Cybersecurity: Partnership Priorities
- Promoting Effective Domestic Security
- Countering the Cyber Threat to Critical Infrastructure



### **Room 2:**

- Reframing Security for a Digital World
- AI and Machine Learning Implications for Intelligence
- The Role of Intelligence in the Future Threat Environment



In addition to the [Comprehensive Benefits Package](#), this package also includes the following:

- 15% off one 10'x10' exhibit space - **\$540 in savings**
- Company acknowledgement from the breakout room stage during the session welcome
- Two (2) complimentary Summit registrations - **\$1,240 in savings**
- 2-Star upgraded online exhibitor/sponsor listing
- Your company logo included on a specific breakout room PowerPoint static slide
- Your company logo featured on a specific breakout room signage
- Opportunity to provide one page (2 sided – full color, 8.5 x 11) handout to be displayed at a specific breakout room
- A half-page, four-color ad (you provide the artwork) in the program guide

## **HYDRATION STATION SPONSOR \$8,000 (EXCLUSIVE) SOLD**

This sponsorship provides an excellent opportunity for company recognition. Your company will provide branded water bottles for all attendees so they may fill up at the water stations throughout the conference. **The best part is your water bottle will continue to advertise your company long after the Summit is over.**

In addition to the [Comprehensive Benefits Package](#), this package also includes the following:

- 15% off one 10x10' exhibit space - **\$540 in savings**
- Two (2) complimentary Summit registrations - **\$1,240 in savings**
- 2-Star Upgraded Online Exhibitor/Sponsor Listing



- Water bottles will include your logo (water bottles provided by Sponsor Company and approved by Summit Co-Hosts)
- A half-page, four-color ad (you provide the artwork) in the program guide
- Company (logo) branded water covers (provided by Summit Co-hosts)

### TOTE BAG SPONSOR \$7,000 (EXCLUSIVE) **SOLD**

This sponsorship provides an excellent opportunity for company recognition. Your company will provide branded tote bags that will be available to all attendees at registration and throughout the exhibit hall.

In addition to the [Comprehensive Benefits Package](#), this package also includes the following:

- 15% off one 10'x10' exhibit space - **\$540 in savings**
- Two (2) complimentary Summit registrations - **\$1,240 in savings**
- 2-Star Upgraded Online Exhibitor/Sponsor Listing
- Company (logo) branded tote bags displayed throughout the conference (tote bags provided by Sponsor Company and approved by Summit Co-Hosts)
- A half-page, four-color ad (Sponsor provides the artwork) in the program guide



### DIGITAL DISPLAY SPONSOR \$7,000 **SOLD**

This exceptional sponsorship opportunity offers the sponsor to increase brand recognition and visibility. Event digital displays will feature live social media feeds from the Summit and marketing advertisements and commercials for your organization.

In addition to the [Comprehensive Benefits Package](#), this package also includes the following:

- 15% off one 10'x10' exhibit space – **\$540 in savings**
- Two (2) complimentary Summit registrations - **\$1,240 in savings**
- Two (2) ads provided by the sponsor displayed on screen (1080 px wide by 1920 px tall in .jpg or .png format)
- One (1) video ad up to 2 minutes long (.mp4 or .mov up to 100 MB)
- A half-page, four-color ad (you provide the artwork) in the program guide





## REFRESHMENT BREAK SPONSOR \$2,500 (SMALL BUSINESS MEMBERS ONLY)

### **SOLD OUT**

Attendees will gather for refreshments, including coffee, assorted juices, bottled water, assorted pastries/muffins, etc. This opportunity provides **great visibility because of the popularity of the breaks.**

In addition to the [Comprehensive Benefits Package](#), this package also includes the following:

- 25% off one 10'x10' exhibit space - **\$900 in savings**
- Two (2) complimentary Summit registrations - **\$1,240 in savings**
- 2-Star Upgraded Online Exhibitor/Sponsor Listing
- Napkins featuring your company logo (napkins provide by the Summit Co-hosts)
- Company (logo) branded signage prominently displayed during the refreshment breaks
- A quarter-page, four-color ad (you provide the artwork) in the program guide



## GOLD SPONSOR \$7,000 **SOLD OUT**

Expand your company recognition to attendees.

In addition to the [Comprehensive Benefits Package](#), this package also includes the following:

- 15% off one 10'x10' exhibit space – **\$540 in saving**
- Three (3) complimentary Summit registrations - **\$1,785 in savings**
- 2-Star Upgraded Online Exhibitor/Sponsor Listing
- A half-page, four-color ad (you provide the artwork) in the program guide



**SILVER SPONSOR \$5,000 SOLD OUT**

Expand your company recognition to attendees.

In addition to the [Comprehensive Benefits Package](#), this package also includes the following:

- 10% off one 10'x10' exhibit space – ***\$540 in saving***
- One (1) complimentary Summit registrations - ***\$620 in savings***
- 2-Star Upgraded Online Exhibitor/Sponsor Listing
- A quarter-page, four-color ad (you provide the artwork) in the program guide



**These opportunities will sell-out. If you are interested, please act quickly!**

**TO SECURE YOUR SPONSORSHIP OR PATRON OPPORTUNITIES,  
CONTACT:**

**Intelligence & National Security Summit Event Management Team  
c/o SPARGO, Inc.  
888-215-2241 / 703-995-2567  
INSSExhibits@jspargo.com**

# Intelligence & National Security Summit 2017

September 6-7, 2017  
 Walter E. Washington Convention Center  
 Washington, D.C.



**Click Here to Submit Via Email**

### Contact Information

Company Name.....  
 Contact..... Title.....  
 Tel..... Fax.....  
 Email..... Web Site .....

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

### Sponsorships

<input type="checkbox"/>	Premier Sponsor	\$25,000
<input type="checkbox"/>	Reception	\$20,000
<input type="checkbox"/>	Mobile App	\$15,000
<input type="checkbox"/>	Wednesday Lunch	\$15,000
<input type="checkbox"/>	Thursday Lunch	\$15,000
<input type="checkbox"/>	Registration	\$15,000
<input type="checkbox"/>	Speaker's Lounge	\$15,000
<input type="checkbox"/>	Program Guide	\$12,000
<input type="checkbox"/>	Charging Station	\$12,000

<input type="checkbox"/>	Wednesday Breakfast	\$10,000
<input type="checkbox"/>	Thursday Breakfast	\$10,000
<input type="checkbox"/>	Engagement Theater	\$10,000
<input type="checkbox"/>	Breakout Session <b>Room 1</b>	\$8,000
<input type="checkbox"/>	Breakout Session <b>Room 2</b>	\$8,000
<input type="checkbox"/>	Hydration Station	\$8,000
<input type="checkbox"/>	Padfolio	\$8,000
<input type="checkbox"/>	Tote Bag	\$7,000
<input type="checkbox"/>	Digital Display	\$7,000
<input type="checkbox"/>	Gold Level	\$7,000
<input type="checkbox"/>	Silver Level	\$5,000
<input type="checkbox"/>	Refreshment Break *	\$2,500

**Total Cost: \$** \_\_\_\_\_

\*Available to Small Business Members Only

### Payment Information

Initials	Deposit and Payment Schedule
	Through May 9, 2017.....50%
	After May 9, 2017 .....100%

Sponsorships will not be held or confirmed without payment.

### Cancellation Penalties

Cancellation Penalties	Initials
Through November 6, 2016.....0%	
November 7, 2016 through May 9, 2017...50%	
After May 9, 2017.....100%	

**Make checks payable to: AFCEA**

**Email application to:**  
 Email: [exhibitcontracts@spargoinc.com](mailto: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](mailto: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 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.

# Intelligence & National Security Summit Sponsorship Rules

THIS SPONSORSHIP AGREEMENT (the "Agreement"), is entered into by and between the Armed Forces Communications and Electronics Association International (AFCEA), Intelligence and National Security Alliance (INSA) and Sponsoring Company (Sponsor), and shall become a contract upon execution. This Agreement shall confirm the details of Sponsor's sponsorship of the Intelligence & National Security Summit (Event) being held September 6-7, 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. SPONSORSHIP

1. AFCEA/INSA 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/INSA 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/INSA 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/INSA agrees to provide Sponsor services as outlined in the Official Sponsorship Prospectus. Remaining balance of Sponsorship Fee is to be paid 60 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/INSA shall determine an assessment covering the resale of sponsorship, prior services performed, and other damages related to cancellation, according to the following schedule:

Through November 6, 2016, 0% of total sponsorship fee  
November 7, 2016 through May 9, 2017, 50% of total sponsorship fee.

After May 9, 2017, 100% of total sponsorship fee.

AFCEA/INSA must receive written notification of the cancellation by registered or certified mail. Date cancellation notice is received by AFCEA/INSA will determine above assessment charges. In the event of either a full or partial cancellation of space by a sponsor, AFCEA/INSA 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 In the event that the Intelligence & National Security Summit is cancelled in its entirety for any reason, including due to circumstances beyond AFCEA/INSA control, by the Summit Hosts then the liability of the Summit Hosts shall be limited to a refund of all fees paid to Summit Hosts by Exhibitor. Cancellation or substitution of a particular session or program at the Intelligence & National Security Summit will not be deemed a cancellation hereunder.

## 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/INSA. Any such arrangements must be made in writing and included with this Agreement. Remaining balance of Sponsorship 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.