



TechNet Augusta 2014

Achieving Force 2025 Through Signals and Cyber

September 9–11, 2014 | Augusta Marriott at the Convention Center | Augusta, GA

Corporate Opportunities

Website: www.tnaugustaexhibits.com



The Premier Event for Military Command, Control and Communications

Strategically placed in Augusta, the home of Fort Gordon, this event will focus on empowering our armed forces with training and education aimed at ensuring soldiers, leaders and civilians have the necessary tools to implement network operations in the operational force and to better facilitate mission command.

Showcase your products and services to key decision-makers from the Army, Marine Corps, DoD, Navy, Air Force and Coast Guard.

Hosted by AFCEA International

AFCEA International, established in 1946, is a non-profit organization serving its members by providing a forum for the ethical exchange of information, and dedicated to increasing knowledge through the exploration of issues relevant to its members in information technology, communications and electronics for the defense, homeland security and intelligence communities.

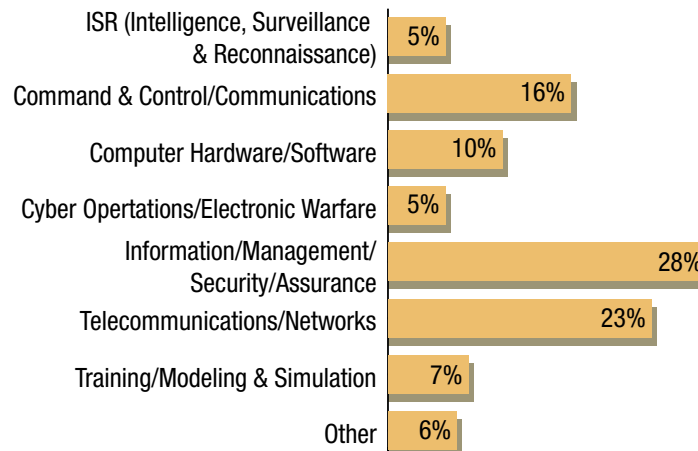


Why Exhibit & Sponsor

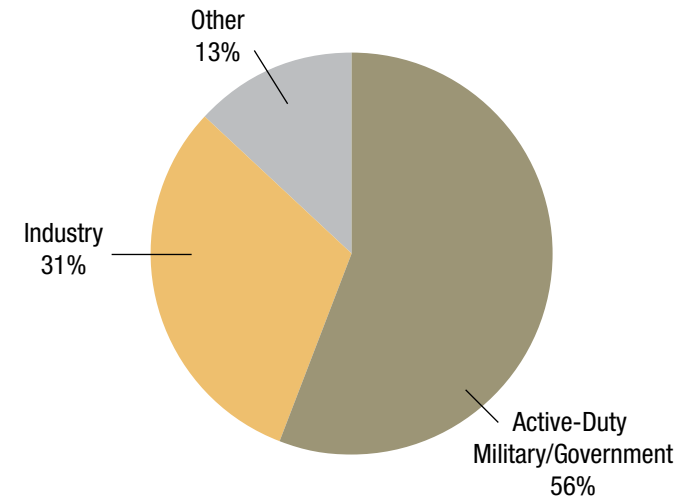


TechNet Augusta provides a forum for key military professionals from the Army and Marine Corps, as well as DoD, Navy, Air Force, and Coast Guard, to discuss issues and share ideas. More than 2,000 attendees are expected to be at the 2014 event in Augusta.

2013 Attendee Specialty



2013 Registrants



Who Should Exhibit and Sponsor?

Attendees are looking for products, services and solutions in the following areas:

- NetOps Capabilities
- Secure Solutions
- Portfolio Management
- Wireless Technology
- Collaboration/Web Portal
- VOIP Security Solutions
- Global Positioning Systems
- Network Integration
- Radar Systems
- Rugged Computers
- Satellite Systems
- Intelligence Gathering Systems
- Electronic Warfare Equipment
- Enterprise Data Center Solutions
- Battlefield Radio Frequency (RF) Systems
- And More!

How to Exhibit



Exhibit Space Rates:

Booths inside the Expo Hall

AFCEA Corporate Member	\$3,400 per 10x10
Non-Member	\$3,900 per 10x10
Small Business	\$2,900 per 10x10
Military/ Government Rate	\$2,500 per 10x10

Tabletops outside of the Expo Hall

AFCEA Corporate Member Rate . . .	\$2,500 per table top
Non-Member	\$2,900 per table top
Small Business	\$2,200 per table top

Exhibitor Demo/Meeting Suites are available.

Please click here for an application and rates.

Outdoor exhibit space is available.

Please click here for an application and rates.

All booths receive:

- 1 full conference registration per 10x10 booth
- Unlimited exhibit hall only booth personnel badges
- Pipe and Drape
- 7"x44" booth ID sign
- Listing in the show website
- General exhibit hall security

**Small business and military/government exhibitors will receive a booth package.*

Key Contacts:

EXHIBIT/SPONSOR/ PATRON SALES

(How to exhibit; Cost of exhibit space; Reserve exhibit space; Change exhibit space; Contact change; Cancel exhibit space)

J. Spargo & Associates, Inc.
703-631-6200

Companies A - L
Paul DoCarmo
Paul.docarmo@jspargo.com

Companies M - Z
Connie Shaw
Connie.shaw@jspargo.com

EXPOSITION MANAGEMENT

(Booth height restrictions; Exhibit space related questions; Booth set-up & tear down hours;

Exhibitor Service Manual related questions; How and where to order services)

J. Spargo & Associates, Inc.
Arina Kravets, CEM, CMP
703-631-6200
arina.kravets@jspargo.com

REGISTRATION/HOUSING

(Booth personnel and attendee registration/badges; Badge allotments; Make changes to existing registrations; Registration inclusions/benefits; Hotel reservations)

Customer Service
J. Spargo & Associates, Inc.
703-449-6418
tnaugusta@jspargo.com

The exhibit hall will be open September 9-11. The exhibit hours are still under development.



Stand Out in the Crowd

If branding, lead generation and market visibility are important to your organization, the marketing and sponsorship opportunities available at TechNet Augusta 2014 are exactly what you need.

Patron and Sponsor Program

BE VISIBLE – GET INVOLVED – WIN BUSINESS

Investment	Platinum	Gold	Silver	Small Business
AFCEA Corporate Member	\$10,000	\$7,500	\$3,500	\$1,500
Non-Member	\$11,500	\$8,800	\$4,250	N/A
Pre-Event Marketing				
Company logo & link on event website	●	●	●	●
Banner ad & link on event website	●	●		
Name/logo 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 sessions	●			
Company logo featured in PowerPoint presentation at general sessions	●	●	●	●
Company recognition from podium at opening session	●			
Branding on signage	●	●	●	●
Customer, Executive and Team Experiences				
Speaker and Sponsor Networking Reception tickets	4	3	2	2
Full Conference registrations	2	1	1	1
VIP breakfast tickets	2	1	1	1
Reserved seating/recognition at one lunch for one senior corporate representative	1			
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 Center”	●	●		



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– \$10,000 Non-Member– \$11,500

Pre-Event Marketing

- Company logo on event website with hyperlink to corporate homepage
- Banner ad on event website – with hyperlink 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 Marketing

- 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 Reception – 4 tickets
- Conference registrations – 2 full conference registrations
- VIP breakfast with senior military, government and industry – 2 tickets
- Reserved seating for and recognition of one senior corporate representative at one of the luncheons

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 distribution on event website

Post-Event Marketing

- White paper or report in AFCEA “Knowledge Center”

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– \$7,500 Non-Member– \$8,800

Pre-Event Marketing

- Company logo on event website with hyperlink to corporate homepage
- Banner ad on event website – with hyperlink to corporate homepage
- Company name on attendee updates/promotional emails
- 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 Marketing

- 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 Reception – 3 tickets
- Conference registrations – 1 full conference registration
- VIP breakfast with senior military, government and industry – 1 ticket

Thought Leadership

- White paper or report distribution on event website
- Post-Event Marketing White paper or report in AFCEA “Knowledge Center”

Silver Patron

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 updates/promotional emails
- Upgraded Online Listing to “2-Star” level (\$300 value) – including 50 word description, 1 product (logo & description), 2 press releases

On-Site

- 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 Reception – 2 tickets
- Conference registrations – 1 full conference registration
- VIP breakfast with senior military, government and industry – 1 ticket

Small Business Sponsor

NOTE: Company must have a valid AFCEA Membership at the time of the event and must be registered as a Small Business in the SBA CCR database to qualify.

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

On-Site

- 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 Reception – 2 tickets
- Conference registrations – 1 full conference registration
- VIP breakfast with senior military, government and industry – 1 ticket



Additional Sponsorship Opportunities

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

Lunches – \$10,000

(1 sold/1 available)

Includes PLATINUM Benefits PLUS

- 5 tickets for corporate representatives to the lunch
- 1 ticket for senior corporate representative at the Speaker's table
- Senior representative will be introduced
- Sponsor banner in the lunch area
- Opportunity to provide giveaways at the lunch (optional)

Official Mobile App – \$10,000

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. This exciting opportunity will get you in front of thousands of TechNet Augusta 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 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>*

Lunch on the Exhibit Floor – \$7,500

Includes GOLD Benefits PLUS

- Sponsor signs throughout the exhibit area where lunch is being served
- Company logo on signs/napkins on all lunch stations
- Opportunity to provide giveaways at the lunch (optional)



Technology Reception – \$7,500

Includes GOLD Benefits PLUS

- Sponsor signs throughout the reception area
- Company logo on signs/napkins on all reception stations
- Opportunity to provide giveaways at the reception(optional)

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 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>

Registration – \$5,000

This sponsorship ensures your company will be seen as all attendees go through registration! Prime visibility both online and at the event!

- Company logo on event website with hyperlink to corporate homepage
- Company name on attendee updates/promotional emails
- 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
- VIP breakfast with senior military, government and industry – 1 ticket

Lanyards – \$5,000

(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
- 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 Totebags – \$5,000

(plus cost of totebags – approximately 1,500 totebags)

- 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
- 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

Attendees will put your Cyber Café on their GPS; they'll spend a lot of time with you and your sales and marketing team.

- 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
- 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
- VIP breakfast with senior military, government and industry – 1 ticket

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

Morning Coffee Breaks – \$3,500 each

(1 sold/2 available)

Sponsor benefits per break:

- Company logo on event website with hyperlink to corporate homepage
- Company name on attendee updates/promotional emails
- Company logo featured in PowerPoint presentation at general sessions
- Company logo on signs/napkins on all break stations
- Speaker and Sponsor Reception – 2 tickets
- Conference Registration – 1 full conference registration

Engagement Theatre Support – \$3,000

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 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

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 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

(1 sold/1 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