

The NDIA logo is positioned in the top right corner of the page. The background of the entire page is a digital-themed collage featuring a green military truck in the foreground, a fighter jet in flight above it, and a large, complex structure resembling a radar or sensor array in the background. The scene is overlaid with a grid of glowing blue and purple lines, and faint binary code (0s and 1s) is scattered throughout the upper portion of the image.

NDIA

27TH ANNUAL SYSTEMS & MISSION ENGINEERING CONFERENCE

Digital Transformation across the lifecycle for Mission Success

Sponsorship & Tabletop Opportunities

October 28 – 31, 2024 | Norfolk, VA | [NDIA.org/SME](https://ndia.org/SME)

Gain exposure and stay ahead of your competition! Taking advantage of sponsorship opportunities is a great way to increase your visibility and promote your product or service.

Premier

\$20,000
Exclusive

Benefits

- Six (6) complimentary registrations
- Unique tabletop space in prime location, includes 2 chairs
- Company logo and link on event website and on signage
- Company logo with company description (200 words) included in the conference mobile app
- Verbal recognition by NDIA during the opening general session
- Company logo on attendee badges
- Company logo on registration confirmation email receipt sent to all attendees
- Lanyards co-branded with NDIA and company logo distributed at registration
- Opportunity for company to provide giveaway or promotional items placed at registration counters*

**NDIA to approve giveaway or promotional item prior to conference, deadlines apply*

Reception

\$11,000
Exclusive

Tuesday Networking
Reception on October 29

Benefits

- Four (4) complimentary registrations
- Company logo and link on event website
- Company logo with company description (200 words) included in the conference mobile app
- Company logo on promotional signage at the event and the Tuesday Networking Reception
- Company logo on table tent signs to be placed on reception tables
- Option for sponsor to provide promotional item to be displayed on reception tables
- Verbal recognition by NDIA during the opening general session

Elite

\$7,000 Each
One SOLD to RTX

One remaining available

Benefits

- Three (3) complimentary registrations
- Company logo and link on event website
- Company logo with company description (200 words) included in the conference mobile app
- Company logo on promotional signage at the event
- Verbal recognition by NDIA during the opening general session

Wi-Fi

\$6,000
Exclusive

Benefits

- Four (4) complimentary registrations
- Company logo and link on event website
- Company logo with company description (200 words) included in the conference mobile app
- Company logo on promotional signage at event
- Company name or logo included wherever conference Wi-Fi details are mentioned

Mobile App

\$6,000
Exclusive

Benefits

- Two (2) complimentary registration
- Company logo and link on event website
- Company name or logo included wherever Mobile App detailed are mentioned
- Company logo with company description (200 words) included in the conference mobile app
- Mobile app banner ad hyperlinked to company URL
- Company logo on promotional signage at event
- Verbal recognition by NDIA during the opening general session

Lunch

\$5,000 Each

Available to two
sponsors (Tues or Wed)

Benefits

- Two (2) complimentary registrations
- Company logo and link on event website
- Company logo with company description (200 words) included in the conference mobile app
- Company logo on promotional signage at selected lunch
- Company logo on table tent signs to be placed on lunch tables during selected lunch
- Option for sponsor to provide promotional item to be placed on tables during select lunch days

Breakfast

\$4,000 Each

Available to two
sponsors (Tues or Wed)

Benefits

- One (1) complimentary registration
- Company logo and link on event website
- Company logo with company description (200 words) included in the conference mobile app
- Company logo on promotional signage at the selected breakfast
- Company logo on napkins provided during breakfast
- Option for sponsor to provide promotional item or coffee sleeves

Break**\$3,000 Each**Available to two
sponsors (Wed or Thur)**Benefits**

- One (1) complimentary registration
- Company logo and link on event website
- Company logo with company description (200 words) included in the conference mobile app
- Company logo on promotional signage at breaks during selected day and time
- Company logo on napkins provided during break
- Option for sponsor to provide promotional item to be placed on tables at breaks during selected day

Patriot**\$1,500 Each**

Small Business Only

Benefits

- One (1) complimentary registration
- Company logo and link on event website
- Company logo included in the conference mobile app

Sponsorship Contact**Allison H. Carpenter, CEM**Senior Director, Exhibits & Sponsorships
ahcarpenter@NDIA.org | (703) 247-2573

Tabletop Opportunities

SPACE IS LIMITED! SECURE YOUR SPOT TODAY!

Cost to Display

- \$2,500 – NDIA Corporate Member rate
- \$2,800 – NDIA Non-Corporate Member rate

What's Included:

- One (1) 6-foot table
- One (1) chair
- One (1) complimentary registration
- One (1) discounted additional tabletop personnel rate
- Company name, logo, and 100-word description

Display Requirements

All tabletop displays must be made of the simple tabletop/pop-up style standards. Space per pop-up display shall not exceed 10 feet wide by 6 feet deep. Space per tabletop display shall not exceed 6 feet wide. Minimal hardware is to be utilized; computer systems for demonstrations are allowed. No formal decorating company is to be involved. Companies must bring their own displays and plan to do their own set-up. A standard 2.5 feet by 6 feet draped folding table and chair will be provided for each display space. No other props or set-ups (pipe & drape, plants, etc.) are to be utilized.

If you would like to display or have any questions, please contact Allison H. Carpenter ahcarpenter@ndia.org. There will be no refunds issued for display cancellations. NDIA will need the contract, company logo, and description by **Friday, September 20, 2024**.

Set-up, Display Hours, and Breakdown

Monday, October 28, 2024

Tabletop display set-up begins at 1pm and must be completed by 5:00 pm

Tuesday, October 29, 2024

Tabletop displays must be manned and open during breakfast, AM break, lunch, PM break, and reception

Wednesday, October 30, 2024

Tabletop displays must be manned and open during breakfast, AM break, lunch, and PM break

Thursday, October 31, 2024

Tabletop displays manned and open during breakfast and AM break

NOTE: There will not be security provided for the tabletops. Do not leave valuables unattended.

Space will be pre-assigned and is awarded on a first-come, first-served basis. To secure your display space, a completed form must be returned, payment must be received in full, and NDIA must receive your company logo plus a 100-word company description by Friday, September 20, 2024.

Sponsorship & Tabletop Contact

Allison H. Carpenter, CEM

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