

## 2025 Pacific Operational Science & Technology (POST) Conference



# Sponsored Retargeting

1

An industry executive and potential customer visits the website.



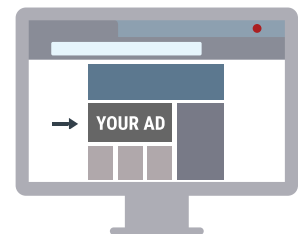
2

The campaign is activated, and viewers are now “cooked” to allow for your brand’s ads to be displayed on other sites.



3

Your ads are served to potential customers on thousands of websites they visit in their normal online daily browsing.



# NDIA

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# Ad Retargeting

**Maximize visibility and increase ROI with digital ad retargeting.**

Retargeting uses cookies to track registered visitors and serves ads to these audiences on other websites.



**Build your brand, create awareness, and increase conversions by retargeting** on the display network and Facebook to reach qualified audiences wherever they go online.



**Reach the audience** who is raising their hands as potential customers — visitors and event attendees.



**Discover quantifiable ROI** from your campaign through real-time ad stats and your custom advertiser dashboard.



**Engage with customers and new prospects** leading up to, during, and after the event with custom retargeting campaigns.

March 3 – 6, 2025 | Honolulu, HI | Hawaii Convention Center | [NDIA.org/Events](https://ndia.org/events)



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## Choose Your Reach

Package	# of Impressions	Price	Initial Your Desired Package
Premium Impression	100,000	\$10,000	
Ultimate Impression	75,000	\$8,000	
Bold Impression	50,000	\$6,500	
Post ETI Impressions	25,000	\$5,000	

### Ad Specs

- JPG or GIF static images only (no Flash .SWF files)
- Files must be under 20mbs

### Ad Sizes

- 728 x 90 Pixels
- 300 x 250 Pixels
- 160 x 600 Pixels
- 180 x 150 Pixels

COMPANY NAME: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE / PROVINCE: \_\_\_\_\_ ZIP/POST CODE: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

INVOICE CONTACT (IF DIFFERENT THAN SIGNOR): \_\_\_\_\_

SIGNATURE X \_\_\_\_\_ DATE: \_\_\_\_\_

By signing above, Advertiser gives consent to ads being used for retargeting campaigns on their behalf. Advertiser indemnifies Feathr and their respective associates/partners/contractors/employees against any losses or liabilities that could arise from this advertising. Advertiser also authorizes the fees to be paid by their company as outlined above.