

2025 Pacific Operational Science & Technology (POST) Conference



Sponsored Retargeting

1

An industry executive and potential customer visits the website.



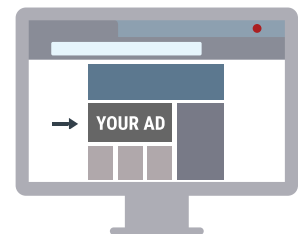
2

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 – 7, 2025 | Honolulu, HI | Hawaii Convention Center | NDIA.org/POST



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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	
Postliminary POST 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.