

CO-HOSTED BY



SEPTEMBER 4 - 5, 2018

Gaylord National Resort & Convention Center
National Harbor, MD



#intelligence2018

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@INSAlliance

[AFCEA Intelligence](#) and [INSA](#) present the 2018 [Intelligence and National Security Summit](#) being held September 4-5, 2018 in a new location at the Gaylord Hotel & Convention Center, National Harbor, MD.

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!



Interested in learning more about the Summit **Classified Event** Sponsorship Opportunities? [View the brochure here](#) or [contact us](#).

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 a slide 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 corporate homepage
- Company logo featured in the program guide
- Company logo featured in promotional emails that are received by over 30,000 public and private sector professionals
- Company logo featured on Summit signage
- Sponsor indication on name badges

PREMIER SPONSOR \$25,000 (4 AVAILABLE)

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 plenary sessions. Includes [Platinum Sponsorship](#) at the Summit Classified Event on Sept. 12.

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

- One exhibit kiosk (prominent placement) - **\$3,700 in savings**
- Ten (10) complimentary Summit registrations - **\$6,200 in savings**
- One (1) Reserved VIP Table at the Tuesday Keynote Lunch
- Opportunity to introduce a plenary session (assigned first come, first served, based on availability)
- Plenary and Breakout Sessions will feature your company (logo) branded pens and notepads
- 4-Star Upgraded Online Exhibitor/Sponsor Listing
- Company (logo) featured on all Summit signage
- Company acknowledgement from main stage during the Summit welcome
- Company provided PowerPoint slide featured in slide presentation played prior to 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 (1 AVAILABLE)

Hosted at the close of the first day, the reception, will prominently feature your logo and includes the opportunity to create a cocktail that incorporates your brand into the drink name. This is a premier opportunity for you to make a dramatic, lasting impression with the Summit attendees, speakers and VIPs. Includes [Platinum Sponsorship](#) at the Summit Classified Event on Sept. 12.

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

- One exhibit kiosk (prominent placement) - ***\$3,700 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 Reception
- Napkins featuring your company logo (napkins provided by Summit Co-hosts)
- Create cocktail that incorporates your brand into the drink name (created/named by sponsor, approved 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)

HEADSHOT LOUNGE \$20,000 (EXCLUSIVE)

The Headshot Lounge offers attendees the opportunity to have a professional portrait taken by a photographer free of charge while they are at the Summit! As the sponsor of this popular area, attendees will have you to thank for being able to walk away from the show with a new headshot for their professional use! Your company logo will be prominently displayed at the lounge and each attendee will receive an electronic copy of the headshot via an email with your customized message. Includes [Platinum Sponsorship](#) at the Summit Classified Event on Sept. 12.

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

- One exhibit kiosk (prominent placement) - ***\$3,700 in savings***
- Eight (8) complimentary Summit registrations - ***\$4,960 in savings***
- 4-Star Upgraded Online Exhibitor/Sponsor Listing
- Headshot Lounge will be open for 4 hours on Tuesday and 4 hours on Wednesday (exact hours TBD)
- Headshot Lounge hours along with sponsor recognition (logo) will be included in an email to pre-registered attendees
- Company (logo) branded signage prominently displayed in Lounge
- Photo selection and transmission will be done via tablets. Company logo will be included on tablet “logo slide” to be displayed when the tablets are not being used
- Attendees will receive their portraits via email with a link to download. Company logo will be included in the email and sponsor may provide a customized message (100 words or less)
- A full-page, four-color ad (you provide the artwork) in the program guide
- A banner ad on the Summit website (provided by sponsor)

RECHARGE/REFRESH LOUNGE \$20,000 (EXCLUSIVE)

The Recharge/Refresh lounge provides attendees the chance to rest and recharge while surrounded by your branding. The Lounge will feature comfortable seating with branded pillows, electrical outlets with charging cables for attendees

to charge their personal devices, signage with company logo and a literature rack for a sponsor provided handout. Beverages (water and soda) will be provided. Includes [Platinum Sponsorship](#) at the Summit Classified Event on Sept. 12.

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

- One exhibit kiosk (prominent placement) - ***-\$3,700 in savings***
- Eight (8) complimentary Summit registrations - ***-\$4,960 in savings***
- 4-Star Upgraded Online Exhibitor/Sponsor Listing
- Company (logo) branded signage prominently displayed in Lounge
- Company logo printed on four (4) branded pillows (pillows provided by Summit Co-hosts)
- Napkins featuring your company logo (napkins provided by Summit Co-hosts)
- Opportunity to provide one-page (2 sided – full color, 8 x 11) handout displayed on the Lounge 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)

KEYNOTE LUNCH SPONSOR - TUESDAY \$20,000 (SOLD OUT)

Sponsoring the keynote lunch provides a special level of recognition including introducing the lunch keynote speaker. Includes [Platinum Sponsorship](#) at the Summit Classified Event on Sept. 12.



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

- One exhibit kiosk (prominent placement) - ***-\$3,700 in savings***
- Eight (8) complimentary Summit registrations - ***-\$4,960 in savings***
- One (1) Reserved, Prime VIP Table at the Keynote Lunch
- Opportunity to introduce the Keynote Lunch Speaker
- 4-Star Upgraded Online Exhibitor/Sponsor Listing
- Company (logo) branded signage prominently displayed during the Keynote Lunch
- Company acknowledgement from the stage during the lunch
- A full-page, four-color ad (you provide the artwork) in the program guide
- A banner ad on the Summit website (provided by sponsor)
- Exclusive Opportunity to provide corporate giveaways at the lunch (Optional)

WEDNESDAY LUNCH SPONSOR \$15,000 (EXCLUSIVE)

Attendees will gather for lunch in the exhibit area to network and reenergize 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 exhibit kiosk - ***-\$1,850 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)

REGISTRATION SPONSOR \$15,000 (SOLD OUT)

Everybody goes through the registration process, both in advance and onsite. Increase your visibility by sponsoring the registration area.



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

- 50% off one exhibit kiosk - ***-\$1,850 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 (logo provided by sponsor)
- A half-page, four-color ad (you provide the artwork) in the program guide

MOBILE APP SPONSOR \$15,000 (SOLD OUT)

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.



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

- 50% off one exhibit kiosk - ***-\$1,850 in savings***
- Five (5) complimentary Summit registrations - ***-\$3,100 in savings***
- 3-Star Upgraded Online Exhibitor/Sponsor Listing
- Mobile App signage, with your company logo, displayed throughout the event space
- Mobile App advertisement, with your company logo, in the event program guide
- 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

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

This exclusive area is the prime location where moderators and speakers may network and reenergize 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 exhibit kiosk - ***-\$1,850 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 in the Speakers' Lounge 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

PROGRAM GUIDE SPONSOR \$15,000 (EXCLUSIVE)

Each attendee will receive an official Summit program guide at registration. Many attendees retain the program for future reference because of the information they contain.

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

- 50% off one exhibit kiosk - ***-\$1,850 in savings***
- Five (5) complimentary Summit registrations - ***-\$3,100 in savings***
- 3-Star Upgraded Online Exhibitor/Sponsor Listing
- Company (logo) featured on the program cover stating the program guide has been provided compliments of your company
- A full-page, four-color ad (you provide the artwork) in the program guide

WEDNESDAY BREAKFAST SPONSOR \$12,000 (SOLD OUT)

Before the Summit begins, attendees will gather for refreshments, including coffee, assorted juices, bottled water, assorted pastries/muffins, 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:

- 25% off one exhibit kiosk - ***-\$925 in savings***
- Three (3) complimentary Summit registrations - ***-\$1,860 in savings***
- 3-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)

REFRESHMENT BREAK SPONSOR \$10,000 (2 AVAILABLE)

Attendees will gather for refreshments, including coffee, assorted juices, bottled water, assorted sodas, 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:

- 15% off one exhibit kiosk - ***-\$555 in savings***
- Two (2) complimentary Summit registrations - ***-\$1,240 in savings***
- 2-Star Upgraded Online Exhibitor/Sponsor Listing
- Napkins featuring your company logo (napkins provided by the Summit Co-hosts)
- Company (logo) branded signage prominently displayed during the refreshment break
- A half-page, four-color ad (you provide the artwork) in the program guide
- Exclusive Opportunity to provide corporate giveaways at the break (Optional)

HYDRATION STATION SPONSOR \$10,000 (EXCLUSIVE)

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 exhibit kiosk - ***-\$555 in savings***
- Two (2) complimentary Summit registrations - ***-\$1,240 in savings***
- 2-Star Upgraded Online Exhibitor/Sponsor Listing
- Water bottles placed at water stations throughout the event (water bottles provided by Sponsor 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 \$10,000 (EXCLUSIVE)

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 area. The best part is your tote bag 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 exhibit kiosk - ***-\$555 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 and approved by Summit Co-Hosts)
- A half-page, four-color ad (you provide the artwork) in the program guide

VIDEO WALL SPONSOR \$9,000 (SOLD OUT)

This sponsorship opportunity offers exceptional brand recognition and visibility. The event video wall will broadcast the plenary sessions and will also feature advertisements for your organization (advertisements will rotate with other video wall sponsors) including live social media feeds from the Summit, and marketing advertisements.



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

- 15% off one exhibit kiosk - ***\$555 in savings***
- Two (2) complimentary Summit registrations - ***\$1,240 in savings***
- 2-Star upgraded online exhibitor/sponsor listing
- Two (2) ads provided by the sponsor displayed on the video wall screen. Advertisements must in Landscape Orientation (Horizontal). 1980 x 1080 px. jpg or png format
- One (1) video ad up to 2 minutes long provided by the sponsor. Video must in Landscape Orientation (Horizontal). 1980 x 1080 px. MP4 format. Maximum video size 15 MB. The video can include sound.
- A half-page, four-color ad (you provide the artwork) in the program guide

BREAKOUT SESSION ROOM SPONSOR \$8,000 (3 AVAILABLE)

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: TBD

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

- 15% off one exhibit kiosk - ***\$555 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

BRONZE SPONSOR \$2,500 (SMALL BUSINESS CORPORATE MEMBERS ONLY) (5 AVAILABLE)

Expand your company recognition to attendees.

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

- 10% off one exhibit kiosk - ***\$370 in savings***
- One (1) complimentary Summit registration - ***\$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, CONTACT:

Intelligence & National Security Summit Event Management Team

c/o SPARGO, Inc.

888-215-2241 / 703-995-2567

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