



NDIA
AT THE HEART
OF THE MISSION

2021 FUTURE FORCE CAPABILITIES CONFERENCE & EXHIBITION

Armaments, Robotics, Munitions, and EOD

Sponsorship &
Advertising Opportunities

October 18 – 21 | Columbus, GA | [NDIA.org/FutureForce21](https://www.ndia.org/FutureForce21)

SPONSORSHIP OPPORTUNITIES

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.

Have questions or an idea that is not listed below?

Contact **Sarah O’Hanley** at sohanley@NDIA.org or (703) 247-9460.

PREMIER

SOLD TO GEISSELE AUTOMATICS

- Four (4) complimentary full conference registrations
- Sponsor literature or promotional item to be made available to attendees during general session
- Sponsor logo on notepads and pens, which will be distributed at opening general session
- Sponsor description (350 words) included in conference program
- Recognition of sponsor on walk-in slide for general session
- Podium recognition by NDIA during opening general session
- Sponsor logo and URL on event website
- Sponsor logo included in conference program or mobile app
- Sponsor logo on promotional signage at event
- Sponsor logo included in eBlast prior to event

LIVE FIRE DEMONSTRATION

SOLD TO KGM TECHNOLOGIES

- Fees waived to participate in the Live Fire Demonstration
- Opportunity to provide promotional giveaway to demonstration attendees
- Opportunity to play a video/commercial during the bus trip to demonstration site
- Recognition of sponsor on walk-in slide for general session
- Sponsor logo on napkins distributed at lunch on demo day
- Sponsor logo and URL on event website
- Sponsor logo included in conference program or mobile app
- Sponsor logo on promotional signage at event
- Sponsor logo included in eBlast prior to event

MONDAY RECEPTION

(OFFSITE AT THE NATIONAL INFANTRY MUSEUM)

SOLD TO NORTHROP GRUMMAN

- One (1) complimentary full conference registration
- Opportunity to distribute promotional item (e.g. logo-branded cocktail glasses)
- Opportunity to play a video/commercial during the bus trip to offsite Reception
- Sponsor logo on table tent signs to be placed on tables at Monday Reception
- Sponsor logo on cocktail napkins to be distributed at Monday Reception
- Recognition of sponsor on walk-in slide for General Session
- Sponsor logo and URL on event website
- Sponsor logo in conference program or mobile app
- Sponsor logo on promotional signage at event and during Monday Reception
- Sponsor logo included in eBlast prior to event

TUESDAY RECEPTION

SOLD TO GENERAL DYNAMICS – OTS

- One (1) complimentary full conference registration
- Opportunity to distribute promotional item (e.g. logo-branded cocktail glasses)
- Sponsor logo on table tent signs to be placed on tables at Tuesday Reception
- Sponsor logo on cocktail napkins to be distributed at Tuesday Reception
- Recognition of sponsor on walk-in slide for general session
- Sponsor logo and URL on event website
- Sponsor logo included in conference program or mobile app
- Sponsor logo on promotional signage during Tuesday Reception
- Sponsor logo included in eBlast prior to event

REGISTRATION & LANYARD

SOLD TO QINETIQ NORTH AMERICA

- One (1) complimentary full conference registration
- Sponsor logo on lanyards to be distributed at Registration*
- Recognition of sponsor on walk-in slide for general session
- Sponsor logo on “Thank You to Our Sponsor” banner on registration website
- Sponsor banner with company logo on registration confirmation (email) receipt sent to all attendees
- Sponsor logo and URL on event website
- Sponsor logo included in conference program or mobile app
- Sponsor logo on promotional signage at event
- Sponsor logo included in eBlast prior to event

**Sponsor is responsible for the production and timely delivery of the lanyards; otherwise, they can be provided by NDIA at an additional cost.*

ELITE

SOLD TO SIERRA NEVADA CORPORATION

- Three (3) complimentary full conference registrations
- One (1) half-page color sponsor advertisement included in conference program
- Sponsor description (200 words) included in conference program
- Podium recognition by NDIA during opening general session
- Recognition of sponsor on walk-in slide for general session
- Sponsor logo and URL on event website
- Sponsor logo included in conference program or mobile app
- Sponsor logo on promotional signage at event
- Sponsor logo included in eBlast prior to event

MOBILE APP

\$6,000

- One (1) complimentary full conference registration
- Exclusive promotion within the mobile app and everywhere the app is mentioned
- Podium recognition by NDIA during opening general session
- Recognition of sponsor on walk-in slide for general session
- Sponsor logo and URL on event website
- Sponsor logo on promotional signage at event
- Sponsor logo in eBlast prior to event

REGISTRATION BAG

\$5,500

- One (1) complimentary full conference registration
- Sponsor promotional insert distributed in bags to be distributed at Registration*
- Recognition of sponsor on walk-in slide for general session
- Sponsor logo and URL on event website
- Sponsor logo included in conference program or mobile app
- Sponsor logo on promotional signage at event
- Sponsor logo included in eBlast prior to event

**Sponsor is responsible for the production and timely delivery of the registration bags; otherwise, they can be provided by NDIA at an additional cost.*

LUNCH

\$5,000 EACH

Wednesday Available, Tuesday Sold to Glock, Inc

- Two (2) complimentary full conference registrations
- Sponsor logo on napkins to be distributed during selected Lunch (NDIA to provide napkins)
- Verbal recognition of sponsor prior to general session breaking for selected Lunch
- Recognition of sponsor on walk-in slide for general session
- Sponsor logo and URL on event website
- Sponsor logo included in conference program or mobile app
- Sponsor logo on promotional signage during selected Lunch
- Sponsor logo included in eBlast prior to event

NETWORKING BREAK

\$4,500 EACH

Select one: Tuesday or Wednesday (includes both morning and afternoon breaks)

- One complimentary full conference registration
- Sponsor logo on napkins to be distributed during breaks (NDIA to provide napkins)
- Option to distribute promotional item (e.g. logo-branded mints)
- Recognition of sponsor on walk-in slide for general session
- Sponsor logo and URL on event website
- Sponsor logo included in conference program or mobile app
- Sponsor logo on promotional signage during breaks

DIGITAL RETARGETING CAMPAIGN

\$4,500

- One (1) complimentary full conference registration
- Sponsor graphics submitted to NDIA for approval with preferred URL's
- Reach 8,000 impressions in under three (3) weeks

Limited Opportunities Available

BREAKFAST

\$3,000 EACH

Select one: Tuesday or Wednesday

- One (1) complimentary full conference registration
- Sponsor logo on napkins to be distributed during selected Breakfast (NDIA to provide napkins)
- Sponsor logo on coffee cup sleeves, which will be distributed onsite during selected Breakfast*
- Recognition of sponsor on walk-in slide for general session
- Sponsor logo and URL on event website
- Sponsor logo included in conference program or mobile app
- Sponsor logo on promotional signage at selected Breakfast

**Sponsor is responsible for the production and timely delivery of the coffee cup sleeves; otherwise, they can be provided by NDIA at an additional cost.*

WIFI

SOLD TO PACSCI EMC

- One (1) complimentary full conference registration
- Sponsor’s choice of landing page and WiFi password
- Sponsor logo and WiFi access instructions within conference program or mobile app
- Sponsor logo and URL on event website
- Podium recognition by NDIA during opening general session
- Recognition of sponsor on walk-in slide for general session
- Sponsor logo on promotional signage at event
- Sponsor logo in eBlast prior to event

FEATURED SPONSOR EMAIL

\$2,000

Limited opportunities available. Must be a current Exhibitor or Sponsor to qualify.

- Company description (500 characters) to promote your products or services to be included in two (2) NDIA email distributions to all pre-registered conference attendees (email dates TBD)*
- Company logo hyperlinked to preferred URL in the two (2) emails

**Competing and/or conflicting event promotions are not allowed.*

PATRIOT

\$1,500

Multiple opportunities available. Must be a Small Business to qualify, One Sold to Reactive Metals International Inc.

- One (1) complimentary full conference registration
- Recognition of sponsor on walk-in slide for general session
- Sponsor logo and URL on event website
- Sponsor logo included in conference program or mobile app

SPONSORSHIP CONTACT

Sarah O’Hanley, CEM

Manager, Exhibits & Sponsorships

sohanley@NDIA.org

(703) 247-9460

ADVERTISING OPPORTUNITIES

CONFERENCE PROGRAM

Don't miss out on an opportunity to secure exclusive digital advertising space in our Future Force Capabilities Conference & Exhibition program!

Gain company exposure by advertising in our forum program. With an ad in one of our event guides, you will be reaching a highly targeted audience of fellow attendees while maximizing your organization's presence.

Full-Page	\$1,000	(Limited to 2)
1/2-Page Horizontal	\$750	(Limited to 2)
1/4-Page Horizontal	\$500	(Limited to 4)

Advertising specifications can be found [here](#).

NATIONAL DEFENSE MAGAZINE

Advertise in NDIA's award-winning *National Defense Magazine* and further maximize your brand's exposure among defense and national security professionals. In addition to its 51,427 BPA-audited (December 2020 statement) subscribers, *National Defense* is reaching more readers than ever before now that it's available at hundreds of Barnes & Noble and Books-A-Million locations across the country—which means that the advertisements in each issue are reaching more potential customers than ever before.

Advertise in *National Defense* and reach a distinct target audience composed of the decision-makers and thought leaders from within the defense marketplace. From the broad industry perspective down to your niche market, National Defense positions your business for success.

For further information regarding available advertising opportunities and rates, please see our media kit at NationalDefenseMagazine.org/Media-Kit

ADVERTISING CONTACTS

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