Leveraging Your AFCEA Corporate Membership as a Small Business

Source Book Listing

Business Development

Extensive Chapter Network

Networking

Exhibit Discounts

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Leveraging Your AFCEA Corporate Membership

Presented by

Diane Dellen
Manager, Corporate Member Programs

Tammy Goehring
Manager, Small Business Programs

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Leveraging Your AFCEA Corporate Membership

Overview

- AFCEA International – What is it?
- How AFCEA Corporate Membership can help your Small Business
  - Corporate Associates and the AFCEA Chapter Network
  - AFCEA Events - Exhibit Discounts and Target Markets
  - Corporate Capabilities Listing in the SIGNAL Sourcebook
  - AFCEA International Contacts

www.afcea.org
AFCEA International is a non-profit membership association serving the military, government, industry, and academia as an ethical forum for advancing professional knowledge and relationships in the fields of communications, information technology, intelligence, and global security.
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AFCEA provides an ethical forum to promote the exchange of technical knowledge via:

• AFCEA Chapter Activities
• Events
• Publications
• Educational Foundation
• Professional Development Courses

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AFCEA Membership

32,000 individual members

1,700 corporate members

Small Business makes up about 70% of the total number of AFCEA corporate members

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Composition of AFCEA Corporate Members by Company Size
(Number of Employees Working in the Government Sector)

- Under 10: 28%
- 10 - 49: 39%
- 50 - 500: 20%
- Over 500: 10%
- 8A Any Size: 3%

Membership Data as of 1/31/2009

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AFCEA Chapter Network

145 chapters and sub chapters in 34 countries

- 88 in the U.S.
- 39 in Europe
- 9 in the Pacific Rim
- 3 in Canada
- 1 in Central America
- 1 in South America
- 1 in the Caribbean
- 1 in Kuwait
- 1 in Afghanistan
- 1 in Iraq

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Sample AFCEA Events

- WEST (with USNI)
- TechNet Asia-Pacific
- TechNet Europe
- TechNet Tampa
- MILCOM
- LandWarNet
- Homeland Security
- Intelligence Symposia
- DISA Customer Partnership Conference
- Joint Warfighting Conference (with USNI)
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AFCEA Publications

Signal Magazine

- International Journal (print AND digital)
- Annual Source Book
- Source Book Online
- SIGNAL “Connections” e-newsletter

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Educational Foundation
- Scholarships
- Fellowships
- Awards
- Graduate Schools
- Service Academies
- ROTC Programs
- High Schools
- Local Science Fairs – Elementary/Secondary levels

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Professional Development Courses

- Classified and Unclassified Courses
  - Government
  - Military
  - Industry
- Communications/Intelligence
- Information Systems

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How can AFCEA Corporate Membership benefit your organization?

AFCEA Corporate Membership can help your organization to

• **Gain visibility** in the international C4, Intelligence and IT communities as well as at local AFCEA chapter events, and

• **Build relationships** and exchange information with government and industry decision makers

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AFCEA corporate membership offers these benefits

• Corporate Associate Members
• Exhibit Space Discounts at AFCEA conferences and
• A Corporate Capabilities Listing on the AFCEA website, which is also published in the January issue of Signal magazine, also known as the Source Book, distributed to all 32,000 AFCEA members

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Corporate Associates help your organization to create and develop important business relationships via the extensive network of AFCEA chapters.

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## Leveraging Your AFCEA Corporate Membership

## Corporate Membership Categories

<table>
<thead>
<tr>
<th>Membership Category</th>
<th>Company Size</th>
<th>Associate Members</th>
<th>Joining Fee/Renewal Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sustaining</td>
<td>Can be any Size</td>
<td>35</td>
<td>$4,800/$3,864</td>
</tr>
<tr>
<td>Large</td>
<td>Over 500 Employees</td>
<td>25</td>
<td>$2,400/$1,932</td>
</tr>
<tr>
<td>Medium</td>
<td>50-500 Employees</td>
<td>15</td>
<td>$1,300/$1,035</td>
</tr>
<tr>
<td>Small</td>
<td>10-49 Employees</td>
<td>10</td>
<td>$750/$525</td>
</tr>
<tr>
<td>Consulting</td>
<td>Under 10 Employees</td>
<td>3</td>
<td>$350/$275</td>
</tr>
<tr>
<td>Disadvantaged 8A Business</td>
<td>Can be any Size</td>
<td>10</td>
<td>$350/One year only</td>
</tr>
</tbody>
</table>

[www.afcea.org](http://www.afcea.org)
Leveraging Your AFCEA Corporate Membership

Take steps to maximize the effectiveness of your corporate associates

- Designate a membership point of contact within your organization who understands the role of maintaining your organization's member roster and Source Book capability statement (Updates can be made online in the AFCEA Member Portal at: https://www.afcea.org/portal/)

- Make sure that you use all of your allocated associate memberships

- Associate members can be affiliated with one or a combination of chapters depending upon your internal structure, business development strategy and business contact locations

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Leveraging Your AFCEA Corporate Membership

- Individuals can be added and deleted from the roster and chapter affiliations can be changed at any time to fit your organization’s needs.

- Make sure to have these representatives in chapters where your current clients and partners and where your prospective clients and partners are located.

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Get to know the AFCEA network of chapters

- Most chapters have their own websites which are linked to AFCEA International website at: http://www.afcea.org/membership/chapters/

- Visit chapter websites for information on chapter activities and local constituencies who participate in these events
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Invest in chapter events by volunteering your time and sponsorship to help facilitate these events
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Events and Exhibits

- Take advantage of exhibit space discounts at the AFCEA conferences that match your target market

- Check the AFCEA website Events page at: http://www.afcea.org/events/
# Sample Exhibit Discounts

<table>
<thead>
<tr>
<th>Conference</th>
<th>Month</th>
<th>Corporate Member Discount per 10’x10’ booth</th>
<th>Conference Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia Pacific</td>
<td>November</td>
<td>$300</td>
<td>Pacific Joint Command</td>
</tr>
<tr>
<td>Biometrics</td>
<td>September</td>
<td>$200</td>
<td>NSA and NIST</td>
</tr>
<tr>
<td>DISA</td>
<td>April</td>
<td>$600</td>
<td>Defense Information Systems Agency</td>
</tr>
<tr>
<td>Homeland Security</td>
<td>February</td>
<td>$1,000</td>
<td>Homeland Security</td>
</tr>
<tr>
<td>Joint Warfighting</td>
<td>June</td>
<td>$200</td>
<td>Joint Forces Command</td>
</tr>
<tr>
<td>LandWarNet</td>
<td>August</td>
<td>$400</td>
<td>Army</td>
</tr>
<tr>
<td>MILCOM</td>
<td>October</td>
<td>$400</td>
<td>Military Communication</td>
</tr>
<tr>
<td>Tampa</td>
<td>March</td>
<td>$300</td>
<td>Special Operations, Central Command and Southern Command</td>
</tr>
<tr>
<td>West</td>
<td>February</td>
<td>$300</td>
<td>Navy, SPAWAR, some Marine Corps</td>
</tr>
</tbody>
</table>

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Small Business members also benefit from

- Dedicated Small Business Sponsorships
- Small Business Program Tracks
- Targeted Networking at Chapter & Int’l events
- Low Cost Membership tied to your growth
- Small Business Web site: www.afcea.org/smallbusiness
- Small Business Distribution List (monthly announcements)

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Corporate Capabilities Listing

- Take immediate advantage of free advertising for your company by posting your company’s capabilities listing online.

- This listing can be updated at any time and is published every January in SIGNAL Magazine, which is distributed to our 32,000 AFCEA government, military and industry members.

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Your Source Book listing

- Visibility for Partnering/Teaming
- Publicly accessible 24/7
- Includes space for past performance, GSA Schedules, Contract Vehicles and NAICS codes
- Entries are keyword searchable with multiple fields
- Online access - you control the update directly and you can refresh information anytime

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SIGNAL Source Book Update Demonstration

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Source Book Search

Search the Source Book

- Use the fields below to specify the criteria by which you would like to search the database
- Use any single field or a combination any fields to narrow your search
- CLICK HERE to see a list of AFCEA Corporate Members

[Search form with fields for Company Name, City, State/Province, Country, Discipline, Small Business Status, and Keywords]

Search | Clear Fields

AFCEA International 4400 Fair Lakes Court Fairfax, Virginia 22033
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Disciplines

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Small Business Status

Search the Source Book

- Use the fields below to specify the criteria by which you would like to search the database
- Use any single field or a combination any fields to narrow your search
- CLICK HERE to see a list of AFCEA Corporate Members

Company Name
City
State/Province
Country
Discipline
Small Business Status
Keywords

(enter one or more keywords separated with space)

Not Small Business (255)
Small Business (Self-certified) (352)
Small Disadvantaged Business (SBA-cert) (91)
8A Firms (SBA-certified) (94)
HUB Zone (SBA-certified) (30)
Minority Owned (69)
Native American Owned (11)
Veteran Owned (110)
Service Disabled Veteran Owned (22)
Woman Owned (103)

AFCEA International 4400 Fair Lakes Court Fairfax, Virginia 22033
Editorial 703-631-6192 * Advertising 703-631-6181 * Email * Customer Service

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Portal Log-on

Welcome Members Friday, January 30, 2009

Logon

Enter your Member ID and Password to login.
Member ID: [Field]
Password: [Field]
Login

Public Message

This is a Members Only area of the AFCEA website. Log into your membership record to access great member services and benefits. If you are not a member of AFCEA but would like to become one, click here.

Individual Members, Subscribers, and Corporate Associates:

- Member ID – your membership/subscriber number can be found on your membership card, SIGNAL Magazine mailing label, or can be sent to you by clicking here.
- Password – use your last name unless you have previously accessed your record and changed the password. Forgot Your Password?

Corporate POCs:

- Member POCs use your individual corporate associate 8 digit membership ID number and your last name as your Password, unless you have previously accessed your record and changed the password.
- Non-member POCs, please call the AFCEA Service Center, number listed below, to obtain your Member ID. Password is your last name.

Please take the opportunity to change your password during your first visit to ensure continued security of your personal information.

If you do not know your member number, please contact the AFCEA Service Center for assistance at 800-336-4683, extension 6158, in the US, or 703-631-6158 from outside the US. You can also reach us by Email. Our service representatives will be happy to assist you once they have verified your membership status.

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Corporate POC Tools

- Expand
  "Corporate POC Tools"

- Choose
  "SIGNAL Source Book"

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Source Book Update

Choose
“Click Here to Update Source Book Write-up”

View Source Book
Source Book Write-up Preview
Below is a preview of your Source Book Write-up. Please review your write-up and use the action buttons below. The last day to update and submit your write-up for the January 2010 print directory is October 10, 2009.

We encourage all new AFCEA corporate members to submit their photograph and logo along with their writeup for inclusion in one monthly issue of SIGNAL. However, only the photographs and logos of AFCEA SUSTAINING Corporate Members will appear in the online Source Book and in the January print Source Book.

Image Upload Guideline
Image file type should be either JPG or GIF (TIF is not supported).
Images should be 300 dpi.
Head shots should be 250 x 300 pixels (or dots) in size.
Logos at their maximum width should be 600 pixels wide.

DPI (dots per inch) - The measure of resolution for images used to determine their size. Measured in the number of dots (or pixels) in a square inch.

Click Here to Approve Source Book Write-up
Click Here For Printable View
Click Here to Update Source Book Write-up
Update Discipline Topics

Browse... Upload Logo
Browse... Upload Picture

Back to Member Lookup

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The “Business Focus” field has a limit of 75 words.

The “Products/Services” and “Clients” fields have limits of 25 words each.
Fill-in fields with all pertinent company information.

Highlight all differentiators for your company, products, and services.

All terms are keyword searchable.
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Source Book Edit (view 2)

Be creative with these three fields to make your company stand out.

Showcase your Awards & Certifications, GSA Schedules, Contract Vehicles, Additional Locations, Clearances, NAICs Codes, etc.

For AFCEA Contacts who wish to use two titles, AFCEA Contact and a job title, please include both titles in the same "Contact Title" field below, e.g. Vice President, Sales and AFCEA Contact.
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Choosing Discipline Topics

You can choose up to five “Discipline Topics”. Each one is searchable. Focus on your core capabilities. Remember, you can include topics you can’t fit here in your write-up.

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Choosing Small Business Status

SB Status Categories were previously part of the “Disciplines”.

2009 format includes all SB socio-economic indicators without taking space from capabilities.

SB status is not the lead-in but additional information.
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- Use AFCEA Headquarters as a resource for information about events, chapter focus, networking, business development and marketing opportunities
- Feel free to call on us for help and information

Diane Dellen  
Manager, Corporate Member Programs  
ddellen@afcea.org  
703.631.6150

Tammy Goehring  
Manager, Small Business Programs  
tgoehring@afcea.org  
703.631.6119

Sean McGowan  
Manager, Member and Chapter Programs  
smcgowan@afcea.org  
703.631.6242

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