



AFCEA CLASSIFIED CYBERFORUM

JUNE 7, 2018 • VENCORE CONFERENCE CENTER, CHANTILLY, VA • (CLASSIFIED EVENT – SECRET NOFORN)

Protecting the Homeland in a Cyber Domain: The substantial threats sophisticated adversaries pose to government and industry computer networks and data require the U.S. government to leverage private sector resources and capabilities. Developing and implementing actionable intelligence collection and sharing protocols to improve national and economic security are a crucial step. During this third annual, one-day classified event, experts will explore the challenges and highlight where public-private sector cooperation is most needed. The classified program for this event is the result of collaboration among the AFCEA Cyber, Intelligence, and Homeland Security Committees.

Sponsor AFCEA Intelligence Events and Expand Your Reach into the Intelligence Community!

SPONSOR MULTIPLE EVENTS AND RECEIVE A DISCOUNT! *

Two events: 10%

Three events: 15%

Four events: one opportunity is **FREE!**

Additional opportunities available for the [Spring Intelligence Symposium](#) and the [AFCEA Intelligence Industry Days](#)!

* Offer does not apply to the Intelligence and National Security Summit or other AFCEA Headquarters events.

All applications must be submitted together in order to receive the discount. The discount will be applied to the total cost of all opportunities selected.

CLASSIFIED CYBER FORUM PATRON PROGRAM

	Platinum	Gold	Silver	Small Business**
Investment				
AFCEA Corporate Member	\$7,500	\$5,000	\$2,500	\$2,000
Non-Member	\$9,000	\$6,000	\$3,000	N/A
Pre-Event Marketing				
Company logo on event website with link to corporate homepage	•	•	•	•
Company name on promotional emails that are sent to over 15,000 potential attendees	•	•	•	•
On-Site Marketing				
Company logo featured in slide presentation that attendees will see before the event begins and during breaks	•	•	•	•
Company logo listed on signage	•	•	•	•
Company logo listed in the program guide	•	•	•	•
Company provided PowerPoint slide featured in slide presentation and viewed before event begins and during breaks.	•			
Advertisement (four-color) (company provided) in program guide	1 page	½ page		
Customer, Executive and Team Experiences				
Opportunity to highlight your company's support of the Intelligence Community	•	•	•	•
Discount availability on additional sponsored items	10% discount	5% discount		
Complimentary registrations (clearance needed to attend; SECRET-NOFORN)	4	2	1	1
Sponsor Indication on name badges	•	•	•	•

**SMALL BUSINESS LEVEL – COMPANY MUST BE A CURRENT AFCEA CORPORATE MEMBER IN GOOD STANDING AT THE TIME OF THE EVENT WITH 49 OR LESS EMPLOYEES TO QUALIFY FOR THIS RATE.

ADDITIONAL PATRON OPPORTUNITIES

Comprehensive Benefits Package

Each Patron package below has its own unique benefits, but they all start with the **Comprehensive Benefits Package**:

- Company logo featured in slide presentation that attendees will see before the event begins and during breaks.
- Company logo on event website with a link to corporate homepage.
- Company name on promotional emails that are sent to over 15,000 potential attendees.
- Company logo listed in the program guide.
- Company logo listed on signage.
- Sponsor Indication on name badges.

CREATE YOUR OWN STARBUCKS “BUSINESS CARD” GIFT CARD

AFCEA CORPORATE MEMBER **\$12,000** / NON-MEMBER **\$13,800**

Leave a lasting impression and put your brand and contact information on a Starbucks gift card that will be given to attendees at registration.

This package includes the following benefits:

- **Comprehensive Benefits Package**
- Starbucks gift cards will be co-branded with your logo and contact information and will be distributed to attendees at registration.
- Company provided PowerPoint slide that will be included in a slide presentation that attendees will see before the event and during breaks.
- Full-page, four-color ad (you provide the artwork) in the program guide.
- Three complimentary attendee registrations (clearance needed to attend; SECRET-NOFORN).

LUNCH

AFCEA CORPORATE MEMBER **\$9,000** / NON-MEMBER **\$10,300**

This is your opportunity to sponsor each attendee's lunch and showcase your company by creating an advertisement that will be printed on hundreds of placemats used throughout the eating areas!

This package includes the following benefits:

- **Comprehensive Benefits Package**
- Create special placemats with your company's advertisement (you provide the artwork) used throughout the lunch eating areas customized for your company.
- Exclusive opportunity to provide corporate giveaways at lunch (giveaway requires preapproval by AFCEA due to security restrictions).
- Full-page, four-color ad (you provide the artwork) in the program guide.
- Two complimentary attendee registrations (clearance needed to attend; SECRET-NOFORN).

SWAG BAG *(three available)*

AFCEA CORPORATE MEMBER \$8,000 / NON-MEMBER \$9,200

Who doesn't like swag? Along with other sponsors (total of 3) put your brand on the official tote bag that attendees pick up at registration and carry throughout the event. See your brand in virtually the entire conference center and when attendees use it back home.

This package includes the following benefits:

- **Comprehensive Benefits Package**
- Tote bags will include your logo (along with other swag bag sponsors; total of 3) and will be distributed to attendees at registration. (Tote bags provided by AFCEA)
- Opportunity to provide a corporate giveaway and/or brochure that will be included in each bag (giveaway requires preapproval by AFCEA due to security restrictions).
- Full-page, four-color ad (you provide the artwork) in the program guide.
- Two complimentary attendee registrations (clearance needed to attend; SECRET-NOFORN).

WATER BOTTLE

AFCEA CORPORATE MEMBER \$8,000 / NON-MEMBER \$9,200

Be the exclusive water bottle sponsor by putting your logo in the hands of every attendee. The best part is your water bottle will continue to advertise your brand long after the event.

This package includes the following benefits:

- **Comprehensive Benefits Package**
- Water bottles (high quality) will include your logo and will be distributed to attendees at registration. (Water bottles provided by AFCEA).
- Full-page, four-color ad (you provide the artwork) in the program guide.
- Two complimentary attendee registrations (clearance needed to attend; SECRET-NOFORN).

NAME BADGE

AFCEA CORPORATE MEMBER \$8,000 / NON-MEMBER \$9,200

Brand every speaker and attendee name badge with your logo, along with the AFCEA logo, in full color.

This package includes the following benefits:

- **Comprehensive Benefits Package**
- Every name badge will display your logo, along with the AFCEA logo, in full color. On the back of the badge you may list your company's contact information.
- Full-page, four-color ad (you provide the artwork) in the program guide.
- Two complimentary attendee registrations (clearance needed to attend; SECRET-NOFORN).

PROGRAM GUIDE

AFCEA CORPORATE MEMBER \$6,000 / NON-MEMBER \$7,000

The front cover of every attendee program guide branded with your logo. A GREAT way to stand out from the competition at the event!

This package includes the following benefits:

- **Comprehensive Benefits Package**
- Your company logo on the cover of the Program Guide.
- Full-page, four-color ad placed on the inside front cover (you provide the artwork) in the program guide.
- One complimentary attendee registration (clearance needed to attend; SECRET-NOFORN).

REGISTRATION PACKET

AFCEA CORPORATE MEMBER \$6,000 / NON-MEMBER \$7,000

Brand every speaker and attendee registration packet with your advertisement.

This package includes the following benefits:

- **Comprehensive Benefits Package**
- Design attendee & speaker registration packets; to include an advertisement and/or logo to be printed on the front of each packet (you provide the artwork).
- Half-page, four-color ad (you provide the artwork) in the program guide.
- One complimentary attendee registration (clearance needed to attend; SECRET-NOFORN).

LANYARD

AFCEA CORPORATE MEMBER \$6,000 / NON-MEMBER \$7,000

One of the most “visible” sponsorships available! Every attendee needs a badge – and every badge needs a lanyard!

This package includes the following benefits:

- **Comprehensive Benefits Package**
- Lanyards printed with your company logo. (Lanyards provided by AFCEA).
- Half-page, four-color ad (you provide the artwork) in the program guide.
- One complimentary attendee registration (clearance needed to attend; SECRET-NOFORN).

BREAKFAST

AFCEA CORPORATE MEMBER \$5,000 / NON-MEMBER \$5,800

A great way to spotlight your company – with food! Because most attendees arrive early, this opportunity affords great company exposure.

This package includes the following benefits:

- **Comprehensive Benefits Package**
- Signage at the breakfast and napkins on the refreshment tables featuring your company logo.
- Half-page, four-color ad (you provide the artwork) in the program guide.
- One complimentary attendee registration (clearance needed to attend; SECRET-NOFORN).

REFRESHMENT BREAK

AFCEA CORPORATE MEMBER **\$5,000** / NON-MEMBER **\$5,800**

A great way to spotlight your company – with food! This opportunity provides great visibility because of the popularity of the breaks. This package includes the following benefits:

- **Comprehensive Benefits Package**
- Signage at the break and napkins on the refreshment tables featuring your company logo.
- Half-page, four-color ad (you provide the artwork) in the program guide.
- One complimentary attendee registration (clearance needed to attend; SECRET-NOFORN).

EMAIL BLAST “Sponsor Highlight” *(two available)*

AFCEA CORPORATE MEMBER **\$2,500** / NON-MEMBER **\$3,000**

Email blast, sent to over 15,000 potential attendees, is a great way to get your company name out there!

This package includes the following benefits:

- **Comprehensive Benefits Package**
- Email blast will include your company logo and 2-3 sentences about your company in the “Sponsor Highlight” section of one of our event promotional emails. Deadlines apply, based on marketing schedule.

Interested in an opportunity you don't see here?
Let us customize a package for you!

To secure your patron support or for any questions, contact:

Wendy Moore

Associate Director, Sales

AFCEA Event Management Team

c/o SPARGO, Inc.

888-215-2241 / 703-995-2567

Wendy.Moore@spargoinc.com

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