



# AFCEA BELVOIR INDUSTRY DAYS

MARCH 21-22, 2019 | GAYLORD NATIONAL HARBOR

## Federal Business Council Sponsorship Contract

9800 Patuxent Woods Drive Suite H, Columbia, MD 21046 | (800) 878-2940 | Fax (301) 206-2950

This constitutes an agreement between FBC and \_\_\_\_\_ (to be referred to as Sponsor) to sponsor the following item(s) listed below at the given cost(s).

### PACKAGE SPONSORSHIP OPPORTUNITIES

#### ~~PLATINUM SPONSORSHIP – \$10,500.00~~ (Sold Out) Iron Bow Technologies | GD IT | FCN

Pre-Event Marketing	Onsite Marketing	Inclusions
<ul style="list-style-type: none"> <li>Banner logo on the main page of event website as the Platinum Sponsorship</li> <li>Logo under the Sponsor tab of the event conference website</li> <li>Logo and 100-word description in the mobile app</li> <li><b>NEW – Customized social media promotional graphics</b></li> <li><b>NEW – Access to press list two weeks prior to conference (includes name, title, company)</b></li> <li><b>NEW- Access to attendee demographics two weeks prior to conference (includes company name and titles only *does not include attendee names or personnel information)</b></li> </ul>	<ul style="list-style-type: none"> <li>Full page ad in the conference program</li> <li>Platinum Sponsor Signage</li> <li>Prime Visibility with a rotating banner in the mobile app</li> <li>Logo on the Entrance Unit to the Exhibit Hall</li> <li><b>NEW – 2 Lead Retrieval Licenses</b></li> <li><b>NEW – Logo on the Digital Sign leading into the Breakout Rooms</b></li> </ul>	<ul style="list-style-type: none"> <li><b>NEW - Premium 10x20 booth space with 1 high top table and 2 chairs for meetings</b></li> <li>A total of 8 exhibitor rep passes</li> <li>5 Tickets to the VIP Reception</li> <li>Charger Station – Station with your company logo</li> <li><b>NEW – 30 Minute Town Hall Speaking Session in the Exhibit Hall</b></li> </ul>

#### ~~GOLD SPONSORSHIP – \$8,500.00~~ (Sold Out)– Quest | WildFlower | CACI | DSA | IXIA | AT&T

Pre-Event Marketing	Onsite Marketing	Inclusions
<ul style="list-style-type: none"> <li>Shared Banner Ad on the main page of event website as the Gold Sponsor</li> <li>Logo under the Sponsor tab of the event website</li> <li>Logo and 100-word description in the mobile app</li> <li><b>NEW – Customized social media promotional graphics</b></li> <li><b>NEW – Access to press list two weeks prior to conference</b></li> </ul>	<ul style="list-style-type: none"> <li>Half page ad in the conference program</li> <li>Gold Sponsor Signage</li> <li>Logo on the Entrance Unit to the Exhibit Hall</li> <li><b>NEW – 2 Lead Retrieval Licenses</b></li> <li><b>NEW – Logo on the Digital Sign leading into the Breakout Rooms</b></li> </ul>	<ul style="list-style-type: none"> <li>Premium 10x10 booth space</li> <li>A total of 6 exhibitor rep passes</li> <li>4 Tickets to the VIP Reception</li> <li><b>NEW – 30 Minute Town Hall Speaking Session in the Exhibit Hall</b></li> </ul>

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## PACKAGE SPONSORSHIP OPPORTUNITIES Continued

SILVER SPONSORSHIP - \$6,500.00 (9 AVAILABLE) 6 Sold – **NetCentrics | Avaya | Palo Alto | Phacil | Authentic8 | Akima**

Pre-Event Marketing	Onsite Marketing	Inclusions
<ul style="list-style-type: none"> <li>Shared Banner Ad on the main page of event website as the Silver Sponsor</li> <li>Logo under the Sponsor tab of the event website</li> <li>Logo and 100-word description in the mobile app</li> </ul>	<ul style="list-style-type: none"> <li>Quarter page ad in the conference program</li> <li>Silver Sponsor Signage</li> <li>Logo on the Entrance Unit to the Exhibit Hall</li> <li><b>NEW – One shared mobile application push notification promoting the exhibit hall</b></li> <li><b>New – 2 Lead Retrieval Licenses</b></li> </ul>	<ul style="list-style-type: none"> <li>Premium 10x10 booth space</li> <li>A total of 3 exhibitor rep passes</li> <li>2 Tickets to the VIP Reception</li> </ul>

## RECEPTION SPONSORSHIP OPPORTUNITY

EXHIBIT HALL WELCOME RECEPTION SPONSORSHIP - \$6,500.00 (4 AVAILABLE) 1 Sold – **Amazon Web Services**

Pre-Event Marketing	Onsite Marketing	Inclusions
<ul style="list-style-type: none"> <li>Shared Banner Ad on the main page of event website as the Reception Sponsor</li> <li>Logo under the Sponsor tab of the event website</li> <li>Logo and 100-word description in the mobile app</li> </ul>	<ul style="list-style-type: none"> <li>Half page ad in the conference program</li> <li>Reception Sponsor Signage</li> <li><b>NEW – One mobile application push notification promoting the exhibit hall and Welcome Reception</b></li> <li><b>NEW – Logo on cocktail napkins</b></li> <li><b>NEW – Logo on a dessert item</b></li> </ul>	<ul style="list-style-type: none"> <li>Standard 10x10 booth space</li> <li>A total of 3 exhibitor rep passes</li> <li>2 Tickets to the VIP Reception</li> <li><b>NEW – Drink Coupons for the Welcome Reception in the Exhibit Hall (This is NOT for the VIP Reception)</b></li> </ul>

## MOBILE APP SPONSORSHIPS

Event Mobile App Sponsorship - \$8,500.00 (Exclusive)

Pre-Event Marketing	Onsite Marketing	Inclusions
<ul style="list-style-type: none"> <li>Logo under the Sponsor tab of the event website</li> <li>Logo and 100-word description in the mobile app</li> <li><b>NEW – Access to press list two weeks prior to conference (includes name, title, company)</b></li> <li><b>NEW- Access to attendee company list two weeks prior to conference (includes company name and titles)</b></li> </ul>	<ul style="list-style-type: none"> <li>1 Banner Advertisement</li> <li>5 Push Notifications</li> <li><b>NEW – logo'd icon with customized company information</b></li> </ul>	<ul style="list-style-type: none"> <li><b>NEW Standard 10x10 booth space</b></li> <li><b>NEW A total of 2 exhibitor rep passes</b></li> <li><b>NEW 1 Ticket to the VIP Reception</b></li> </ul>

## ITEM & BRANDING SPONSORSHIPS

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\*Please note, the Item & Branding sponsorship opportunities do **not** include exhibit space. **All item logos are required by Monday, February 25, 2019.**

## NEW - GENERAL SESSION WIFI SPONSORSHIP – \$7,500.00 (EXCLUSIVE)

Provide wi-fi for all attendees in the General Session.

Pre-Event Marketing	Onsite Marketing
<ul style="list-style-type: none"> <li>• Logo under the Sponsor tab of the event website</li> <li>• Logo and 100-word description in the mobile app</li> <li>• Recognition in the conference exhibit guide</li> </ul>	<ul style="list-style-type: none"> <li>• Selection of Wi-Fi password (make it your company name)</li> <li>• Inclusion on event sponsorship signs</li> <li>• Two Charging Stations outside of the General Session with Company logo</li> </ul>

## ~~LANYARD SPONSORSHIP – \$5,500.00 (Limited to 2)~~ **SOLD SMS Data Products**

Receive high-level visibility at the AFCEA Belvoir Industry Days event through the exclusive lanyard sponsorship! Lanyards are distributed to each attendee and exhibitor at registration and your logo will be prominently featured. The Federal Business Council will order and bring the lanyard to the conference.

Pre-Event Marketing	Onsite Marketing
<ul style="list-style-type: none"> <li>• Logo under the Sponsor tab of the event website</li> <li>• Logo and 100-word description in the mobile app</li> <li>• <b>NEW - Recognition in the conference exhibit guide</b></li> </ul>	<ul style="list-style-type: none"> <li>• Company Logo on all attendee lanyards</li> <li>• <b>NEW – Inclusion on event sponsorship signs</b></li> </ul>

## NOTEBOOK & PEN SPONSORSHIP - \$10,000 (Exclusive for All Attendees) or \$3,500 (4 AVAILABLE – limited to 250 notebooks/pens)

Padfolios and pens will be handed out to each attendee at registration. The Federal Business Council will order and bring the padfolios and pens to the conference.

Pre-Event Marketing	Onsite Marketing
<ul style="list-style-type: none"> <li>• Logo under the Sponsor tab of the event website</li> <li>• Logo and 100-word description in the mobile app</li> <li>• <b>NEW - Recognition in the conference exhibit guide</b></li> </ul>	<ul style="list-style-type: none"> <li>• Company Logo on notebooks</li> <li>• Company Logo on pens</li> <li>• <b>NEW – Inclusion on event sponsorship signs</b></li> </ul>

## CONFERENCE BAG SPONSORSHIP - \$5,000.00 (2 AVAILABLE) 1 Sold – Array IT

Bags will be handed out to each attendee at registration. All literature for the bags needs to be shipped to the Federal Business Council no later than **2 weeks prior to event**. The Federal Business Council will order and bring the bags to the conference.

Pre-Event Marketing	Onsite Marketing
<ul style="list-style-type: none"> <li>• Logo under the Sponsor tab of the event website</li> <li>• Logo and 100-word description in the mobile app</li> <li>• <b>NEW - Recognition in the conference exhibit guide</b></li> </ul>	<ul style="list-style-type: none"> <li>• Company Logo on conference bags</li> <li>• Company literature placed in the conference bag</li> <li>• <b>NEW – Inclusion on event sponsorship signs</b></li> </ul>

## CONFERENCE TUMBLER - \$7,000 (Limited to 2)

Pre-Event Marketing	Onsite Marketing
<ul style="list-style-type: none"> <li>• Logo under the Sponsor tab of the event website</li> <li>• Logo and 100-word description in the mobile app</li> <li>• <b>NEW - Recognition in the conference exhibit guide</b></li> </ul>	<ul style="list-style-type: none"> <li>• Company Logo on tumbler distributed to conference attendees</li> <li>• <b>NEW – Inclusion on event sponsorship signs</b></li> </ul>

## NON-EXHIBITING SPONSORSHIPS

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## LUNCH SPONSORSHIP– Thursday, March 21, 2019 - \$5,000.00 (3 AVAILABLE) 2 Sold – GDIT | Software AG

Pre-Event Marketing	Onsite Marketing	Inclusions
<ul style="list-style-type: none"> <li>• Logo under the Sponsor tab of the event website</li> <li>• Logo and 100-word description in the mobile app</li> </ul>	<ul style="list-style-type: none"> <li>• Quarter page ad in the conference program</li> <li>• Lunch Sponsor Signage</li> <li>• <b>NEW – One mobile application push notification promoting the exhibit hall</b></li> </ul>	<ul style="list-style-type: none"> <li>• A total of 2 Conference Attendee Pass</li> <li>• Lunch for conference attendees</li> <li>• <b>NEW – Company name included in the thank you by the Keynote Speaker</b></li> <li>• <b>NEW – Company Logo on podium during lunch keynote</b></li> <li>• <b>NEW – Reserved table at luncheon</b></li> <li>• <b>NEW – Logo on tent cards at dining tables</b></li> </ul>

## LUNCH SPONSORSHIP – Friday, March 22, 2019 - \$4,500 (5 AVAILABLE)

Pre-Event Marketing	Onsite Marketing	Inclusions
<ul style="list-style-type: none"> <li>• Logo under the Sponsor tab of the event website</li> <li>• Logo and 100-word description in the mobile app</li> </ul>	<ul style="list-style-type: none"> <li>• Quarter page ad in the conference program</li> <li>• Lunch Sponsor Signage</li> <li>• <b>NEW – One mobile application push notification promoting the exhibit hall</b></li> </ul>	<ul style="list-style-type: none"> <li>• A total of 1 Conference Attendee Pass</li> <li>• Boxed Lunch for conference attendees</li> <li>• <b>NEW – Company name included in the thank you by the Keynote Speaker</b></li> <li>• <b>NEW – Company Logo on podium during lunch keynote</b></li> <li>• <b>NEW – Logo on tent cards at dining tables</b></li> </ul>

## NETWORKING BREAK SPONSORSHIP - \$4,000.00 (6 AVAILABLE\*)

Pre-Event Marketing	Onsite Marketing	Inclusions
<ul style="list-style-type: none"> <li>• Logo under the Sponsor tab of the event website</li> <li>• Logo and 100-word description in the mobile app</li> </ul>	<ul style="list-style-type: none"> <li>• Quarter page ad in the conference program</li> <li>• Break Sponsor Signage</li> <li>• <b>NEW – One mobile application push notification promoting the exhibit hall</b></li> </ul>	<ul style="list-style-type: none"> <li>• A total of 1 Conference Attendee Pass</li> <li>• Food and beverages for selected break</li> <li>• Coffee to go cups with company logo</li> </ul>

\*Three breaks per day – Mid Morning, Early Afternoon, Late Afternoon

## REGISTRATION SPONSORSHIP - \$2,500.00

Pre-Event Marketing	Onsite Marketing	Inclusions
<ul style="list-style-type: none"> <li>• Logo under the Sponsor tab of the event website</li> <li>• Logo and 100-word description in the mobile app</li> </ul>	<ul style="list-style-type: none"> <li>• Company Branding on the Attendee &amp; Exhibitor Registration Booths</li> </ul>	<ul style="list-style-type: none"> <li>• A one-page company profile sheet included with all check-in materials at registration</li> </ul>

NON-EXHIBITING SPONSORSHIPS Continued



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INTRODUCE KEYNOTE SESSION SPONSORSHIP – See prices below (2 AVAILABLE) – 4 SOLD – WWT (2) | NetApp |

Macro Solutions

AFCEA Belvoir Corporate Sponsor - \$2,000.00 | Non-AFCEA Member - \$3,200.00

Pre-Event Marketing	Onsite Marketing	Inclusions
<ul style="list-style-type: none"> <li>• Logo under the Sponsor tab of the event website</li> <li>• Logo and 100-word description in the mobile app</li> </ul>	<ul style="list-style-type: none"> <li>• Logo outside of session identifying you as the session sponsor</li> <li>• Session Sponsor Signage</li> <li>• Company name included in push notification to all attendees promoting the sessions (this push notification will include other session sponsors and their session rooms).</li> </ul>	<ul style="list-style-type: none"> <li>• A total of 1 Conference Attendee Pass</li> <li>• Two-minute marketing pitch which can include your companies marketing video, commercial, or company logo</li> <li>• One - minute introduction of a Keynote speaker</li> </ul>

EVENT SUPPORT SPONSORSHIP - \$750.00

Pre-Event Marketing	Onsite Marketing
<ul style="list-style-type: none"> <li>• Logo under the Sponsor tab of the event website</li> <li>• Logo and 100-word description in the mobile app</li> </ul>	<ul style="list-style-type: none"> <li>• Event Support Sponsor Signage</li> </ul>

AFCEA BELVOIR SCHOLARSHIP DONATION – \$150.00

Pre-Event Marketing	Onsite Marketing
<ul style="list-style-type: none"> <li>• Logo under the Sponsor tab of the event website</li> <li>• Logo and 100-word description in the mobile app</li> </ul>	<ul style="list-style-type: none"> <li>• Event Support Sponsor Signage</li> </ul>

FT. BELVOIR ELEMENTARY SCHOOL SPONSOR - \$100.00

Pre-Event Marketing	Onsite Marketing
<ul style="list-style-type: none"> <li>• Logo under the Sponsor tab of the event website</li> <li>• Logo and 100-word description in the mobile app</li> </ul>	<ul style="list-style-type: none"> <li>• Event Support Sponsor Signage</li> </ul>

## ADD-ON A MARKETING SERVICE PACKAGE (Includes Exhibit Space)

Make a selection below to include a Marketing Service Package (MSP) that includes an exhibit space with your sponsorship.

\* Sponsorships less than \$1,000.00 do not qualify for the discounted MSP rate.

AFCEA Belvoir Corporate Sponsor and Standard Small Business MSP (includes 10x10 Booth) - \$1,695.00 x \_\_\_\_\_ = \_\_\_\_\_

General Industry Standard MSP (includes 10x10 Booth) – \$2,195.00 x \_\_\_\_\_ = \_\_\_\_\_

# INDUSTRY DAYS

## SPONSORSHIP DEADLINES AND SPECIFICS

- Logos for printed items must be received by **February 25, 2019**. Logos only need for the program must be received by March, 11<sup>th</sup>.
  - Logos to be placed on an item (i.e. lanyard) must be submitted in a high resolution EPS or PNG format.
  - Logos submitted for other print (programs and signage) must be in a high resolution EPS, PNG, or JPEG format.
- Ads for the conference program must be received by **March 11, 2019**.
  - Full page ads will be 8.5" (W) x 11" (H) | Half page ads are 8.5" (W) x 5.5" (H) | Quarter page are 4.25" (W) x 5.5" (H)
  - Please send the best quality ads that you have, as we will not be able to manipulate them. The program will be printed in color.
- Any changes to these sponsorships or details must be approved in writing by **Theresa Zichelli** at FBC, prior to being confirmed.

## PAYMENT INFORMATION (Must be paid 60 days prior to the event)

**COMPANY NAME:** \_\_\_\_\_

Please charge this credit card \$ \_\_\_\_\_ for the \_\_\_\_\_ Sponsorship.

Type: (Circle one) **MC VISA AMEX** Expiration Date (MM/YY): \_\_\_\_ / \_\_\_\_ CSC/Security Code: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Card Holder Signature: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Telephone: (\_\_\_\_\_) \_\_\_\_\_

CC Billing Address: \_\_\_\_\_

Street

City

State

Zip

## TERMS AND CONDITIONS

- The Sponsor, when making an application to participate, accepts and agrees to comply with the conditions of this contract governing the conduct of and participation in this event. Sponsor further agrees that this contract is binding on all parties and can be amended only in writing by both parties hereto.
- In the event the Sponsor cancels this reservation, the Sponsor must do so in writing. Written notice must be received no later than 60 days prior to the event date to be liable for 0% of the Sponsor cost. Written cancellation received within 59 days or less of the event date obligates the Sponsor to pay FBC 100% of the Sponsor cost.**
- Sponsor agrees not to assign/sublet any portion of included space nor permit individuals other than their employees or representatives to use the facilities provided. Sponsor further agrees not to display products or literature that are not regularly sold by them, except as may be necessary to illustrate the applications of their product.
- FBC nor the Federal Government assumes responsibility or liability for any theft, damage or loss by any cause of property to the Sponsor, employees or their agents, nor for any injury that may occur to the Sponsor, agents or employees.
- Sponsor agrees to hold FBC harmless and to reimburse the same for any judgments, settlements, costs or other expenses (i.e. legal fees) to which it may be subject, for any injury, damage, loss or harm resulting or occurring to anyone (including visitors) which may result directly or indirectly from the Sponsor, its employees or representatives.
- FBC will not be liable for fulfillment of this contract due to any of the following causes: by reason of the building being destroyed by fire, acts of God, strikes, the authority of the law or for any other causes beyond FBC's control.
- Pre-show advertising/promotions are at the discretion of FBC.
- Sponsor agrees not to accept any form of funds while at the event.**
- All activities during the event must be conducted in such a way as not to infringe on the rights of other participants or offend visitors. Interviews, discussions or other business conversation must be confined to the Sponsors area only. Independent 'hospitality suites' or other activities which are not an official function of the event or official agenda are prohibited and will not be supported nor promoted.
- FBC nor the government approve, endorse or recommend the use of any specific commercial product or services. The Sponsor may not, therefore, imply either verbally or in printed literature, that his/her products or services are approved, endorsed or recommended by FBC or the government by virtue of this contract.
- The Sponsor agrees to comply with local fire and safety.
- FBC reserves the right to cancel or change the date of any component of the event at any time.
- FBC will hold all event activities as scheduled during times of inclement weather, unless the Federal Government is closed. FBC will not honor requests for refunds or credits for companies who choose not to participate.
- Sponsors who fail to comply with the security requirements may be denied access to the selected site by the hosting agency and/or FBC. FBC will not be responsible and will not provide refunds or credits to Sponsors who are denied admission to the event site due to failure to comply with these security instructions.
- All Sponsor fees are due in advance. FBC will only invoice for Sponsor contracts that are received **more than 90 days from the event date**. Otherwise, the company must pay for the fees of the Sponsor by credit card. Registrations are taken on a first-come, first-serve basis according to receipt of payment.
- Sponsor will be liable for ANY collection expenses, including reasonable attorney's fees and credit card fees due to charge backs.**
- FBC is not responsible or financially liable for the coordination of any shipped materials to or from an event site unless the item is included with a sponsorship. This includes contacting shipping companies, cost of lost items and packaging of materials. The shipment, packaging and tracking of materials are the responsibility of the participating Sponsor
- FBC will coordinate all of the administrative, catering, purchasing of materials and other details dealing with the contracted Sponsor item.
- Sponsor agrees to coordinate any activities, including but not limited to, social events, special seminars, hospitality suites, etc. relating to the event, its participants or any personnel connected with the event, exclusively with FBC. FBC works under agreements with both the hosting agency and the hotel/site. In order to facilitate the conference or event in the best manner and avoid scheduling conflicts, FBC has been directed to coordinate all social functions and receptions that are held on site at the host venue/hotel involving attendees from the particular conference. Therefore any planned social involving industry and conference attendees must be agreed upon and coordinated with FBC. Please speak directly with FBC to get further direction and guidance on
- this area. Failure to comply with this requirement may result in exclusion from the event

Signature: \_\_\_\_\_

Date: \_\_\_\_\_