

November 1-2, 2022

The Watergate Hotel
Washington, DC

Conference Sponsorship Options

*Gain Critical Insights on
Defense Strategy Initiatives*



The premier
event for
A&D business



Key stakeholders
from the aerospace
& defense industry



1-day conference
and superb networking
opportunities

Become an A&D Programs Sponsor



Aviation Week Network would like to invite you to sponsor A&D Programs, a gathering of key stakeholders from across the defense aerospace industry.

Building on the success provided by the former DefenseChain event, this all-new conference will provide unparalleled insights and information on defense spending trends and supply chain issues. Attendees at A&D Programs will be presented with new industry initiatives, program outlooks, defense acquisition reforms and innovative methods to overcome supplier challenges through high level keynote presentations and interactive panel discussions during the conference agenda, as well as at intimate and focused networking opportunities.

Emphasis will be on forecasts, pursuing sustainable growth opportunities, and enabling new collaborative initiatives between government and industry to accelerate military readiness and advance capabilities in emerging sectors such as space and advanced air mobility. This event is a unique opportunity to position your brand, product and services in front of these key industry executives and buyers through a range of sponsorship, branding and advertising packages.



High Level Sponsorship

Platinum Sponsor: \$30,000 *(Only one available per event)*

- Reference as the 'Platinum Sponsor' organisation in all communications and top billing of logo placement
- Opportunity to make keynote address and have a panel moderator or speaker on the conference agenda
- Opportunity to provide a tour of your facilities (if relevant) as part of the official conference programme (transportation to and from the facility to be provided by the Host Sponsor)
- Exclusive sponsorship of one element of the event (see list)
- Tabletop display space with dressed table and chairs
- 4 delegate places at the event and 30% discount on any additional delegate places
- Full page profile in the digital event guide with 3 executive profiles
- Full page advert in the digital event guide
- Opportunity to distribute promotional materials at the event (material to be pre-approved by Aviation Week Network)
- Logo to be featured on all elements related to the event, both pre and post event and online
- Formal acknowledgment in conference session by Conference Producer

Premium Sponsor: \$15,000

- Reference as the 'Premium Sponsor' in all communications and second billing of logo placement
- Opportunity to have a panel moderator on the conference agenda
- Exclusive sponsorship of one element of the event (see list)
- Tabletop display space with dressed table and chairs
- 3 delegate places at the event and 30% discount on any additional delegate places
- Full page profile in the digital event guide
- Full page advert in the digital event guide
- Logo to be featured on all elements related to the event, both pre and post event and online
- Formal acknowledgment in conference session by Conference Producer

Sponsor: \$7,500

- Reference as the 'Sponsor' in all communications and third billing of logo placement
- Tabletop display space with dressed table and chairs
- 2 delegate places at the event and 30% discount on any additional delegate places
- Half page profile in the digital event guide
- Half page advert in the digital event guide
- Logo to be featured on all elements related to the event, both pre and post event and online
- Formal acknowledgment in conference session by Conference Producer

Elements for Exclusive Sponsorship

These elements can either be taken as part of a Host or Premium sponsor package or alternatively sponsored as a stand-alone item.

If taking as a stand-alone item conference passes will need to be purchased in addition. All exclusive sponsorships include company branding on all relevant materials related to the element, prominent signage within the function area and the opportunity to distribute branded items or promotional materials at the event.



⚡ Cocktail Reception \$7,500*

After a full day of conference sessions, sponsor the cocktail hour and unwind with fellow attendees over drinks to develop key business relationships

⚡ Networking Lunch \$7,500*

A great opportunity to host and network with all attendees over a relaxed buffet lunch



⚡ Refreshment Breaks \$6,500*

Host the networking breaks during the conference, which offers multiple opportunities to enhance a sponsors' brand



⚡ Badges & Event Registration \$7,500*

Add impact to your brand by sponsoring the registration and having your logo on the conference badges, worn by every attendee



⚡ Sponsored Session \$7,500*

(1 available) Sponsor and run a specialist 30 minute session on an agreed topic as part of the main conference agenda (subject to approval by our conference producer and availability of a slot on the program)



⚡ Digital Event Guide \$5,500*

Opportunity to sponsor the attendee guide which is available to all attendees digitally and our wider database online post event, includes a full page advert and branding on every page

**Price if not taking as part of a Host or Premium package*

Gain exposure to every attendee by sponsoring one of our branded items.

From useful giveaways to functional conference items, these are all guaranteed to have a long lasting impact and provide an excellent promotional opportunity. Cost of production is included in the sponsorship fee. If you have an item you would like to sponsor that is not listed here please contact us for custom packages.



⚡ Lanyards \$4,500

Gain exposure to every attendee by sponsoring the event lanyard, worn by all delegates, speakers and sponsors



⚡ Bags \$4,500

Get your brand carried around the conference by sponsoring the delegate bags, available to every attendee



⚡ Notepads \$3,500

Get your branding on the notebooks given out at the conference, a reusable item with a long lasting brand impact



⚡ Pens \$2,500

Get your branding on the pens given out at the conference, available for all attendees

Branding & Visibility



⚡ Hotel Key Cards \$3,500

Sponsor the hotel key cards, distributed to every attendee on check in at the event hotel



⚡ Water Bottles \$4,500

Brand this useful and sustainable item which can be reused long after the event has ended



⚡ Table Top Display \$4,500

(includes 2 delegate places) Display your products and services to the senior level attendees throughout both days of the conference at one of our tabletop display spaces

⚡ Have an added value idea you would like to sponsor?

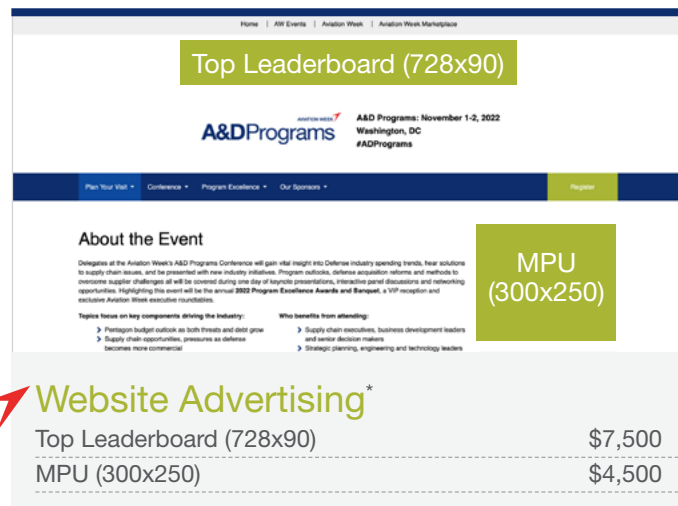
Contact your account rep for bespoke opportunities



➤ Digital Event Guide Advertisement*

Back Cover	\$2,500
Inside Front Cover	\$2,000
Inside Back Cover	\$1,500
Full Page	\$1,000

*Upgrade your advert with the assistance of our Designer for an extra \$100.



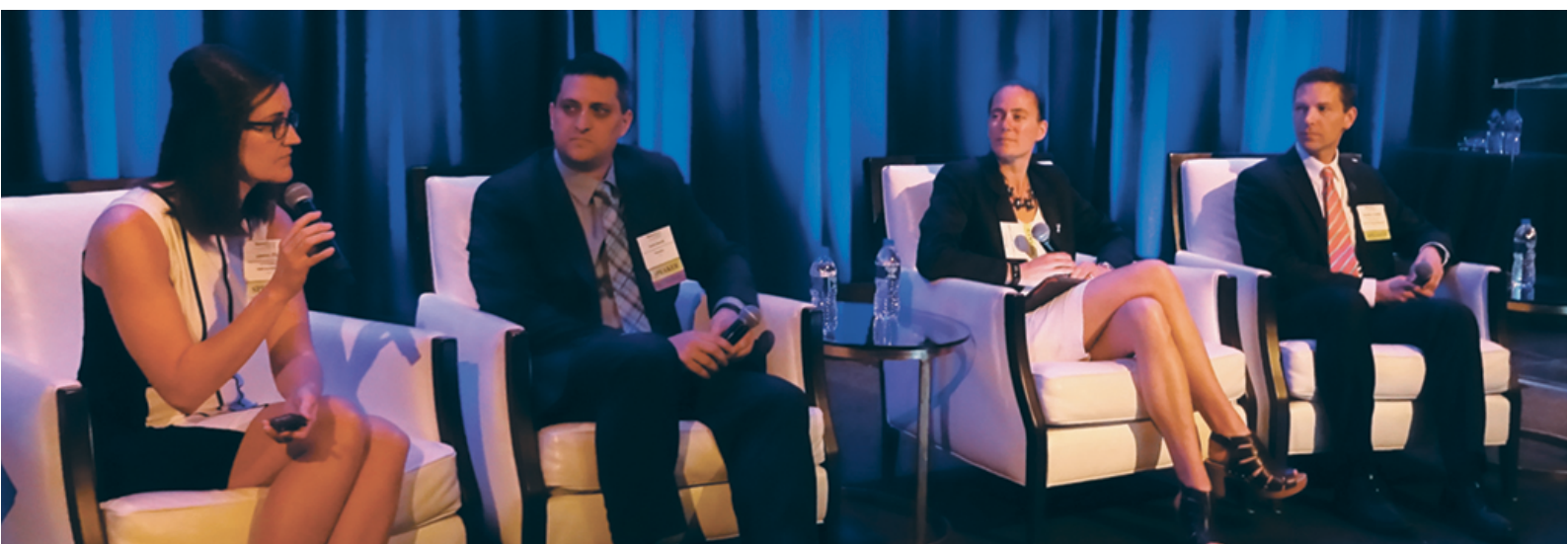
➤ Website Advertising*

Top Leaderboard (728x90)	\$7,500
MPU (300x250)	\$4,500

*5 slots available for each position

➤ Have an added value idea you would like to sponsor?

Contact your account rep for bespoke opportunities



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Contract Event/Item: _____

Company Name: _____
(as it will appear in print)

Marketing Contact: _____

Address: _____

City: _____ State: _____

Postal Code: _____ Country: _____

Phone: _____ Mobile: _____

Email: _____

Your URL Address: _____

This link will be used on the event site to link back to your company site.

I have read and agree to abide by the *Sponsorship/Added Value Guidelines and Terms & Conditions*
<https://events.aviationweek.com/en/exhibitor.html>

Signature: _____ Date: _____

Payment: Please fill out information below regarding billing instructions. If same as above, you may leave blank.

An invoice from Informa will be sent under separate cover.

100% payment is due upon receipt of invoice.

Total Payment: \$ _____

Finance Contact: _____

Company: _____

Address: _____

City: _____ State: _____

Postal Code: _____ Country: _____

Phone: _____ Mobile: _____

Email: _____

Aviation Week Representative: _____