



AIR FORCE ASSOCIATION'S SPONSORSHIP PROGRAM

2012

The Air Force Association appreciates your participation in our events and offer special sponsorship and marketing opportunities to those companies who support AFA efforts. Many options are exclusive opportunities that will disappear quickly. Sponsorships are only available to companies who are AFA Corporate Members and exhibitors in good standing.



For information on the AFA Corporate Membership Program, please visit:
www.afa.org/CorpMembers/default.asp

The AFA Conferences, Symposia and Technology Expositions continuously attract attendees from industry, government, and military sectors, from across the country and around the world. Your participation as an exhibitor and sponsor provides your company the extraordinary opportunity to reach this lucrative audience with unique marketing opportunities at a variety of price points.

Some benefits of Sponsorship:

- Enhanced visibility and networking opportunities to increase awareness of your brand with top US Air Force and DoD leadership, influential aerospace industry leaders and members of air forces from around the globe
- Special signage placed in your booth and throughout our events identifying you as a sponsor
- Special mention in the official event program and in the Technology Exposition Exhibitors Guide, including your corporate logo
- Recognition on the AFA web site
- Special recognition in the AFA Annual Report acknowledging your support
- An invitation for you to provide one insert no larger than 8½" x 11" to be distributed to Conference attendees

Your company logo and recognition as a sponsor in the official event program and on signage placed in your booth and at the event.

For more information or to secure an opportunity, please contact:
Mary Ellen Dobrowolski, Director of Programs and Industry Relations
Phone: (703) 247-5823
MDobrowolski@AFA.org



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CYBERFUTURES CONFERENCE AND TECHNOLOGY EXPOSITION

2012

Sponsorship Levels

 PARTNER	 PARTNER	 PARTNER	 PARTNER	 STRATEGIC PARTNER
up to \$7,499	\$7,500 to \$14,999	\$15,000 to \$29,999	\$30,000 to \$74,999	\$75,000 or more

Marketing and Promotional Opportunities

Conference Registration Sponsor **\$10,000**
Your company will be recognized as the online conference registration sponsor and on-site as the registration sponsor.

Hotel Room Keys **\$6,500***
With your company's name, logo and corporate message along with the AFA logo and the conference logo.
**Sponsor is responsible for all costs associated with the production of the keys and any fees charged by the Gaylord National Resort and Convention Center for the use of the keys.*

Conference Attendee Bags **\$18,000**
Featuring your company logo with the conference logo. Production costs are included.

Attendee Portfolio **Sold: General Dynamics**
Featuring your company logo with the conference logo. Production costs are included.

Event Note Pads & Pens **\$6,000***
Sponsor to provide the suggested quantity of pads with their logo, the AFA logo, and the event logo. Sponsor may provide pens with their logo as well.
**Sponsor is responsible for production, cost of production, and delivery of pads (and pens) to AFA by the specified deadline.*

Lanyards **\$6,000**
Featuring your company logo along with the AFA. Production costs are included.

Cyber Café **\$10,000**
This sponsor will receive recognition at a five-stations cyber café and may provide a screen saver and corporate URL for their home page on each of the computers. An allowance may be available in the form of a reduced price for sponsors who wish to demonstrate their own product by supplying the equipment for use in the cyber cafes.

You Are Here/Booth Locator Stations **\$2,500***
Have your company logo featured on these displays at the entrance and in the exhibit hall.
**There are two opportunities at \$2,500 each.*

Daily Agenda Stations **\$2,500**
Have your company's name and logo prominently displayed on the three sided Agenda Station column.



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Press Room		\$3,000
Sponsor may provide cups and/or napkins with their company logo and will be recognized by name and logo on signage inside and outside the room.		
Attendee Continental Breakfasts in the Exhibit Hall		
Each day of the conference, there will be a continental breakfast for all those attending the CyberFutures Conference and Technology Exposition. Sponsors may provide napkins and/or cups with your company logo.	Friday	\$10,000
Conference Coffee Breaks		
Sponsor may provide cups and/or napkins, with your company logo, for daily coffee breaks throughout the conference.	Thursday Friday	\$3,500 \$3,500
Friday Attendee Lunch Buffets in the Exhibit Hall		
Lunch will be served for all conference attendees in the exposition hall. This sponsorship is for the entire lunch (food, beverages and dessert). Sponsor may provide cups and/or napkins with their logo. Or sponsor specific stations during lunch:	Friday	\$25,000
	Lunch Stations	\$9,000
	Beverage Stations	\$10,000
	Dessert Stations	\$6,000
Welcome Reception in the Exhibit Hall		\$25,000
Sponsor may provide glassware and/or napkins to be used at the Welcome Reception to be held on the exhibit hall on Thursday evening.		
Press Room		\$3,000
Sponsor may provide cups and/or napkins with their corporate logo and will be recognized by name and logo on signage inside and outside the room.		
Cyber Charging Stations		\$5,000
Provide attendees with a convenient way to charge their mobile devices without leaving the conference area or show floor and give you, the sponsor a creative way to capture the attendee's attention. Each kiosk has multiple charging tips for the most popular cell phones and portable devices including iPhone, Android, Blackberry and iPads too! The LCD monitor provides the opportunity for customized content and the billboard areas are highly visible for branding sponsorships.		

All sponsors underwriting a food or beverage function are invited to provide cups/glassware, plates, cup sleeves, napkins with their name and logo (any or all of these as is applicable to the function).

All designs, logos, and marketing text for the special opportunities listed for the 2012 CyberFutures Conference and Technology Exposition must be approved in advance and in writing by the Air Force Association.



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