



# 2024 Prospectus

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DIGITAL · PRINT · EVENTS · THOUGHT LEADERSHIP

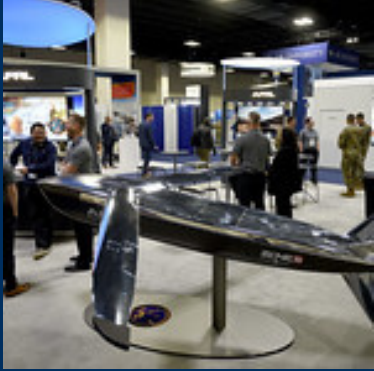
CONTACT

CHRISTY SITTER - [CSITTER@AFA.ORG](mailto:CSITTER@AFA.ORG)

*\*As of 3/2024. Opportunities are subject to change without notice.*



## WHAT IS THE AIR, SPACE & CYBER CONFERENCE?



AFA's Air, Space, & Cyber Conference is the leading professional development event for Air Force and Space Force officers, enlisted members, civilians, veterans, and defense industry leaders and representatives. Our conference brings together top Air Force and Space Force leadership, industry experts, and government officials to discuss challenges facing the aerospace and cyber communities today and in the future.



More than 18,600 registrants were treated to three days of informative speaker sessions and more than 240 exhibitor booths at AFA's 2023 Air, Space & Cyber Conference, Sep. 11 - 13.



Notable speakers from ASC 2023 included Secretary of the Air Force Frank Kendall, Chief of Staff of the Air Force Gen. Charles Q. Brown Jr., and Chief of Space Operations Gen. B. Chance Saltzman.



**LET'S TALK!**  
**CONTACT CHRISTY SITTER**  
**[CSITTER@AFA.ORG](mailto:CSITTER@AFA.ORG)**

## ASC 2024 STAR-LEVEL PARTNER RECOGNITION PROGRAM

BASED ON YOUR TOTAL SPEND FOR ALL SPONSORSHIPS AT ASC 2024

*Advertising and sponsorship dollars count towards booth and sponsorship priority selection order to help you advance your position to pick your booth and sponsorships for ASC 2025.*



### Additional Benefits of Being a Star-Level Partner:

- Logo on Star-Level signage placed around the venue.
- Logo on Star-Level sponsor slide projected on the main screens and online before and after conference general sessions.
- On-site Star-Level booth signage acknowledging partner status.
- Logo on the Star-Level partner page in the ASC Conference Guide and conference website.
- Enhanced exhibitor listing in the ASC Conference Guide and on AFA.org.
- Acknowledgment in the AFA Annual Report.

### Star-Level

**ALL SPONSORSHIPS  
ALL ADVERTISING  
B2B SUITES**

### Priority Points

**ALL SPONSORSHIPS  
ALL ADVERTISING  
B2B SUITES  
BOOTH PURCHASES**

# PRIORITY SELECTION ORDER FAQS

## **Q: How is the priority selection order determined by AFA?**

**A:** AFA determines the priority selection order by calculating total spend, i.e., Priority Points. Priority Points are what AFA uses to organize the order of booth selection and sponsorship calls for the following year's event. The higher your organization is on the priority point list, the more selection you will have on the show floor and in limited sponsorship opportunities.

## **Q: What is the difference between star-level and priority points?**

**A:** Your Star-Level is determined by the total amount spent on all sponsorship and advertising purchases (anything that is included in this prospectus), and B2B suites. All benefits of becoming a Star-Level partner are shown on page 3 of this document. Priority Points are calculated by the total amount spent at the conference, including everything that determines your Star-Level plus your booth space spend.

## **Q: Can I still accrue Priority Points if my company does not purchase any sponsorships or advertising?**

**A:** Priority points can also be accrued through the purchase of an exhibit booth and a B2B suite.

## **Q: What is the timeline for priority point accrual and redemption?**

**A:** Priority points will start to accrue at the end of the previous year's event when booth selection occurs and will stop accruing when the last sponsorship purchase is made within the same event cycle.

## **Q: Does my spend at other AFA events count towards my total Priority Point accrual within a given calendar year ?**

**A:** No, priority points are accrued for each event separately. Meaning that your booth and sponsorship spend for Air, Space & Cyber will not impact your priority points for AFA's Warfare Symposium.

## **Q: Does my Corporate Membership level impact my priority points?**

**A:** No, your Corporate Membership level does not impact your priority points.

## **Q: How many priority points do I need to accrue to get the first pick of booth space?**

**A:** Since priority points are based on a ranking system, there is not a set threshold to get first pick on booth space.

## **Q: Where can I see my current rank in priority points?**

**A:** AFA does not currently disclose each company's priority points and rank.



# INDEX OF OPPORTUNITIES

## SIGNAGE OPPORTUNITIES

- Column Wraps
- Backlit Walls
- Mirror Clings
- Exhibit Hall Banners
- Escalator Wraps and Staircase Clings
- Mezzanine Wall Graphics
- Potomac Foyer Overlook Banners, Double-Sided
- Potomac Hallway Banners, Single-Sided
- Lower Mezzanine Floor Banner
- Upper Mezzanine Wall Banner
- Hotel Atrium Banner
- West Atrium Banner
- Electric Video Boards
- Exhibit Hall Directional Aisle Signs
- Registration Area Planter Wraps
- Registration Area Flags
- Registration Area Window Clings
- Registration Area Rail Clings
- Registration Area Stanchion Roller-Signs
- High Traffic Bathroom Wraps
- Rotating Kiosks
- Potomac Foyer Archway Clings
- Potomac Foyer Window Clings
- Potomac Foyer Floor Clings

## BRANDED MATERIALS

- Conference Registration Web Portal
- Water Bottles
- Press Room
- Green Room
- Media Bins
- Hotel Room Keys
- Overflow Hotel Room Keys
- Registration Area Gazebo Space

## EXPERIENTIAL OPPORTUNITIES

- Ballroom Sponsorships
- Air Attache Breakfast Reception
- Coffee Break & Dessert Stations
- Lunch Buffet
- AFA Chairman's VIP Reception
- Foyer Display
- Outstanding Airman of the Year Reception - Bar
- Outstanding Airman of the Year - Activities
- Outstanding Airman of the Year Dinner - Wine
- AFA USAF Birthday Celebration Premiere Sponsor
- AFA USAF Birthday Celebration Reception Sponsor
- Force Design 2030 Networking Reception
- Event WIFI
- Re-Charging Lounge

## SPEAKING OPPORTUNITIES

- Industry Panel Speaking Sessions

## MEDIA OPPORTUNITIES

- Social Media
- Pre & Post Show E-blasts
- ASC Conference Guide Ads
- Air & Space Forces Magazine September Issue
- ASC Virtual Platform
- ASC Video & Transcript
- Commercial Breaks
- AFA Studio Days
- AFA Show Stoppers In-Booth Video
- Star-Level Small Business Sample Packages



# OVERVIEW OF ASC LAYOUT

[CLICK HERE for the Gaylord National Facility Guide](#)

## GAYLORD NATIONAL CONVENTION CENTER



### **Cherry Blossom Ballroom & Lobby**

- Registration
- Hotel Atrium

### **Convention Center Pre-Function**

- AFA Info Booth
- Main Conference Entrance

### **Maryland Ballroom & Hallway**

- Upper Exhibit Hall
- Entrance from Parking Garage

### **Potomac Foyer**

- Main Speaking and Session Rooms

### **Prince George's Exhibition Hall**

- Lower Exhibit Hall



# **SIGNAGE OPPORTUNITIES**

*\*All signage opportunities are subject to change without notice.*

# AFA LOGO REQUIREMENTS ON SIGNAGE

All **signage** that is **not located** within the Prince George Exhibit Hall or the Maryland Exhibit Hall must include one of the color variations of the AFA logo seen on this page.

The AFA logo must make up **approximately 1.5%** of the total area of each piece of signage.

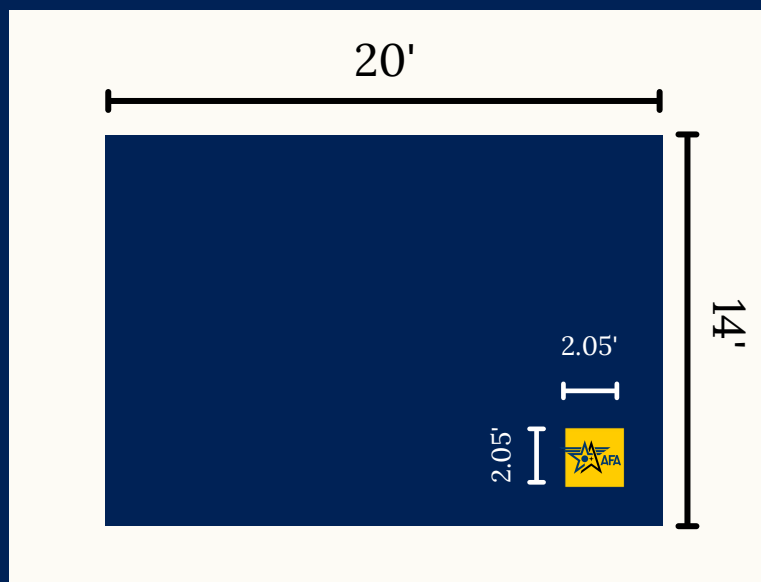
Please refer to your contract for the specific AFA logo sizing for each signage asset.

To the right are the AFA logos approved for usage. Please **click on either logo** to be taken to our branding guide to download the images.

If you have any questions please reach out to JP at [jplantamura@afa.org](mailto:jplantamura@afa.org)



## Example of AFA logo on Signage

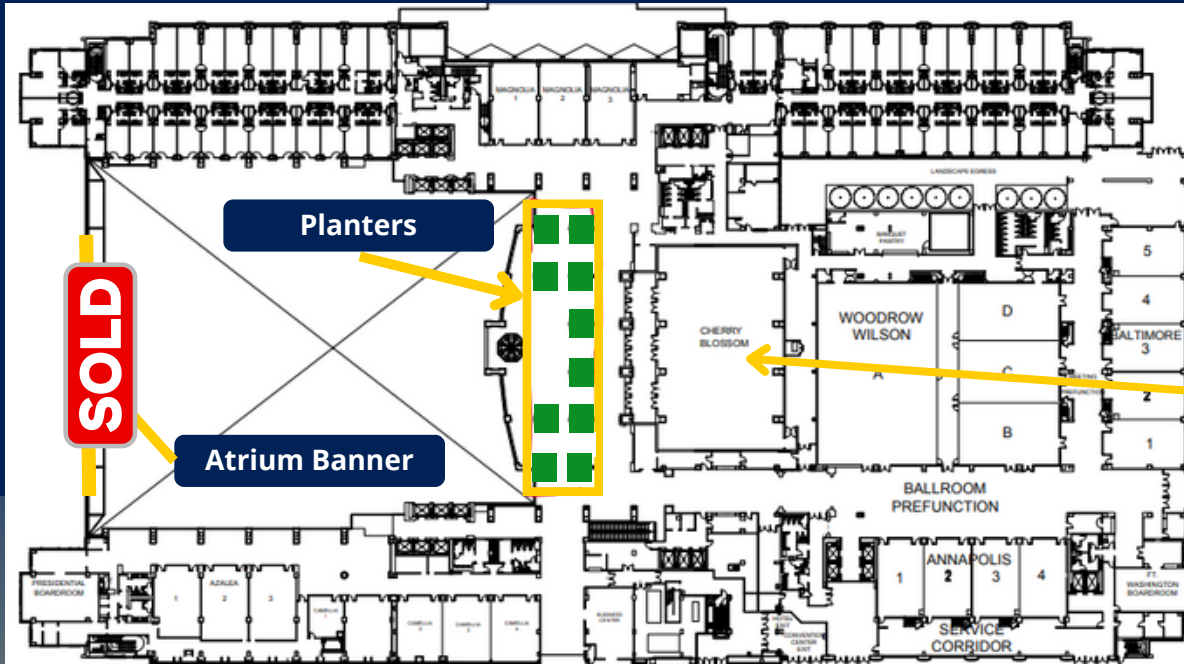


A large, stylized yellow graphic resembling a cherry blossom or a flower with multiple petals, set against a dark blue background. The graphic is positioned behind the main text.

# CHERRY BLOSSOM BALLROOM & LOBBY

*\*All signage opportunities are subject to change without notice.*

# CHERRY BLOSSOM BALLROOM & LOBBY MAP



Registration



## HOTEL ATRIUM BANNER



THIS (30' H x 60' L) FABRIC BANNER WILL HAVE GROMMETS EVERY 12" ON THE PERIMETER OF THE BANNER ALONG WITH A 4" POLE POCKET ON EACH EDGE OF THE BANNER.

THE BANNER CAN BE SEEN FROM OUTSIDE THE HOTEL ROOMS.

*\*VINYL BANNER QUOTE AVAILABLE UPON REQUEST*

**AFA LOGO SPECS:**

**5.2' H X 5.2' W**

THIS IS AN EXCLUSIVE BRANDING OPPORTUNITY IN THE HOTEL ATRIUM OUTSIDE THE HIGH TRAFFIC REGISTRATION AREA.

INCLUDES **TEN (10)** WRAPPED PLANTER BOXES OUTLINED IN THE MAP BELOW WITH YOUR COMPANY MESSAGING!

**FRONT & BACK PANELS: 71.75" X 37.75"**  
**SIDE PANELS: 68" X 37.75"**

**AFA LOGO SPECS:**

**6.38" H X 6.38" W**

## REGISTRATION AREA PLANTER WRAPS



## REGISTRATION AREA FLAGS



SECURE **FOUR (4)** HIGH VISIBILITY  
FLAGS WITH YOUR BRANDING,  
MOUNTED ON THE ENTRANCE LEADING  
INTO ASC REGISTRATION.

TEXT DENOTING "**CHERRY BLOSSOM  
BALLROOM**" MUST BE INCLUDED IN THE  
FLAG DESIGN.

**73" H X 28.5"**

**AFA LOGO SPECS:**

**5.57" H X 5.57" W**

HIGHLIGHT YOUR BRAND WITH  
**THREE (3) ROUND** WINDOW  
CLINGS DIRECTLY ABOVE THE  
DOORS LEADING INTO ASC  
REGISTRATION.

**WINDOW CLINGS HAVE A 64"  
DIAMETER.**

**AFA LOGO SPECS:**

**3.92" H X 3.92" W**

## REGISTRATION ENTRANCE WINDOW CLINGS



## REGISTRATION AREA ROTATING KIOSK



BRAND **TWO PANELS** OF A 360  
ROTATING KIOSK WITH YOUR  
ARTWORK IN THE HIGH-TRAFFIC  
REGISTRATION AREA.

**QTY (2) AVAILABLE**

**\*NOTE: THIS OPPORTUNITY LASTS THROUGH  
3PM ET ON WED, SEPTEMBER 18TH.**

**AFA LOGO SPECS:  
COMING SOON**

EXCLUSIVELY BRAND **20 ROLLER  
SIGNS** BETWEEN THE  
STANCHIONS IN THE HIGH  
TRAFFIC REGISTRATION LINE.

**AFA LOGO SPECS:  
COMING SOON**

## REGISTRATION AREA STANTION ROLLER SIGNS



## REGISTRATION AREA RAIL CLINGS

**SINGLE SIDED -**

**DOUBLE SIDED -**



SECURE SIX HIGH-VISIBILITY GLASS RAIL CLINGS IN THE ASC REGISTRATION AREA; THESE CLINGS OVERLOOK THE HOTEL ATRIUM AND ARE ALSO ADJACENT TO THE ASC REGISTRATION LINE.

***QTY (?) AVAILABLE***

**117" X 34.75'**

**AFA LOGO SPECS:**

**7.81" H X 7.81" W**

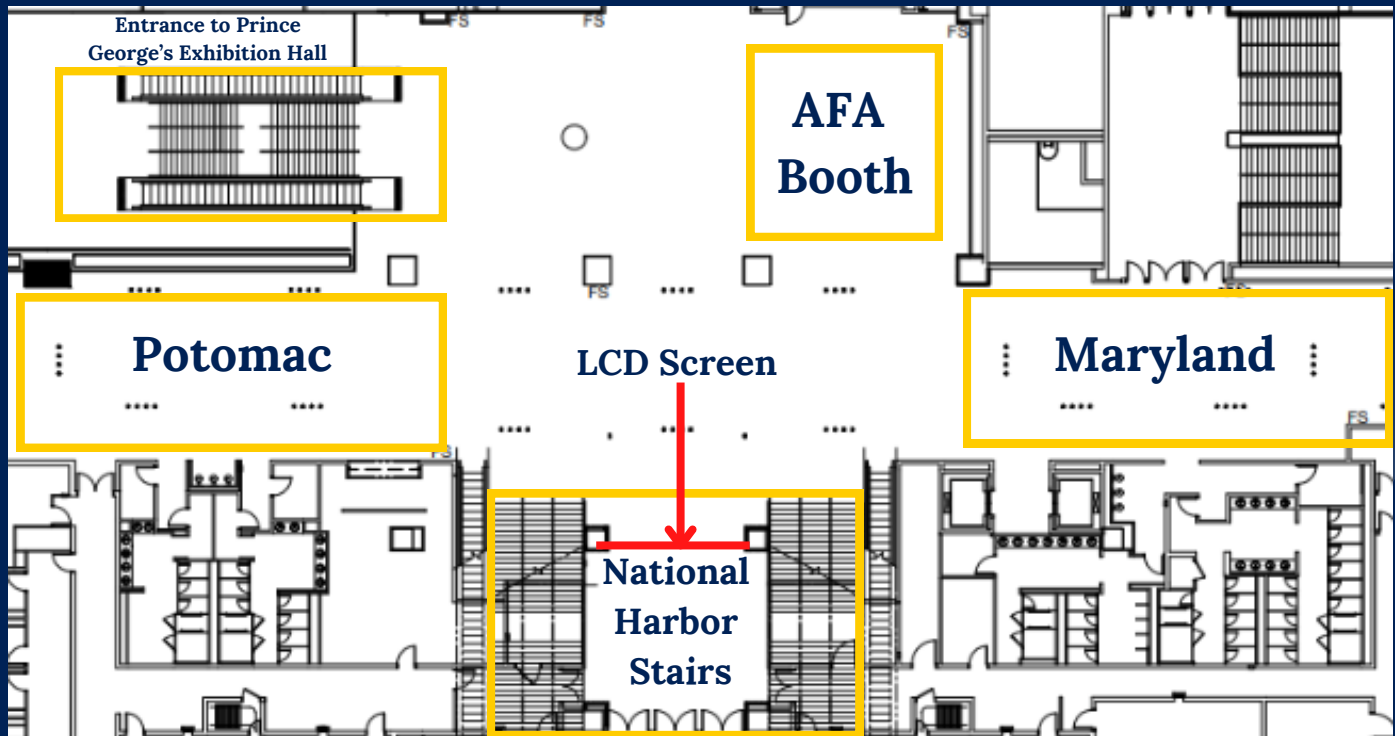




# CONVENTION CENTER PRE-FUNCTION

*\*All signage opportunities are subject to change without notice.*

# CONVENTION CENTER PRE-FUNCTION MAP



# NATIONAL HARBOR STAIRCASE CLINGS

AS THE EXCLUSIVE NATIONAL HARBOR STAIRS SPONSOR, YOUR COMPANY WILL BE ABLE TO BRAND TWO SETS OF STAIRS LOCATED CENTRALLY IN THE PRE-FUNCTION AREA OF ASC.



**SOLD**

187.75" L X 5.25" H  
(42) STAIRS  
(2) FULL SETS OF STAIRS

**AFA LOGO SPECS:**  
**SPECS PROVIDED  
WITH CONTRACT**

SECURE **ONE (1) OF THREE (3)** HIGH VISIBILITY CONTENT LOOPS ON THE LARGE LCD SCREEN LOCATED IN THE CONVENTION CENTER PRE-FUNCTION FOYER.

- Size: **3480 PX x 1080 PX**
- UP TO 6 IMAGES OR 30 SECOND VIDEO
- IMAGE SET TO 5 SECOND INTERVAL
- PREFERRED VIDEO: MP4
- PREFERRED IMAGE: JPEG
- VISUAL ONLY - AUDIO NOT SUPPORTED

**QTY (0) AVAILABLE**

**AFA LOGO SPECS:**  
**237 PIXELS X 237 PIXELS**

## LARGE LCD SCREEN



# HIGH TRAFFIC BATHROOM WRAPS

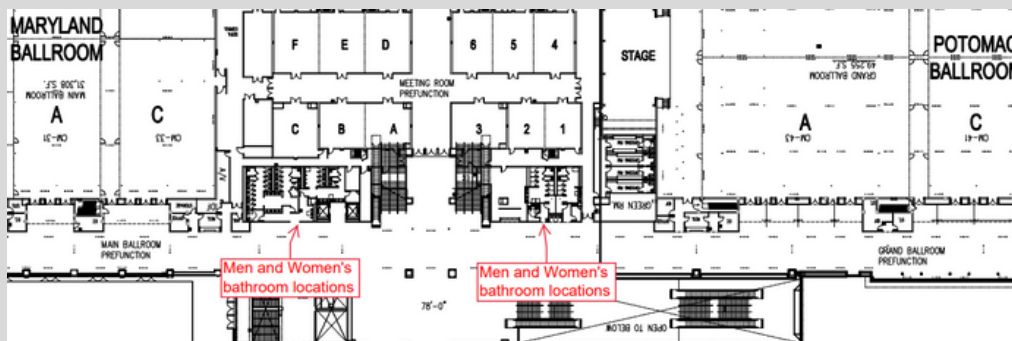


POSITION YOUR BRAND WITH THIS  
PREMIUM, HIGH VISIBILITY  
SPONSORSHIP!

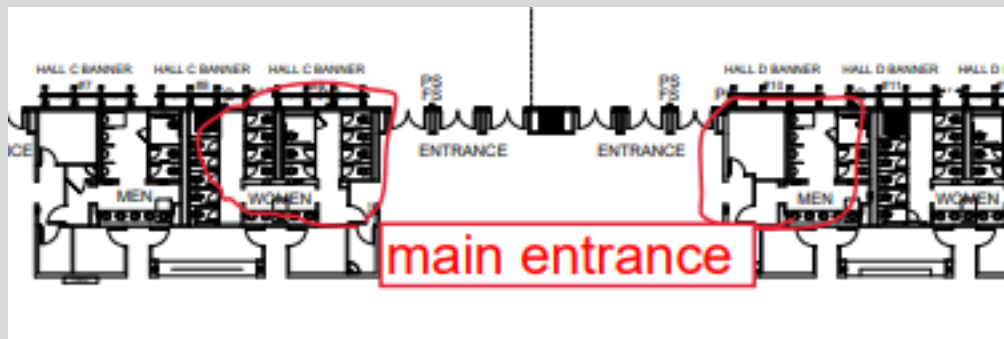
YOUR BRAND AND MESSAGING WILL  
BE PLACED ON APPROXIMATELY **41**  
**BATHROOM MIRRORS** AND **57**  
**BATHROOM STALL DOORS** VIA  
CUSTOM CREATED CLINGS!

**AFA LOGO SPECS:**  
**SPECS PROVIDED**  
**WITH CONTRACT**

## BATHROOM WRAP LOCATIONS



**CONVENTION  
CENTER PRE-  
FUNCTION**



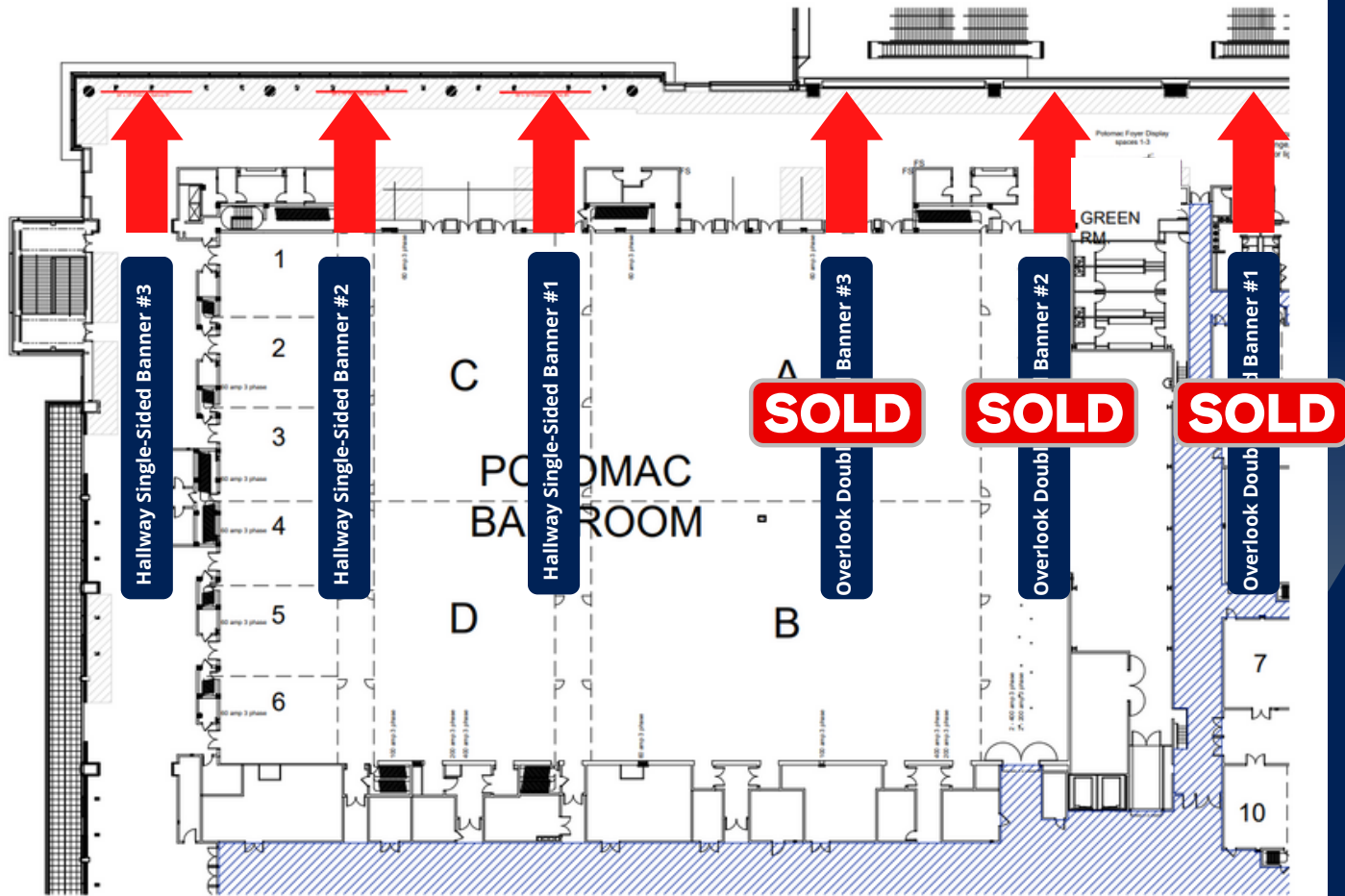
**PRINCE  
GEORGE'S  
EXHIBITION  
HALL**



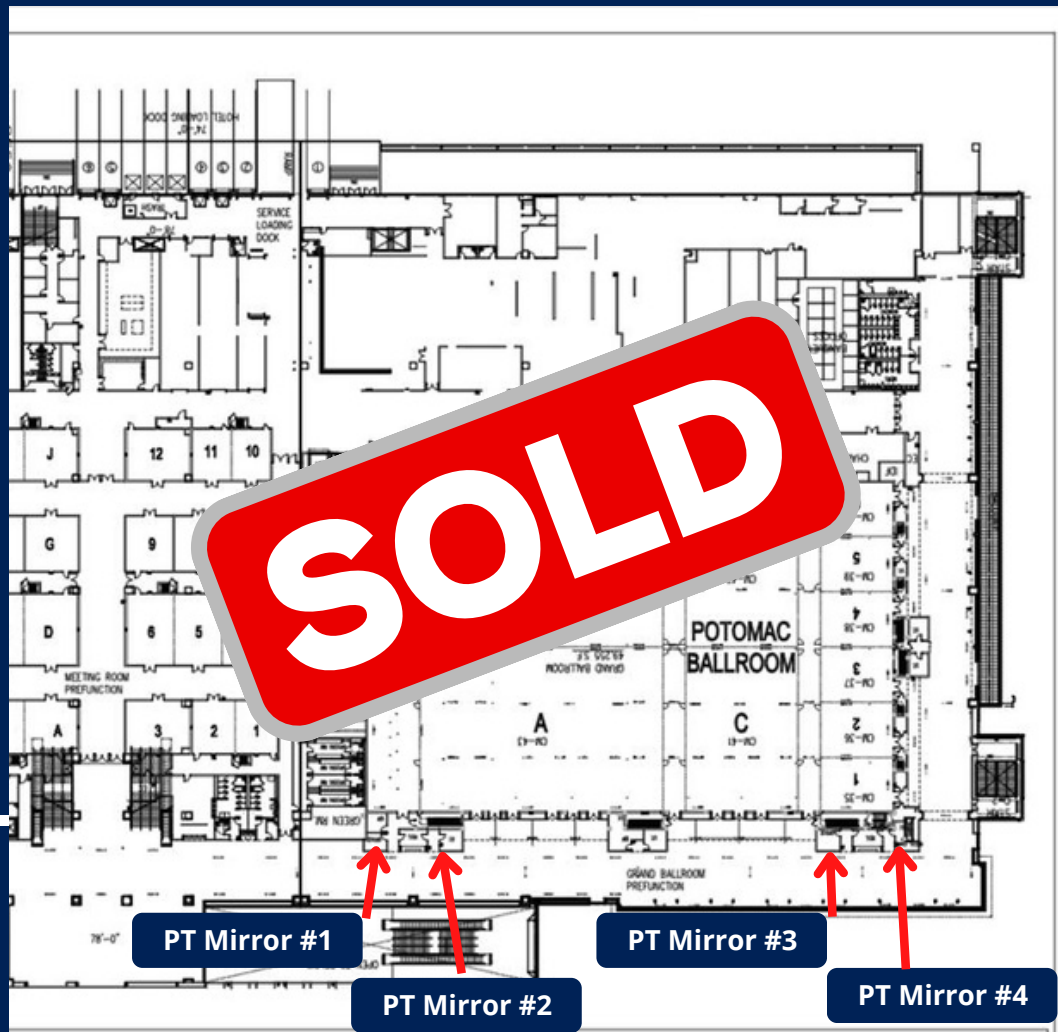
# POTOMAC FOYER

*\*All signage opportunities are subject to change without notice.*

# POTOMAC FOYER BANNER MAP



# POTOMAC FOYER MIRROR CLING MAP



## POTOMAC FOYER EXIT ARCHWAY CLING

SECURE THIS HIGH VISIBILITY  
ARCHWAY THAT ALL  
ATTENDEES WILL PASS  
AS THEY EXIT THE  
AND SESSIONS IN  
THE BALLROOMS.

**SOLD**



**AFA LOGO SPECS:**  
**SPECS PROVIDED  
WITH CONTRACT**

SECURE THIS BRAND-NEW  
OPPORTUNITY! LOCATED JUST  
OUTSIDE OF THE MAIN  
PROGRAMMING AREAS, THIS HIGH-  
TRAFFIC FOYER IS THE PERFECT PLACE  
FOR BRAND VISIBILITY.

**QTY (2) AVAILABLE**

**AFA LOGO SPECS:**  
**RIGHT: 11.94" X 11.94"**  
**LEFT: 8.65" X 8.65"**

## POTOMAC FOYER VERTICAL HANGING BANNERS



## POTOMAC FOYER OVERLOOK BANNER – DOUBLE SIDED



EXPAND YOUR COMPANY'S VISIBILITY  
WITH A **30'L X 10'H** DOUBLE-SIDED  
BANNER THAT OVERLOOKS THE  
FOYER'S MEZZANINE.

**QTY (0) AVAILABLE**

**AFA LOGO SPECS:**

**25.46" X 25.46"**

EXPAND YOUR COMPANY'S  
VISIBILITY WITH A **30'W X 10'H X**  
**10'H** SINGLE-SIDED BANNER IN  
THE POTOMAC FOYER AREA.

**QTY (3) AVAILABLE**

**AFA LOGO SPECS:**

**25.46" X 25.46"**

## POTOMAC HALLWAY BANNER – SINGLE SIDED



## POTOMAC FOYER ROTATING KIOSK



BRAND **FOUR (4) PANELS** OF A 360  
ROTATING KIOSK WITH YOUR ARTWORK  
IN THE POTOMAC FOYER AREA.

**(0) AVAILABLE**

**THIS OPPORTUNITY LASTS THROUGH  
3PM ET ON WED, SEPTEMBER 18TH.**

**AFA LOGO SPECS:  
COMING SOON**

HAVE YOUR BRAND STAND TALL  
AMONGST THE HUSTLE AND BUSTLE  
OF ASC. AS A COLUMN WRAP  
SPONSOR YOU WILL BE ABLE TO  
BRAND A **15' TALL COLUMN**  
LOCATED IN THE POTOMAC FOYER.

**QTY 4 AVAILABLE**

**AFA LOGO SPECS:  
15" X 15"**

## POTOMAC FOYER COLUMN WRAP



## POTOMAC FOYER BACKLIT WALLS



LIGHT UP ASC WITH YOUR BRAND'S MESSAGE ON ONE OF OUR BACKLIT WALLS!

QTY (5) AVAILABLE OF 10' L X 8' H (BACKLIT)  
QTY (4) AVAILABLE OF 39" L X 93" (BACKLIT)

10' L X 8' H (BACKLIT):  
39" L X 93" H (BACKLIT):

### AFA LOGO SPECS:

10' L X 8' H (BACKLIT): 13.15" X 13.15"  
39" L X 93" H (BACKLIT): 7.38" X 7.38"

PROMOTE YOUR COMPANY'S MESSAGING WITH **FOUR (4)**, HIGH PROFILE MIRROR CLINGS LOCATED NEAR THE POTOMAC BALLROOM

10.5' H X 3'

**SOLD**

### AFA LOGO SPECS:

8.91" X 8.91"

## POTOMAC FOYER MIRROR CLINGS

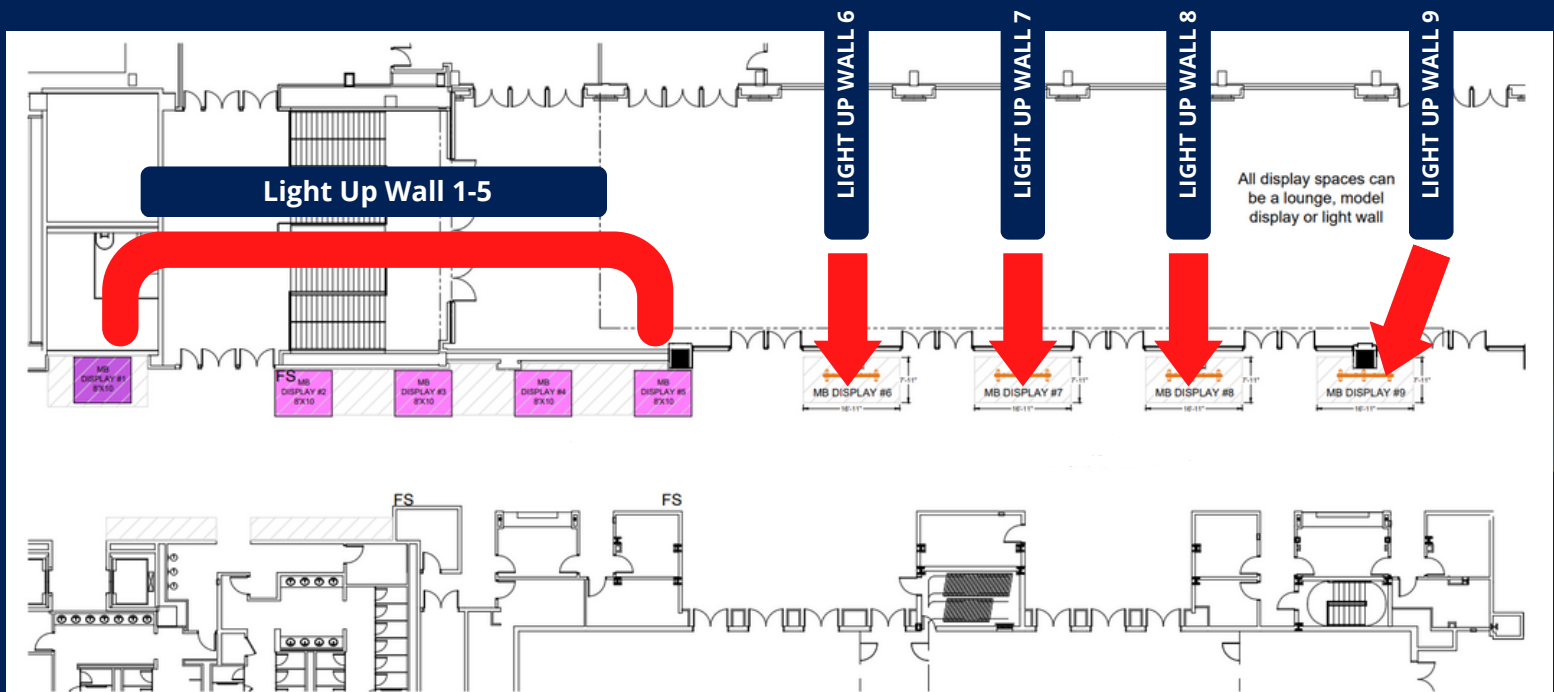




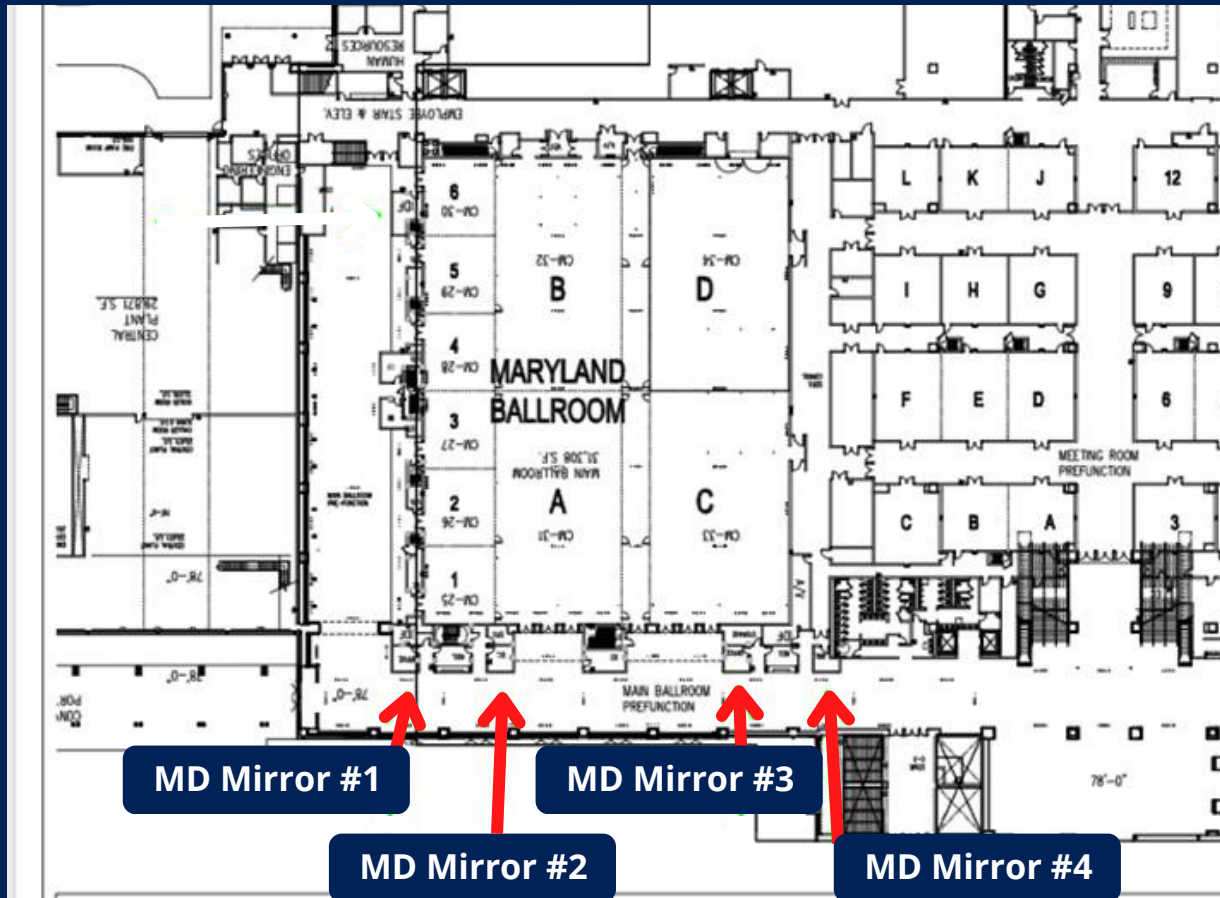
# MARYLAND BALLROOM & HALLWAY

*\*All signage opportunities are subject to change without notice.*

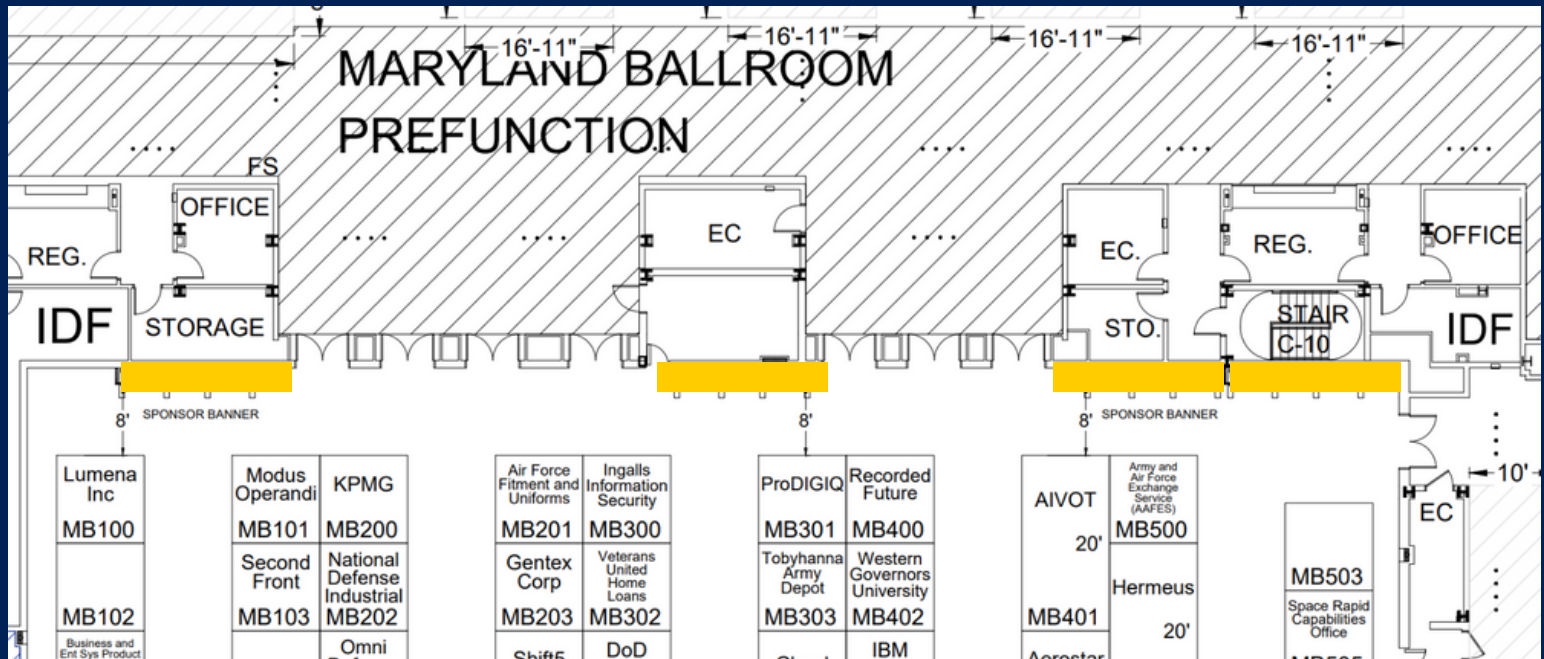
# MARYLAND BACKLIT AND FABRIC WALL MAP



# MARYLAND MIRROR CLING MAP



# MARYLAND EXHIBIT HALL FLOOR SUPPORTED BANNER MAP



# MARYLAND HALLWAY EXIT ARCHWAY CLING

SECURE THIS HIGH VISIBILITY  
ARCHWAY THAT ALL  
ATTENDEES WILL PASS  
THROUGH AS THEY EXIT THE  
MARYLAND BALLROOM EXHIBIT  
HALL.



**AFA LOGO SPECS:**  
**SPECS PROVIDED  
WITH CONTRACT**

WITH THIS EXCLUSIVE OPPORTUNITY,  
YOUR BRAND WILL BE THE FIRST  
VISUAL WHEN ENTERING ASC FROM  
THE BUS DROP AND PARKING  
GARAGE!

#### **ABOVE DOORS:**

- OUTER PANELS: 79.5"W X 45"H
- INNER PANELS: 73.75"W X 45"H
- BACKING - STATIC CLING DOORS:  
- 25"W X 40"H
- BACKING: ONE WAY MESH

#### **LEFT AND RIGHT OF DOORS:**

- TOP PANEL: 79.5"W X 65"H
- BOTTOM PANEL: 79.5"W X 24"H
- BACKING: STATIC CLING

**AFA LOGO SPECS:**  
**SPECS PROVIDED  
WITH CONTRACT**

# PARKING GARAGE ENTRANCE WINDOW CLINGS



# MARYLAND EXHIBIT HALL FLOOR SUPPORTED BANNERS



EXPAND YOUR COMPANY'S  
VISIBILITY WITH A HIGH-  
PROFILE MARYLAND EXHIBIT  
HALL BANNER.

**QTY (4) AVAILABLE**

**15' L X 15' W**

**AFA LOGO SPECS:**

**22" X 22"**

SECURE HIGH PROFILE AISLE  
SIGNS WITH YOUR COMPANY  
BRANDING, LOCATED IN THE  
EXHIBIT HALL OF ASC.

**ONE (1) DIRECTIONAL SIGN PER  
AISLE.**

**AFA LOGO SPECS:**

**THESE AISLE SIGNS ARE  
DESIGNED BY AFA WITH YOUR  
LOGO INCLUDED.**

# MARYLAND EXHIBIT HALL FLOOR SUPPORTED DIRECTIONAL SIGNS



# MARYLAND HALLWAY BACKLIT WALLS



LIGHT UP ASC WITH YOUR BRAND'S  
MESSAGE ON ONE OF THE BACKLIT  
WALLS!

QTY (5) AVAILABLE OF 10' L X 8' H (BACKLIT)  
QTY (4) AVAILABLE OF 39" L X 93" (BACKLIT)

10' L X 8' H (BACKLIT):  
39" L X 93" H (BACKLIT):\$

## AFA LOGO SPECS:

10' L X 8' H (BACKLIT): 13.15" X 13.15"  
39" L X 93" H (BACKLIT): 7.38" X 7.38"

BRAND **FOUR (4) PANELS** OF A 360  
ROTATING KIOSK WITH YOUR ARTWORK  
IN THE MARYLAND HALLWAY AREA.

QTY (1) AVAILABLE

\*NOTE: THIS OPPORTUNITY LASTS THROUGH  
3PM ET ON WED, SEPTEMBER 18TH.

## AFA LOGO SPECS:

COMING  
SOON

# MARYLAND HALLWAY ROTATING KIOSK



# MARYLAND HALLWAY MIRROR CLINGS

PROMOTE YOUR COMPANY'S  
MESSAGING WITH **FOUR (4)**, HIGH  
PROFILE MIRROR CLINGS LOCATED  
NEAR THE MARYLAND BALLROOM.

**10.5' H X 3.5' W**

**AFA LOGO SPECS:**

**8.91" X 8.91"**



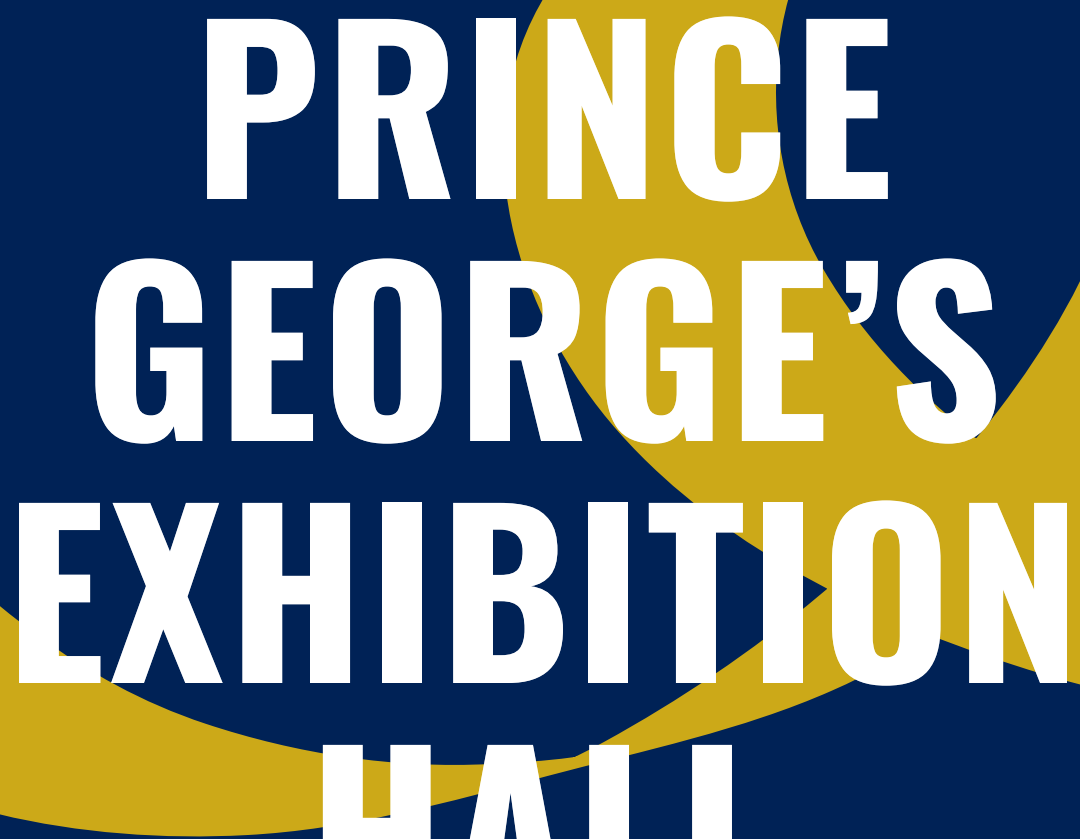
ENHANCE YOUR BRANDING  
FOOTPRINT BY SECURING A  
**3'X3'** GRAPHIC CLING ON THE  
FLOOR SPACE IN THE  
MARYLAND HALLWAY TO DRAW  
ATTENDEES TO YOUR BOOTH!

**AFA LOGO SPECS:**

**4.41" X 4.41"**

# MARYLAND HALLWAY FLOOR CLINGS



A large, stylized graphic consisting of two overlapping circles. The outer circle is yellow, and the inner circle is blue. The circles are positioned such that they create a sense of depth and movement, with the yellow circle appearing to be in front of the blue one.

# PRINCE GEORGE'S EXHIBITION HALL

*\*All signage opportunities are subject to change without notice.*

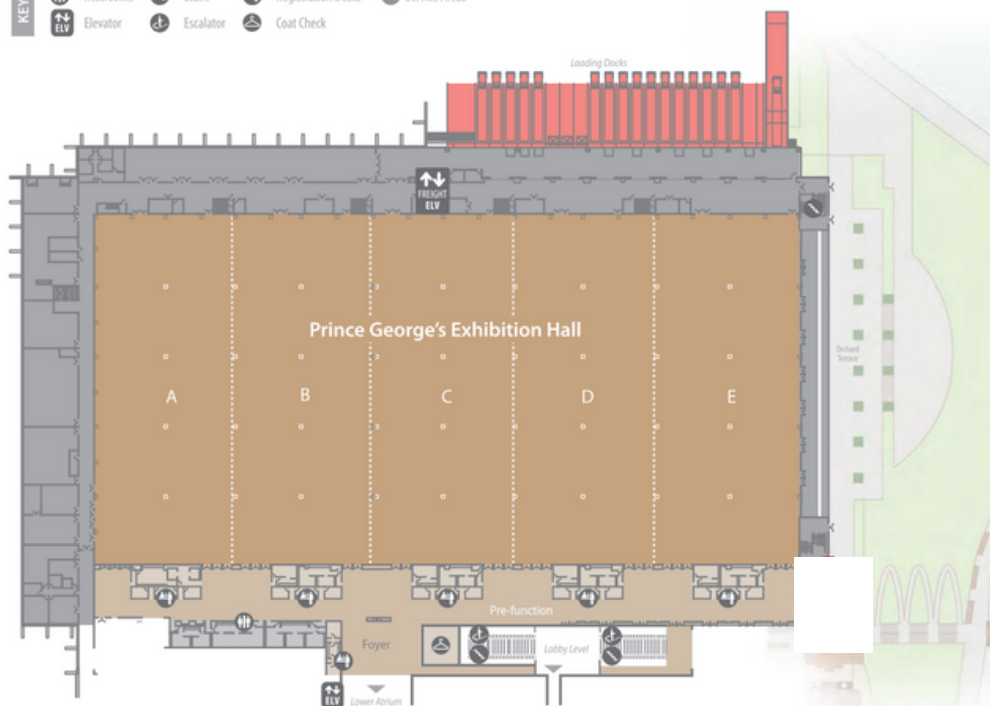
# PRINCE GEORGE'S EXHIBITION HALL OVERVIEW MAP



## Prince George's Exhibition Hall



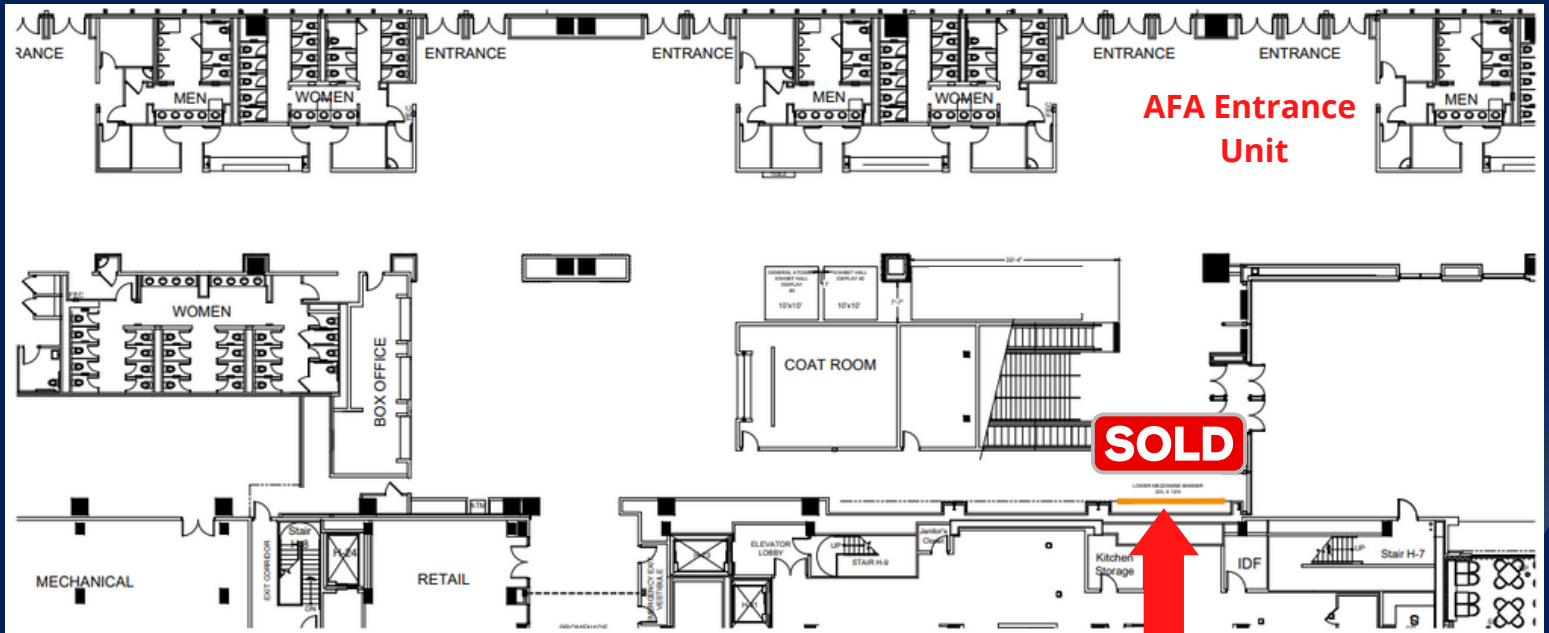
- KEY**
- Restrooms
  - Stairs
  - Registration Desks
  - Service Areas
  - Elevator
  - Escalator
  - Coat Check



# PRINCE GEORGE'S EXHIBITION HALL BANNER MAP



# PRINCE GEORGE'S EXHIBITION HALL FOYER MAP



LOWER MEZZANINE BANNER



# MEZZANINE ESCALATOR WRAPS AND STAIRCASE CLINGS



AS THE ESCALATOR AND STAIRCASE SPONSOR, YOUR COMPANY WILL BE RECOGNIZED ON THE WRAP OF ESCALATORS AND STAIRCASES LEADING FROM THE CONVENTION CENTER PRE-FUNCTION AREA TO PRINCE GEORGE'S EXHIBITION HALL.

AFA LOGO SPECS:  
SPECS PROVIDED  
WITH CONTRACT



# MEZZANINE WALL GRAPHICS

EXPAND YOUR COMPANY'S VISIBILITY WITH A **FOUR (4) PANEL** WALL GRAPHIC ON THE MEZZANINE LANDING ON THE WAY FROM THE CONVENTION CENTER PRE-FUNCTION AREA TO PRINCE GEORGE'S EXHIBITION HALL.



AFA LOGO SPECS:  
23.38" X 23.38"



## UPPER MEZZANINE WALL BANNER

SECURE A **25' L X 10' H** HIGH  
PROFILE WALL BANNER LOCATED  
UPPER MEZZANINE OF  
ASC.

IS AN EXCLUSIVE  
OPPORTUNITY SO TAKE  
ADVANTAGE WHILE YOU CAN!

AFA LOGO SPECS:

**23.24" X 23.24"**

Outperform. Outpace.  
Only XA100

**SOLD**



TAKE ADVANTAGE OF A **14' H X 20' L**  
HIGH PROFILE, FLOOR SUPPORTED  
BANNER LOCATED ON THE ATRIUM  
LEVEL, ACROSS FROM THE EXHIBIT  
HALL ENTRANCE.

THIS IS AN EXCLUSIVE OPPORTUNITY  
SO TAKE ADVANTAGE WHILE YOU  
CAN!

AFA LOGO SPECS:

**24.6" X 24.6"**

**SOLD**

## LOWER MEZZANINE FLOOR BANNER

Innovating with the  
U.S. Air Force for 75 years.  
Delivering for the future.

GE congratulates the  
U.S. Air Force on 75 years of  
defending America's freedom



## WEST ATRIUM BANNER



UTILIZE A HIGH PROFILE **25' W X 25' H** BANNER LOCATED IN THE WEST ATRIUM OF ASC.

AN EXCLUSIVE OPPORTUNITY SO TAKE ADVANTAGE WHILE YOU CAN!

AFA LOGO SPECS:

**32.85" X 32.85"**

LIGHT UP ASC WITH YOUR BRAND'S MESSAGE ON ONE OF OUR BACKLIT WALLS!

QTY (5) AVAILABLE OF 10' L X 8' H (BACKLIT)  
QTY (4) AVAILABLE OF 39" L X 93" (BACKLIT)

**10' L X 8' H (BACKLIT):**  
**39" L X 93" H (BACKLIT):**

AFA LOGO SPECS:

**10' L X 8' H (BACKLIT): 13.15" X 13.15"**  
**39" L X 93" H (BACKLIT): 7.38" X 7.38"**

## PRINCE GEORGE'S EXHIBITION HALL BACKLIT WALLS



# PRINCE GEORGE'S EXHIBITION HALL ROTATING KIOSK



BRAND **FOUR (4) PANELS** OF A 360  
ROTATING KIOSK WITH YOUR ARTWORK  
IN THE PRINCE GEORGE'S EXHIBITION  
HALL FOYER AREA.

**QTY (2) AVAILABLE**

**\*NOTE: THIS OPPORTUNITY LASTS THROUGH  
3PM ET ON WED, SEPTEMBER 18TH.**

**AFA LOGO SPECS:  
COMING SOON**

EXPAND YOUR COMPANY'S  
VISIBILITY WITH A HIGH-  
PROFILE PRINCE GEORGE'S  
EXHIBITION HALL BANNER.

**QTY (15) AVAILABLE**

**15' L X 15' W**

**AFA LOGO SPECS:**

**22" X 22"**

# PRINCE GEORGE'S EXHIBITION HALL FLOOR SUPPORTED BANNERS



# PRINCE GEORGE'S EXHIBITION HALL COLUMN WRAPS

**SINGLE WRAP -**  
**DOUBLE WRAP -**



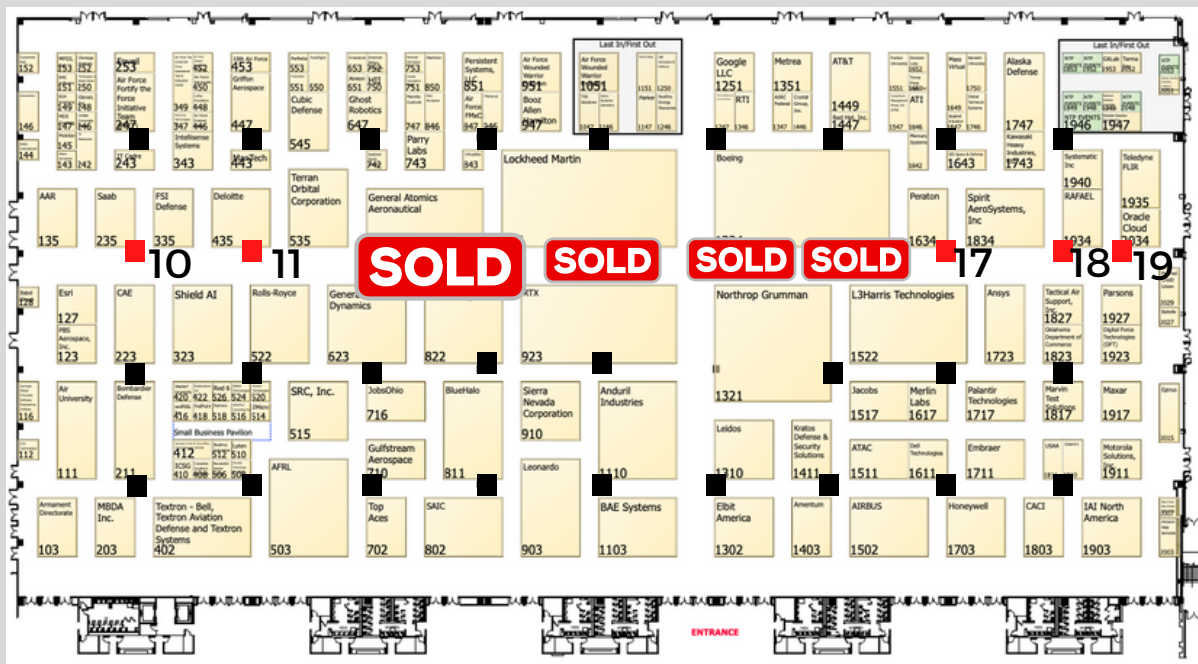
AS A COLUMN WRAP SPONSOR YOU  
WILL BE ABLE TO BRAND A FOUR-  
SIDED COLUMN LOCATED IN THE  
EXHIBIT HALL.

*IF THERE IS A COLUMN NEAR YOUR  
EXHIBITING SPACE, AFA WILL MAKE AN  
EFFORT TO RESERVE THE CORRESPONDING  
COLUMN, MAXIMIZING YOUR BRAND'S  
VISIBILITY AMONGST THE CROWDS!*

*DOUBLE WRAP COLUMN(S): #13*

**AFA LOGO SPECS:**

**15" X 15"**



SHOW FLOOR PLAN IS CONSTANTLY EVOLVING LEADING UP TO THE EVENT.

TO SEE A LIVE VIEW OF THE EXHIBIT HALL [PLEASE CLICK HERE](#)

# PRINCE GEORGE'S EXHIBITION HALL HANGING DIRECTION AISLE SIGNS



SECURE HIGH PROFILE, HANGING AISLE SIGNS WITH YOUR COMPANY BRANDING, LOCATED IN THE EXHIBIT HALL OF ASC.

**ONE (1) DIRECTIONAL SIGN PER AISLE.**

## AFA LOGO SPECS:

**THESE AISLE SIGNS ARE DESIGNED BY AFA WITH YOUR LOGO INCLUDED.**

# PRINCE GEORGE'S FOYER LARGE VIDEO SCREEN

SECURE **ONE (1) OF THREE (3)** HIGH VISIBILITY CONTENT LOOPS ON THE LARGE LCD SCREEN LOCATED IN THE FOYER OF THE PRINCE GEORGE'S EXHIBITION HALL...

- UP TO 6 IMAGES OR 30 SECOND VIDEO
- IMAGE SET TO 5 SECOND INTERVALS
- PREFERRED VIDEO: MP4
- PREFERRED IMAGE: JPEG
- VISUAL ONLY - AUDIO UNAVAILABLE

**2736 X 1824  
QTY (3) AVAILABLE**



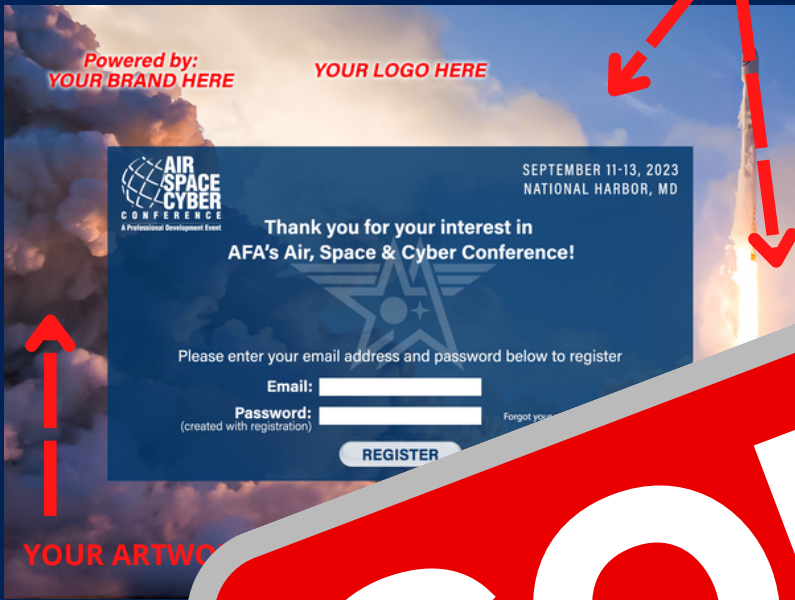


# **BRANDED MATERIALS**

*\*All branded material opportunities are subject to change without notice.*

# CONFERENCE REGISTRATION WEB PORTAL

AS THE CONFERENCE REGISTRATION SPONSOR, YOU WILL HAVE THE ABILITY TO CO-BRAND THE ONLINE ASC REGISTRATION PORTAL WITH AFA, GAINING HIGH-PROFILE EXPOSURE TO ALL GUESTS REGISTERING FOR ASC. AFA WILL ALSO INCLUDE SPONSOR BRANDING AND NAME RECOGNITION ON OFFICIAL REGISTRATION EMAILS SENT TO ALL ASC REGISTRANTS.



SPONSORING A TRADE SHOW OR CONVENTION IS AN IDEAL OPPORTUNITY TO REACH A LARGE, TARGETED AUDIENCE. BUT, WITHOUT THE RIGHT STRATEGY, IT CAN BE A WASTE OF MONEY. HERE ARE SOME TIPS TO HELP YOU GET THE MOST OUT OF YOUR SPONSORSHIP:

ON THE  
TO  
S.

email address and password below to register

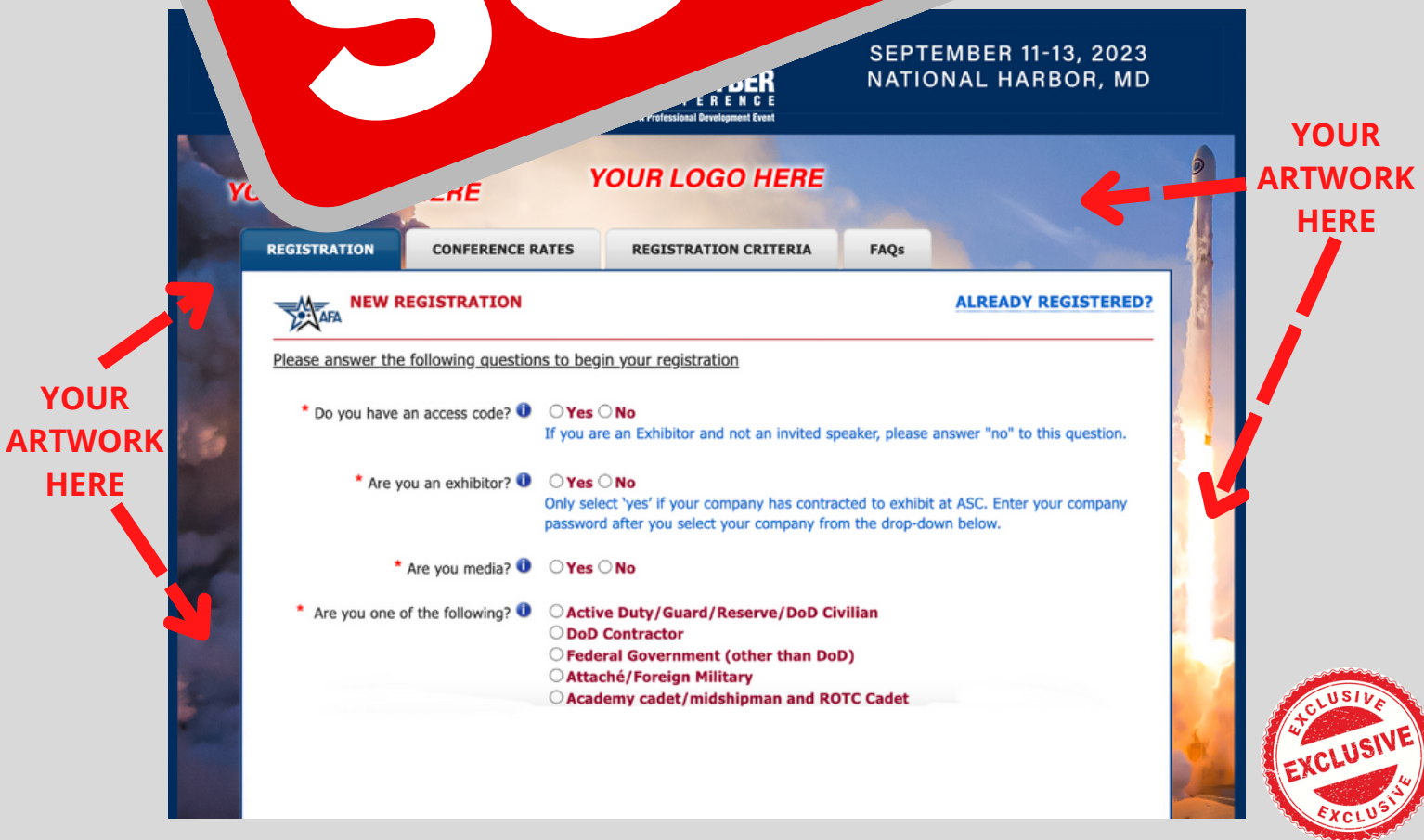
Forgot your password?

REGISTER

# SOLD

SEPTEMBER 11-13,  
NATIONAL HARBOR

CONFERENCE  
Professional Development Event



## BRANDED JOURNALS - PREMIUM

AS THE SOLE PREMIUM JOURNAL SPONSOR, YOU WILL HAVE THE OPPORTUNITY TO CUSTOM BRAND QTY 2,500 JOURNALS MADE AVAILABLE TO ALL AWS ATTENDEES. THE JOURNALS WILL BE DISPLAYED BY AFA AT MEDIA BINS THROUGHOUT THE ASC FOOTPRINT.

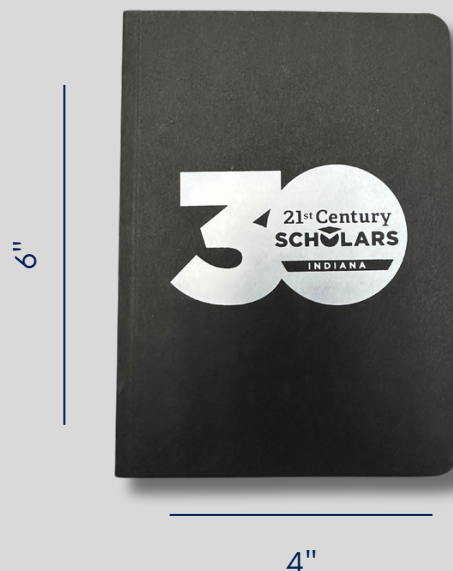
SMOOTH HARD COVERS WITH PAPER POCKET INSIDE BACK COVER. INCLUDES A BLIND DEBOSS IMPRINT (16" SQ. IMPRINT AREA). 80 SHEETS OF OFF-WHITE RULED PAPER. FEATURES MATCHING SATIN RIBBON BOOKMARK, ELASTIC PRIVACY CLOSURE, AND THREAD-SEWN BOOK BINDING.



## BRANDED JOURNALS - STANDARD

AS THE SOLE STANDARD JOURNAL SPONSOR, YOU WILL HAVE THE OPPORTUNITY TO CUSTOM BRAND QTY 2,500 JOURNALS MADE AVAILABLE TO ALL AWS ATTENDEES. THE JOURNALS WILL BE DISPLAYED BY AFA AT MEDIA BINS THROUGHOUT THE ACS FOOTPRINT.

FLEXIBLE, WRAPAROUND PAPER COVERS WITH 2 ROUNDED CORNERS. INCLUDES A 1-COLOR FOIL IMPRINT (LIMITED 16" SQ. IMPRINT AREA) 50 SHEETS OF 50# RULED PAPER. PERFECT-BOUND SPINE.



## GAYLORD NATIONAL HOTEL ROOM KEYS



BRAND ALL ASC HOST HOTEL  
ROOM KEYS MADE  
AVAILABLE TO ASC  
ATTENDEES UPON CHECK-IN  
TO HOTEL  
ACCOMMODATIONS,  
EXPANDING YOUR  
COMPANY'S REACH BEYOND  
THE EVENT.

*EXPAND YOUR BRAND  
VISIBILITY BEYOND THE  
EVENT!*

*CUSTOMIZE THE ARTWORK  
ON THE BACKS OF THE  
HOTEL ROOM KEYS MADE  
AVAILABLE TO ASC  
ATTENDEES STAYING IN OUR  
DESIGNATED OVERFLOW  
HOTEL UPON CHECK-IN*

## OVERFLOW HOTEL ROOM KEYS



## BRANDED WATER BOTTLES



AS THE WATER BOTTLE SPONSOR, YOUR COMPANY WILL BE ABLE TO DISPLAY YOUR BRAND ON WATER BOTTLES MADE AVAILABLE TO ASC ATTENDEES.

**TOTAL NUMBER ARE SCALED TO AMOUNT OF ATTENDEES REGISTERED**

AS THE PRESENTING PARTNER OF THE PRESS ROOM YOU WILL BE RECOGNIZED ON SIGNAGE IDENTIFYING THE AREA USED BY ALL MEDIA OUTLETS.

YOU MAY ALSO PROVIDE BRANDED CUPS, NAPKINS, PENS, ETC. TO BE PLACED IN PRESS ROOM.

## PRESS ROOM



## **GREEN ROOM**

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THE GREEN ROOM IS AVAILABLE FOR USE BY ALL PRESENTERS TO PREPARE BEFORE HEADING TO THE STAGE.

AS THE PRESENTING SPONSOR, YOU MAY PROVIDE BRANDED CUPS, NAPKINS, ETC. TO BE PLACED IN THE ROOM

YOUR LOGO WILL BE INCLUDED IN SIGNAGE PLACED IN THE READY ROOM ACKNOWLEDGING YOUR SPONSORSHIP.

TAKE ADVANTAGE OF THIS DISPLAY SPACE DIRECTLY NEXT TO THE HEAVILY TRAFFICKED ASC REGISTRATION AREA. EQUIP WITH YOUR OWN BRANDED GIVEAWAYS OR SET UP AN EYE-GRABBING DISPLAY OR MODEL!

**APPROX. 12' WIDE X 8' DEEP**

## **REGISTRATION AREA GAZEBO SPACE**

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# EXPERIENTIAL OPPORTUNITIES

*\*All experiential opportunities are subject to change without notice.*

# ASC BALLROOM SPONSORSHIP

POTOMAC A/B **SOLD**  
POTOMAC C - **SOLD**  
POTOMAC D -



SPONSOR ONE OF THE **THREE (3)** ASC24 BALLROOMS, WHICH HOUSE ALL SPEAKER PANELS AND CONTENT SESSIONS FOR THE CONFERENCE.

THIS OPPORTUNITY OFFERS PARAMOUNT VISIBILITY AS THOUSANDS OF ATTENDEES COME AND GO FROM THE BALLROOMS.

**\*ALL SIGNAGE MUST INCLUDE BALLROOM NAME: 150"W X 10"H\***

**AFA LOGO SPECS:  
SPECS PROVIDED  
WITH CONTRACT**

## AS AN ASC24 BALLROOM SPONSOR, YOU WILL RECEIVE:

- FIVE-MINUTE THOUGHT LEADERSHIP ON-STAGE SPEAKING SLOT WITH A CEO-LEVEL PRESENTER
  - SPEAKER'S NAME, TITLE, BIO, AND PHOTO MUST BE PROVIDED TO [JPLANTAMURA@AFA.ORG](mailto:JPLANTAMURA@AFA.ORG) BY NO LATER THAN JUNE 28, 2024
  - AFA MUST PRE-APPROVE TOPIC (SALES PITCHES WILL NOT BE PERMITTED)
- BRANDED ENTRANCE WRAP OVER THE MAIN BALLROOM DOORS
- OFF-STAGE-VOICE ANNOUNCES BALLROOM SPONSOR THROUGHOUT THE DAY (BALLROOM A/B)
- 30-SEC COMMERCIAL SPOT PLAYED BEFORE THE BEGINNING OF EACH SESSION WITHIN SPONSORED BALLROOM
- ADDITIONAL 30-SEC COMMERCIAL SPOT (TO BE PLAYED ACROSS ALL BALLROOMS)
- RECOGNITION IN THE OFFICIAL ASC24 AGENDA, INCLUDED BOTH ONLINE AND IN THE PRINTED CONFERENCE GUIDE
- RECOGNITION IN A FULL-PAGE AFA HOUSE AD IN THE PRINTED CONFERENCE GUIDE
- RECOGNITION ON SLIDES PLAYED IN BETWEEN SESSIONS ON THE BALLROOM SCREENS ADJACENT TO THE STAGE
- RECOGNITION ON SPEAKER CONFIDENCE MONITORS (BALLROOM A/B)
- RECOGNITION ON RELEVANT DIRECTIONAL SIGNAGE MENTIONING THE BALLROOMS

# EXPERIENTIAL BRANDING EXTENSION

STANDARD -

PREMIUM -

**SOLD**



THE OPPORTUNITY FOR YOUR COMPANY TO HOST AN INTERACTIVE BRANDED DISPLAY SPACE! THIS IS AN EXCELLENT OPPORTUNITY FOR VISIBILITY OUTSIDE THE EXHIBIT HALL.

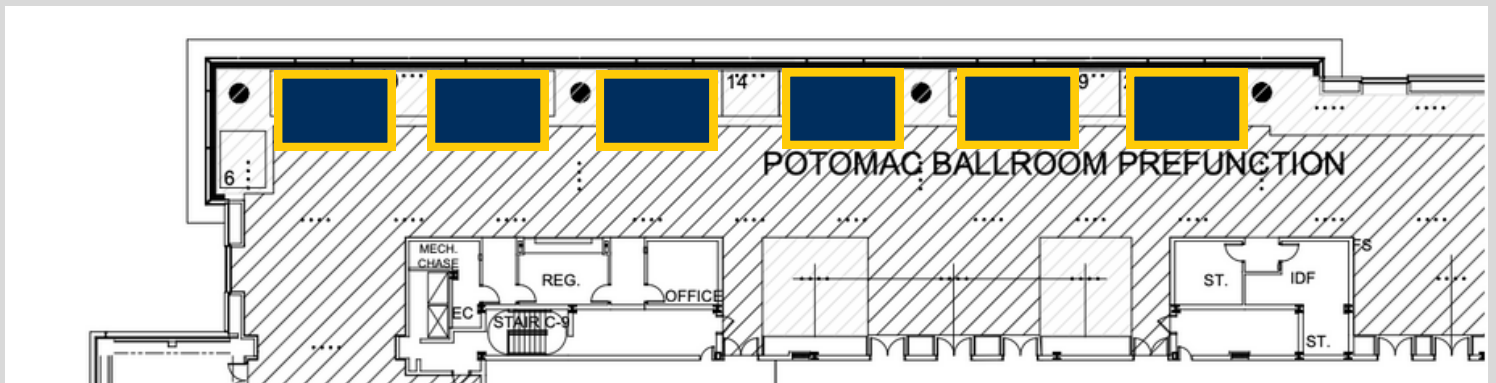
STANDARD SIZE (QTY 6): **8' X 20'**

PREMIUM SIZE (QTY 1): **8' X 30'**

## PRE-REQUISITE FOR PURCHASE:

THE COMPANY MUST HAVE AN EXHIBIT BOOTH LOCATED IN EITHER THE UPPER EXHIBIT HALL OR THE LOWER EXHIBIT HALL.

## LOCATIONS AVAILABLE



# UNMANNED BRANDED FOYER DISPLAY



THE OPPORTUNITY FOR YOUR COMPANY TO SHOWCASE A UNMANNED BRANDED DISPLAY IS SURE TO TURN HEADS! THIS IS AN EXCELLENT OPPORTUNITY FOR VISIBILITY OUTSIDE THE PRINCE GEORGE'S EXHIBITION HALL.

10' X 10'

QTY 3 AVAILABLE

## EXAMPLES INCLUDE



RECHARGING  
LOUNGE

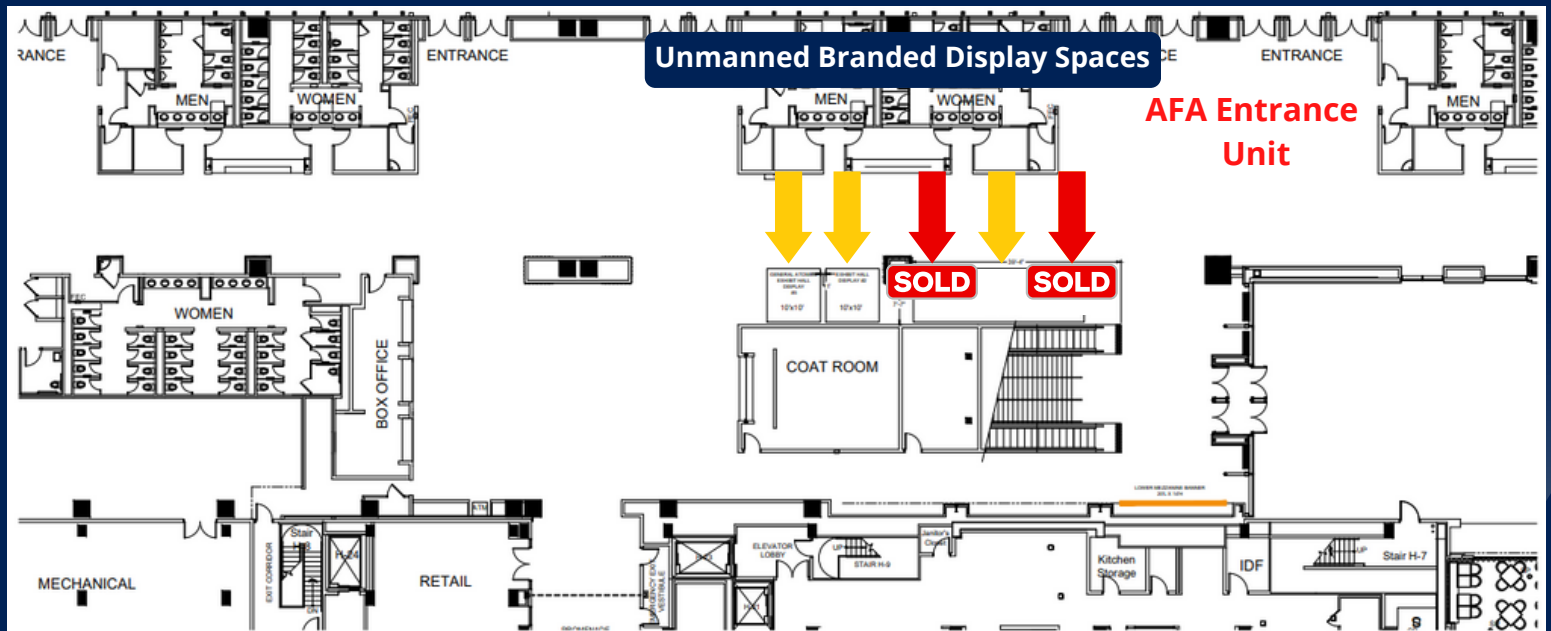


MODEL  
SET UP



LIGHT UP  
DISPLAY

# UNMANNED BRANDED DISPLAY LOCATION MAP



## B2B SUITES

**CHECK OUT THE LINK**



LOOKING FOR SPACE TO HOST  
PRIVATE MEETINGS DURING  
ASC?

SECURE A B2B SUITE FOR HALF  
DAY, FULL DAY, OR FULL SHOW  
BLOCKS.

THESE ROOMS GO QUICKLY SO  
GET ON THE WAIT LIST TODAY!

INQUIRE FOR PRICING AND  
AVAILABILITY.

**[CLICK HERE FOR MORE INFO!](#)**

CONNECT WITH THE AUDIENCE IN A BIG WAY!  
AS THE PRESENTING SPONSOR OF THE ASC  
WIFI SERVICE AFA WILL ACKNOWLEDGE  
PARTNERSHIP WITH:

- THE OPPORTUNITY TO SET THE INITIAL WIFI LANDING PAGE TO SPONSOR'S DESIRED URL.
- FULL PAGE HOUSE AD IN THE ASC CONFERENCE GUIDE EXPLAINING HOW TO ACCESS WIFI AND ACKNOWLEDGING YOUR SPONSORSHIP OF THE EVENT'S WIFI CONNECTIVITY.
- INCLUSION IN SLIDES SHOWN IN BETWEEN PANELS THANKING SPONSOR FOR PROVIDING WIFI.
- SIGNAGE LOCATED WITHIN ASC MEETING SPACE ACKNOWLEDGING WIFI SPONSORSHIP.

## ASC 2024 WIFI



# AIR AND SPACE ATTACHE BREAKFAST RECEPTION



AS THE SPONSOR OF THE AIR AND SPACE ATTACHE BREAKFAST RECEPTION, YOUR COMPANY WILL RECEIVE:

- SIGNAGE LOCATED THROUGHOUT THE RECEPTION, THANKING YOU FOR YOUR PARTNERSHIP.
- OPPORTUNITY TO OFFER COMPANY PROVIDED CUPS, NAPKINS, ETC TO BE USED AT THE RECEPTION.

AS A SPONSOR OF ONE OF OUR COFFEE (AND DESSERT\*) BREAKS, YOU WILL RECEIVE:

- SIGNAGE LOCATED THROUGHOUT THE HALL ACKNOWLEDGING YOUR SUPPORT
- THE OPPORTUNITY TO PROVIDE YOUR COMPANY-BRANDED CUPS, NAPKINS, ETC.

**1 OF 3 SPONSORS:  
BUY OUT THE BREAK:**

*\*DESSERT IS ONLY SERVED DURING THE SCHEDULED AFTERNOON COFFEE BREAKS\**

## COFFEE BREAK & DESSERT STATIONS



## AFA CHAIRMAN'S VIP RECEPTION SPONSOR



AS THE PRESENTING SPONSOR  
OF THE AFA CHAIRMAN'S  
RECEPTION, YOUR COMPANY  
WILL RECEIVE:

- ACKNOWLEDGMENT OF SPONSORSHIP INCLUDED ON EVENT TICKET
- MENTION ON SIGNAGE LOCATED THROUGHOUT THE RECEPTION
- THANKING YOU FOR YOUR PARTNERSHIP
- 10 TICKETS TO USE AT YOUR DISCRETION
- OPPORTUNITY TO PROVIDE BRANDED CUPS, NAPKINS, ETC TO BE USED AT THE RECEPTION



AS A **CO-PRESENTING SPONSOR** OF  
THE FORCE DESIGN 2030 NETWORKING  
RECEPTION, YOU WILL RECEIVE 10  
TICKETS TO USE AT YOUR DISCRETION  
FOR ONE OF ASC'S HIGHEST PROFILE  
NETWORKING EVENTS.

- ADDITIONALLY, AFA WILL PROVIDE  
SPONSOR WITH:
- SIGNAGE HIGHLIGHTING SPONSORSHIP PLACED AT EVENT ENTRANCE
  - SIGNAGE HIGHLIGHTING SPONSORSHIP PLACED AT RECEPTION BAR
  - ACKNOWLEDGMENT OF SPONSORSHIP INCLUDED ON EVENT INVITATIONS

## FORCE DESIGN 2030 NETWORKING RECEPTION



# Outstanding Airmen of the Year Reception

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## OAY Reception Appetizer Station Sponsor

- Placement of sponsored food items as close to your booth as logistically possible.
- Identification on the 'Thank you to Sponsors' signage calling attention to food being served at your booth location.
- The opportunity to provide your company-branded napkins to be placed on the food station.
- Logo inclusion as an official event sponsor in the ASC Conference Guide.

## OAY Reception Main Dish Food Sponsor

- Placement of sponsored food items as close to your booth as logistically possible.
- Identification on the 'Thank you to Sponsors' signage calling attention to food being served at your booth location.
- The opportunity to provide your company-branded napkins to be placed on the food station.
- Logo inclusion as an official event sponsor in the ASC Conference Guide.

## OAY Reception Bar Sponsor

*6 Available Opportunities*

- Signage identifying your sponsorship placed on one exclusively branded bar.
- Logo inclusion as an official event sponsor in the ASC Conference Guide.
- The ability to provide branded napkins, cups, etc.
- Signage with your logo will be featured throughout the event.



# Outstanding Airmen of the Year Reception

## OAY Reception Ticket Package

- (1) package includes:
  - 6 tickets to use at your company's direction.
  - gift 4 tickets to airmen and guardians to attend.

## OAY Activities Sponsor

*Exclusive Opportunity*

Activities include a guided Walk of Honor, OAY Hospitality suite, and more!  
Included with this sponsorship:

- AFA will recognize the sponsor at the OAY recognition ceremony.
- Logo inclusion on signage.
- Logo inclusion on signage in the OAY Hospitality suite.
- Opportunity to engage with the 12 Outstanding Airmen during one of the private gatherings in the hospitality suite.

**SOLD**



## AFA Lifetime Sponsorship Recipients

- Recognition of sponsorship at the OAY recognition ceremony.
- 1 Instagram / Facebook story featuring sponsors support.
- Recognition in conference guide (printed and online), event slides etc. all.

**SOLD**



# AFA USAF Birthday Celebration

## Birthday Celebration Premiere Sponsor

*1 Available Opportunities | Limit 1 Per Company*

- Signage identifying your brand, placed on one exclusively branded bar.
- Logo inclusion as a premiere sponsor in the ASC Conference Guide.
- Signage with your logo will be featured throughout the event.
- Twenty (20) tickets to the Birthday Celebration to use at your discretion
- The ability to provide branded glasses, cups, napkins, etc.
- The opportunity to place branded swag on a gifting table during an exclusive photoshoot.
- Proceeds from this sponsorship will be put towards tickets for active airmen and guardians as well as their families.

## Birthday Celebration Reception Sponsor

*4 Available Opportunities | Limit 1 Per Company*

- Logo inclusion on signage at the Birthday Celebration reception.
- Logo inclusion as a reception sponsor in the ASC Conference Guide.
- Eight (8) tickets to the Birthday Celebration to use at your discretion.
- Proceeds from this sponsorship will be put towards tickets for active airmen and guardians as well as their families.





# **SPEAKING OPPORTUNITIES**

*\*All media opportunities are subject to change without notice.*

# INDUSTRY PANEL SPEAKING SESSIONS



WOULD YOU LIKE TO BE PART OF PURPOSEFUL CONVERSATIONS ABOUT KEY TOPICS OF IMPORTANCE TO THE AIR FORCE AND SPACE FORCE?

TAP IN TO SPEAK ON YOUR COMPANY'S BEHALF AT THESE UNIQUE SESSIONS AT ASC, MODERATED BY A MILITARY/GOVERNMENT/SUBJECT MATTER EXPERT.

**PER-SESSION RATES ARE BASED ON COMPANY SIZE/ARR:**  
300MM+ : \$7,400  
50-300MM : \$6,400  
UNDER 50MM : \$5,400

## INDUSTRY PANELS SESSIONS 101

WHO:	WHAT:	WHERE/WHEN:	WHY:	HOW:
YOUR COMPANY as one of only 3 industry panelists per session moderated by Military/ Government/ Subject Matter Expert.	Separate sessions (40 minutes each) in which participants discuss key imperatives for the Air Force and Space Force.	Panels occur in main content session rooms as part of the ASc agenda.  Streamed live to virtual attendees.	Platform for AFA Corporate Members to join the conversation and get in front of key decision makers.	Moderator presents opening remarks.  Panelists make opening remarks. Moderator asks questions for discussion.  Audience questions as time allows.

# INDUSTRY PANEL SPEAKING SESSIONS

## KEY DEADLINES AND WORKFLOW

**Draft Opens: March 20, 2024**

**Draft Closes: April 12, 2024**

**Results Announced and Contracts Sent to Those Selected: April 15, 2024**

**Signed Contracts Due: April 26, 2024**

**Speaker Bios, Headshots, and Contact Information Due: April 26, 2024**

## HOW DOES THE PANEL SELECTION DRAFT WORK?

- 1** Companies submit session requests in ranked preference via request form located on the next page. The potential topics presented in the request form will be finalized based on industry interest and availability.
- 2** Please specify the maximum number of sessions you are willing to sponsor. While there is no limit on the number of sessions that can be requested, you may not be selected for all of your choices. AFA will offer a minimum of 10 sessions and a maximum of 12 sessions at ASC 2024.
- 3** Selections are assigned by a draft, going through multiple rounds based on priority point order until all sessions are filled.
- 4** If all sessions are not filled during the formal draft process, remaining sessions will be assigned first come, first served, until complete.
- 5** Once draft is complete, AFA will announce results and send contracts to selected companies. Companies have two weeks to return signed contracts to guarantee their speaking slot.

**Moderators and additional AFA-appointed panelist are not determined until all industry panelist speaker information has been submitted. AFA will not disclose any panelist or moderator information until all industry panelist information has been provided to the AFA Communications Team.**

### **Please Note**

- Signed contracts and speaker information are due to AFA by noted deadline.
- Moderator will schedule pre-con directly with client before session to discuss format, messaging, and questions.
- One (1) complimentary full conference registration will be provided per panelist. Custom registration code will be provided upon receipt of signed contract.
- AFA determines all moderators internally and all moderators are subject to change without notice.
- AFA reserves the right to appoint government, think tank, or AFA expert panelists to supplement the panel conversation.
- AFA determines the final show agenda and may adjust content and speakers as necessary.
- AFA welcomes and encourages sponsor input on each event's Industry Panel topics.

# INDUSTRY SPEAKING TOPICS REQUEST FORM

SEND COMPLETED PDF TO  
JP AT  
JPLANTAMURA@AFA.ORG  
BY 04/12/2024

PLEASE RANK YOUR PREFERRED POTENTIAL  
TOPICS IN ORDER.

COMPANY NAME

POC NAME

POC EMAIL

RANK

TOPICS

HACKING THE ACQUISITION BUREAUCRACY

\*Please note that this panel is open to  
non-traditional business suppliers  
only.

CYBER DOMINANCE

SPACE DOMAIN AWARENESS

THE DIGITAL ENTERPRISE

ELECTRONIC WARFARE DOMINANCE

BATTLE MANAGEMENT

WEAPON SYSTEM DEVELOPMENT

LIVE, VIRTUAL, AND CONSTRUCTIVE: PREPARING FOR THE HIGH-END FIGHT

AIR DOMINANCE

SPACE DOMINANCE

MISSILE WARNING

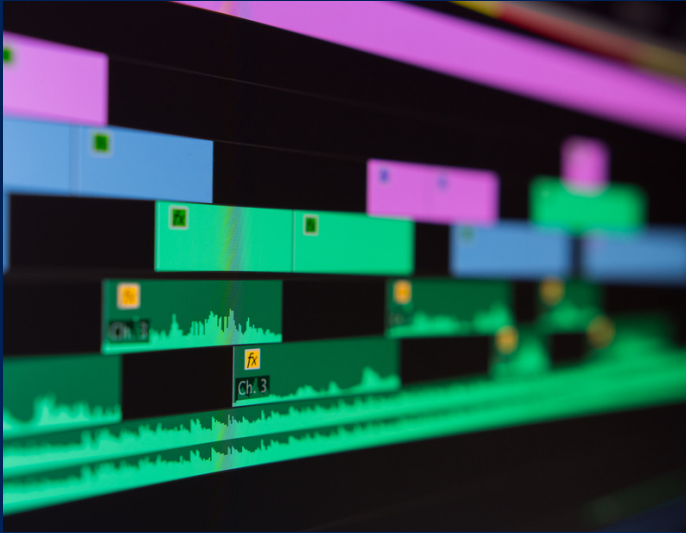
AI-INFORMED LOGISTICS AND SUPPLY CHAINS

SEND COMPLETED PDF TO  
JP AT  
JPLANTAMURA@AFA.ORG  
BY 04/12/2024

PLEASE LET US KNOW THE MAXIMUM  
AMOUNT OF SESSIONS YOUR COMPANY  
WOULD BE WILLING TO SPONSOR:

# INDUSTRY PANEL CUSTOM HIGHLIGHT VIDEO

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INCREASE YOUR IMPACT ON ASC'S  
INDUSTRY PANELS WITH A CUSTOM  
HIGHLIGHT VIDEO!

WORK WITH THE AFA TO PRODUCE A  
VIDEO WITH SELECTED EXCERPTS OF  
YOUR SPEAKER FROM THE FULL  
INDUSTRY PANEL SESSION VIDEO.

IN ADDITION, AFA WILL ALSO POST  
THE CUSTOM HIGHLIGHT VIDEO TO:

- AFA'S YOUTUBE AND VIMEO CHANNELS
- ONE (1) INSTAGRAM STORY CONTAINING THE VIDEO





# MEDIA OPPORTUNITIES

*\*All media opportunities are subject to change without notice.*

# SOCIAL MEDIA SPONSORSHIP PACKAGES



## WHAT IS IT?

SPONSOR AFA'S SOCIAL MEDIA DURING EACH OF THE SIX DAYS LEADING INTO AND DURING ASC 2024.

### ALL SOCIAL MEDIA POSTS MUST INCLUDE:

- SOMETHING ABOUT SPONSOR'S BUSINESS THAT REFLECTS THEIR TIE IN TO AFA EVENT.
- OFFICIAL CONFERENCE HASHTAGS.
- A CALL TO ACTION TO VISIT SAID COMPANY'S BOOTH.
- X (TWITTER) POST LIMITED TO 280 CHARACTERS.
- INSTAGRAM AND FACEBOOK
  - VIDEOS LESS THAN 30 SECONDS.
  - 125 CHARACTERS OR FEWER.
- LINKEDIN - 700 CHARACTERS OR LESS.
- ALL POSTS MUST INCLUDE A VISUAL AID.

**36,000** | **29,600** | **9,145** | **42,000**  
Facebook Followers | X (Twitter) Followers | Instagram Followers | LinkedIn Followers

## PACKAGE 1 \$16,000

**13 Total Social Posts from  
September 10th - 18th.**

*6 days before the event and  
the 3 days of the conference.*

### LinkedIn

- Posts on 9/12, 9/15, and 9/18.

### Facebook / Instagram

- Three of these placements are Instagram / Facebook Stories on 9/10, 9/12, and 9/14.
- Two of the Instagram placements are grid posts which expire 1 month post event.
- Two Facebook Posts will stay on the Facebook account in perpetuity.

### X (Twitter)

- Posts once per day during the conference on 9/16, 9/17, and 9/18.

## PACKAGE 2 \$7,950

**8 Total Social Posts from  
September 14th - 18th.**

*2 days before the event and all  
3 days of the conference.*

### LinkedIn

- Posts on 9/14 and 9/16.

### Facebook

- Three posts that will go live on 9/15, 9/16, and 9/18.

### X (Twitter)

- Posts once per day during the conference on 9/16, 9/17, and 9/18.

**SOLD**

**2 Total Social Posts During the  
Conference.**

*All posts will become live  
during the conference.*

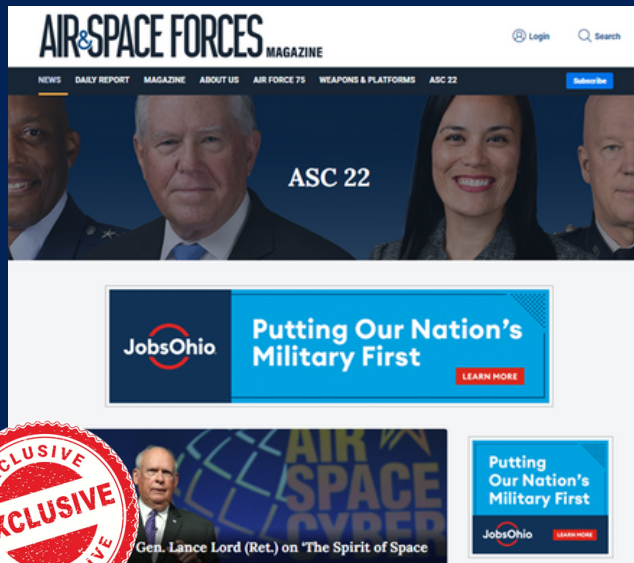
### LinkedIn

- One post on 9/17 (mid-conference prime day).

### X (Twitter)

- One post on 9/17 (mid-conference prime day).

# ASC VIDEO & TRANSCRIPTS



SECURE YOUR SPACE AS THE SOLE SPONSOR OF VIDEO AND TRANSCRIPTS FOR EVERY SESSION AT ASC 2024.

WE PUSH AIRANDSPACEFORCES.COM'S MONTHLY READER BASE OF 2,00,000+ MONTHLY PAGEVIEWS (\*470K UNIQUE VISITORS) TO VIEW THE TRANSCRIPTS

VIA:

- SOCIAL MEDIA
- HOUSE ADS
- ANNOUNCEMENTS IN THE DAILY REPORT
- PROGRAM E-BLASTS

WITHIN 2 WEEKS POST EVENT, THE ASC 2024 TRANSCRIPTS LANDING PAGE WILL LAUNCH.

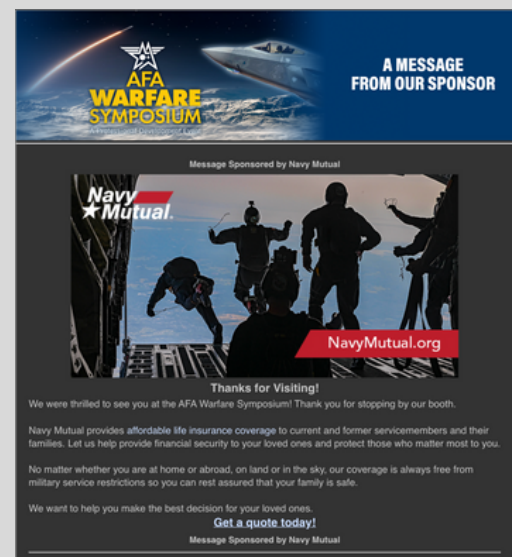
THIS OPT-IN BLAST WAS SENT TO REGISTRANTS/ATTENDEES IN 2023 WITH A 33% OPEN RATE.

**PRE-SHOW #1:** WEEK OF AUG 19 **SOLD**  
**PRE-SHOW #2:** WEEK OF AUG 26 **SOLD**  
**PRE-SHOW #3:** WEEK OF SEPT 2 **SOLD**  
**PRE-SHOW #4:** WEEK OF SEPT 9 **SOLD**  
**POST-SHOW #1:** WEEK OF SEPT 23 **SOLD**  
**POST-SHOW #2:** WEEK OF SEPT 30 **SOLD**  
**POST-SHOW #3:** WEEK OF OCT 7 **SOLD**  
**POST-SHOW #4:** WEEK OF OCT 14

EACH OF THE FOUR PRE-SHOW AND FOUR POST-SHOW BLAST OPTIONS OFFERS SOLE SPONSORSHIP OF YOUR CUSTOMIZED MESSAGE.

**AD DIMENSIONS: 624X327**

## PRE- & POST-SHOW E-BLASTS



# ASC VIRTUAL PLATFORM BANNER AD

ADVERTISE ON THE VIRTUAL PLATFORM  
FOR THE ASC CONFERENCE. THIS  
PLATFORM IS USED BY ATTENDEES TO  
LOCATE THE AGENDA, SEE SPEAKERS,  
NETWORK AND MORE!

QTY (6) AVAILABLE

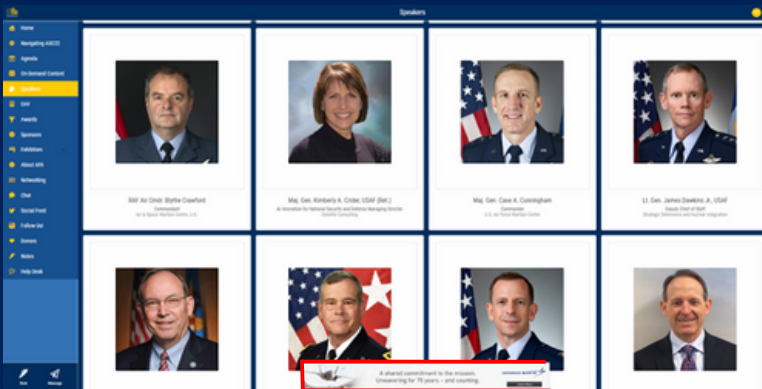
**AD DIMENSIONS:**

768 X 90

768 X 180

**DUE DATE: AUGUST 30, 2024**

**AD ROTATES ON THESE PAGES:**  
**AGENDA | SPEAKERS | NETWORKING |**  
**CHAT | NAVIGATING AWS | ON-**  
**DEMAND**



LANDING PAGE FOR THE VIRTUAL  
PLATFORM THAT IS ACCESSIBLE TO  
APPROXIMATELY 12,000 ATTENDEES  
(ASC 2023).

QTY (8) AVAILABLE

**AD DIMENSIONS:**

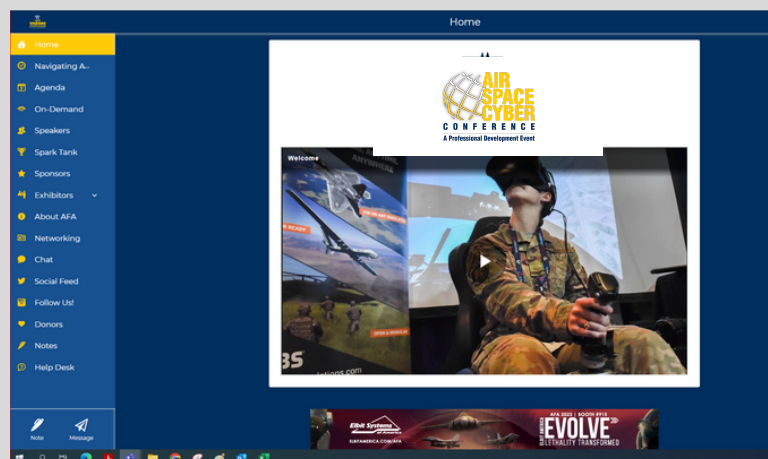
768 X 90

768 X 180

**DUE DATE: AUGUST 30, 2024**

**VIDEO ROTATES ON A ROLLING  
BASIS**

# ASC VIRTUAL PLATFORM 30-SECOND WELCOME VIDEO



# ASC CONFERENCE GUIDE ADS



THE ESSENTIAL CONFERENCE GUIDE FOR  
THE AIR, SPACE & CYBER CONFERENCE

- 8,000 COPIES OF THIS KEEPSAKE PUBLICATION ARE DISTRIBUTED TO CONFERENCE ATTENDEES.
- CONTENT INCLUDES SCHEDULE OF EVENTS, CONFERENCE AGENDA, SPEAKER BIOS, MAPS OF HOTEL & EXPO HALL, EXHIBITOR LIST, AND STAR-LEVEL PARTNER RECOGNITION.

CONFERENCE GUIDE SPONSOR - **SOLD**

FULL-PAGE -

HALF-PAGE -

QUARTER-PAGE -

INSIDE FRONT COVER -

INSIDE BACK COVER -

BACK COVER - **SOLD**

SPACE RESERVATION DUE BY **AUGUST 16**

AD MATERIAL DUE BY

**AUGUST 23**

AIR & SPACE FORCES MAGAZINE IS THE  
NEWS AND INFORMATION RESOURCE  
FOR LEADERS, INFLUENCERS AND  
DECISION MAKERS INVOLVED WITH THE  
US AIR FORCE AND SPACE FORCE.

2,000 BONUS DISTRIBUTION AT ASC IN  
ADDITION TO NORMAL DISTRIBUTION OF  
58,000 PRINT AND 40,000 DIGITAL  
COPIES.

FULL-PAGE -

HALF-PAGE -

SPACE RESERVATION DUE BY

**AUGUST 8**

AD MATERIAL DUE BY

**AUGUST 11**

# AIR & SPACE FORCES MAGAZINE ADS (SEPT)



## COMMERCIAL BREAKS

VIDEO COMMERCIALS ARE BROADCAST BEFORE EACH SESSION AT ASC ON THE LARGE CONFERENCE ROOM SCREENS AND TO THE VIRTUAL AUDIENCE.

AFA WILL MAKE ALL EFFORTS TO ACCOMMODATE REQUESTS FOR SPECIFIC COMMERCIAL PLACEMENTS WITHIN THE SHOW AGENDA, BUT CANNOT GUARANTEE SPECIFIC SLOTS UNTIL THE SHOW AGENDA HAS BEEN FINALIZED.

**30 SECONDS**

**60 SECONDS**

### FREQUENCY DISCOUNTS:

**2X - 10% DISCOUNT**

**3X - 15% DISCOUNT**

**4X - 20% DISCOUNT**

**5X OR MORE - 25% DISCOUNT**

### SPECS:

**1920X1080 | 29.97 FPS | MP4 OR QUICKTIME MOV**

**COMMERCIALS DUE BY  
AUGUST 9**

UTILIZE THE AFA MOBILE CAMERA CREW TO CAPTURE AN IN-BOOTH VIDEO FEATURING YOUR PRODUCTS, SOLUTIONS, AND THOUGHT LEADERSHIP.

IN ADDITION TO USING THE VIDEO ON YOUR OWN SOCIAL CHANNELS, AFA WILL POST ON:

- AIRANDSPACEFORCES.COM ASC24 LANDING PAGE
- DAILY REPORT NEWSLETTER - 1 BLURB WITH VIDEO LINK
- AFA YOUTUBE AND VIMEO CHANNELS

### **PRODUCTION NOTES:**

- **15-MINUTE IN-BOOTH RECORDING SESSION**
- **YIELDS UP TO A 3-MINUTE VIDEO**

## AFA SHOW STOPPERS IN-BOOTH VIDEO



# AFA Studio Produced Sponsored Interview and Highlight Video

Schedule a half-hour session at the AFA studio in Arlington, VA to record a sponsored interview (10 minutes max) with AFA's Editor-in-Chief. An up to 60-second highlight video will be created from the interview content. As added value, this highlight video will run during a commercial break at the 2024 Air, Space & Cyber Conference.

## Visibility on:

- On the “Big Screen” within the programming footprint of ASC 24
- AirAndSpaceForces.com ASC24 landing page
- ASC virtual platform on-demand page
- Shout-out in the Daily Report
- AFA YouTube & Vimeo channel

## What AFA Does

- Provides a professional recording studio space for the sponsored interview to occur.
- Creation of a minimal edit 60-second highlight video.
  - The 60-second highlight video will be edited from the interview with graphics, music, and b-roll.
- The first draft is to be completed within 2 weeks post-interview.

## What You Do

- Schedule your C-Suite Executive or SME to come into the AFA Studio for a 30-minute interview session.
- Submit the sponsored interview prep form (1) week before the recording session.
- Provide relevant b-roll and images.

**LINK TO EXAMPLE:  
INTERVIEW**



# DIGITAL EXHIBITOR LISTING ENHANCEMENTS

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MAKE YOUR COMPANY STAND OUT WITH OUR DIGITAL EXHIBITOR LISTING ENHANCEMENT OPTIONS!

## CLICKABLE BUTTONS

LINK OUT TO A WEBPAGE, PDF, ARTICLE, OR VIDEO WITH THE ADDITION OF A CLICKABLE BUTTON! CUSTOMIZE WITH A 1-5 WORD PHRASE ON THE BUTTON.

**1 BUTTON**

**2 BUTTONS**

**3 BUTTONS**

## SOCIAL MEDIA ICONS

LINK OUT TO YOUR SOCIAL MEDIA PAGES EASILY WITH THE ADDITION OF SOCIAL MEDIA ICONS! THE ICONS AVAILABLE ARE: X(TWITTER), INSTAGRAM, FACEBOOK, AND LINKEDIN.

**ALL FOUR ICONS**

## DIGITAL EXHIBITOR LISTING ENHANCEMENTS EXAMPLE

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### COMPANY NAME

Booth #300

**CLICK HERE**

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