Welcome to the Air Force Association’s 2020 Virtual Air, Space & Cyber Conference

AFA’s virtual Air, Space & Cyber Conference (vASC) will continue AFA’s long tradition of hosting the premier event for defense and aerospace professionals around the world. The conference will offer the same exceptional line-up of speakers, world-class (virtual) exhibits/sponsorships, professional development opportunities, and important interaction between and among industry, government, the media, academia, and the public.

vASC 2020 will be held on September 14-16 and will provide Airmen, Space Professionals, and industry leaders direct insights into the plans, policies and vision of Air Force and Space Force leadership, and emerging trends and developments in aerospace and cyber technology.

Don’t miss out on sponsoring at the virtual aerospace event of the year as time is short. All sponsorships must be booked by August 20th to ensure proper fulfillment of listed benefits. All vASC sponsorship levels come with a virtual exhibit booth allowing you to virtually host and meet with attendees, showcasing your products, services, and thought leadership. In addition to the sponsorship levels we are also offering standalone sponsorships for even more exposure.
# vASC Virtual Sponsorship Tier Comparisons

<table>
<thead>
<tr>
<th>Benefits</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Main site page</td>
<td>$30,000</td>
<td>Not available</td>
<td>$18,000</td>
<td>Not available</td>
</tr>
<tr>
<td>• Speaker page</td>
<td>Not available</td>
<td>Not available</td>
<td>$10,000</td>
<td>Not available</td>
</tr>
<tr>
<td>• Session page</td>
<td>Not available</td>
<td>Not available</td>
<td>$4,000</td>
<td>Not available</td>
</tr>
<tr>
<td>Rotating banner ad placement</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• 15-second commercial played between sessions during broadcast</td>
<td>Not available</td>
<td>Not available</td>
<td>Not available</td>
<td>Not available</td>
</tr>
<tr>
<td>Session marketing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• During studio show: Logo + 50 characters scrolling in bottom third of screen</td>
<td>Not available</td>
<td>Not available</td>
<td>Not available</td>
<td>Not available</td>
</tr>
<tr>
<td>Pre-show marketing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Opportunity to provide 15-second ‘Welcome to vASC’ video from Co. CEO/Sr. Leader linked from separate full page ad in Attendee Guide</td>
<td>Not available</td>
<td>Not available</td>
<td>Not available</td>
<td>Not available</td>
</tr>
<tr>
<td>• Logo in all pre-show email blast</td>
<td>Not available</td>
<td>Not available</td>
<td>Not available</td>
<td>Not available</td>
</tr>
<tr>
<td>• Interactive logo (clickable) in Attendee Guide</td>
<td>Not available</td>
<td>Not available</td>
<td>Not available</td>
<td>Not available</td>
</tr>
<tr>
<td>• 1 full page ad in Attendee Guide (up to 5 additional links)</td>
<td>Not available</td>
<td>Not available</td>
<td>Not available</td>
<td>Not available</td>
</tr>
<tr>
<td>• Ability to add Calendly link to pre-schedule meetings with attendees in company description</td>
<td>Not available</td>
<td>Not available</td>
<td>Not available</td>
<td>Not available</td>
</tr>
<tr>
<td>Included registrations</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• 10 full show registrations included</td>
<td>• 4 full show registrations included</td>
<td>• 2 full show registrations included</td>
<td>• 1 full show registration included</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Unlimited exhibitor only</td>
<td>• Unlimited exhibitor only</td>
<td>• Unlimited exhibitor only</td>
<td></td>
</tr>
<tr>
<td>Booth Benefits</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Large rotating banner ad at the top of the page</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Embedded company video of your choosing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Image gallery</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>In-booth live chat feature</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contact form for attendees to request meetings/information</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Large logo placement on top of page</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company website embedded conveniently located under your logo</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Introductory paragraph to help attendees learn more about what your company has to offer</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td># external links included</td>
<td>4</td>
<td>4</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Calendly feature to schedule meetings pre, during, &amp; post show</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>In-booth video chat capability (through Calendly or link)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Show metrics report</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gamification/attendee engagement</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

* Ask about our military & non-profit rates

SOLD OUT

SOLD OUT
**PLATINUM BOOTH SPONSORSHIP**

$30,000
(Six) Platinum Level Sponsors Available

Make the largest impact at vASC with this exclusive sponsorship!

### Platinum Virtual Sponsorship Benefits:
- Six-image rotating banner ad at the top of the page
- Large logo placement on top of page
- Company website embedded conveniently located under your logo
- Embedded company video of your choosing
- Introductory paragraph to help attendees learn more about what your company has to offer
- Image gallery
- Four external links included
- In-booth contact form for attendees to request meetings/information
- In-booth Calendly feature to schedule meetings pre, during, & post show
- In-booth live chat feature
- In-booth video chat capability
- 10 full show registrations included

### AFA | Platinum Booth Elements

<table>
<thead>
<tr>
<th>Element</th>
<th>Specifications</th>
</tr>
</thead>
</table>
| Rotating Banner          | **Format:** Landscape  
                          | **Size:** 2MB maximum  
                          | **Pixel Count:** 1000px X 425px  
                          | **Filetype:** .png .jpg .eps  
                          | **Maximum Number of Images:** 6  |
| Exhibitor Logo           | **Size:** 250px X 250px minimum  
                          | **Filetype:** .png .jpg .eps  |
| Video                    | **Format:** Exhibitor provides an embed link from YouTube, Vimeo, or other hosted location |
| Exhibitor Weblink        | **Size:** 250px X 250px minimum  
                          | **Filetype:** .png .jpg .eps  |
| Introductory Paragraph   | **Word Limit:** 150 words  |
| Image Gallery            | **Format:** Landscape  
                          | **Size:** 2MB maximum  
                          | **Pixel Count:** Image will scale to size  
                          | **Filetype:** .png .jpg .eps  
                          | **Maximum Number of Images:** 6  |
| Product / Demo Links     | **Character Limit:** 20  
                          | **Filetype:** .png .jpg .eps  
                          | **Custom button size:** 225px X 65px  |
| Meeting Scheduler        | **Format:** Exhibitor will setup an account and schedule on [https://calendly.com](https://calendly.com/) and provide PSAV with an embed code  |
| Chat                     | **Format:** Exhibitor will setup an account and provide PSAV with an embed code  |

*Best Practice: Center text to accommodate scaling*
PLATINUM BOOTH SPONSORSHIP

Platinum Package Additional Benefits:

✪ Partner logo in pre-show marketing emails
✪ Rotating ad on main page
✪ Rotating ad on speaker page
✪ Rotating ad on session main page
✪ Logo on rotating 'Thank you to our sponsors' ad, throughout the show
✪ Interactive logo (clickable) in Attendee Guide
✪ Logo in all pre-session slides
✪ Logo + 75 characters in vASC studio feed*

* Subject to approval & revision

✪ 15-second commercial played between session broadcast
✪ Opportunity to provide 15-second 'Welcome to vASC' video from Co. CEO/Sr. Leader linked from separate full page ad in Attendee Guide
✪ Loads of special features in the Attendee Guide
✪ 1 full page ad in Attendee Guide
✪ Dash board matrix report

SESSION/PLATFORM SPECIFIC AREA

A SOLID FOUNDATION:
Technology Basics for Virtual Events

GLOBAL VIRTUAL EVENTS DAY

PSAV EVENTS

PSAV

ROTATING BANNER AD ON MAIN PAGE
**Gold Virtual Sponsorship Benefits:**

- Large logo placement on top of page
- Company website embedded conveniently located under your logo
- Introductory paragraph to help attendees learn more about what your company has to offer
- Four external links included
- In-booth contact form for attendees to request meetings/information
- In-booth Calendly feature to schedule meetings pre, during, & post show
- In-booth live chat feature
- In-booth video chat capability (through Calendly or link)
- Four full show registrations included

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**Exhibitor Logo**
- Size: 250px X 250px minimum
- Filetype: .png .jpg .eps

**Exhibitor Weblink**
- Format: Landscape
- Size: 2MB maximum
- Pixel Count: Image will scale to size
- Filetype: .png .jpg .eps
- Maximum Number of Images: 6

**Introductory Paragraph**
- Word Limit: 150 words

**Product / Demo Links**
- Character Limit: 20 / Custom button Filetype: .png .jpg .eps / Custom button size: 225px X 65px

**Meeting Scheduler**
- Format: Exhibitor will setup an account and schedule on [https://calendly.com/](https://calendly.com/) and provide PSAV with an embed code

**Chat**
- Format: Exhibitor will setup an account customize their chat on [https://www.tawk.to/](https://www.tawk.to/) and provide PSAV with an embed code

**Form Submission**
- Required for contact: name, email, company, and message are standard fields. One (1) custom field can be added.

**Image Gallery**
- Format: Landscape
- Size: 2MB maximum
- Pixel Count: Image will scale to size
- Filetype: .png .jpg .eps

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**AFA | Gold Booth Elements**

**ABC Co**

www.abc.com

CONTACT AND APPOINTMENTS

[Image of booth elements]

**Gold Booth Sponsorship**

$18,000

Stand out with this huge impact space at vASC!
Gold Package Additional Benefits:

- Logo on rotating ‘Thank you to our sponsors’ ad, throughout the show
- Interactive logo (clickable) in Attendee Guide
- Logo + 50 characters in vASC studio feed*  
  * Subject to approval & revision
- Loads of special features in the Attendee Guide
- 1/2 page ad in Attendee Guide
- Dash board matrix report
SILVER BOOTH SPONSORSHIP

$10,000

Loads of features in one space at vASC!

Silver Virtual Sponsorship Benefits:

✪ Large logo placement on top of page
✪ Company website embedded conveniently located under your logo
✪ Introductory paragraph to help attendees learn more about what your company has to offer
✪ In-booth contact form for attendees to request meetings/information
✪ In-booth Calendly feature to schedule meetings pre, during, & post show
✪ In-booth video chat capability (through Calendly or link)
✪ Two full show registrations included

Silver Package Additional Benefits:

✪ 1/4 page ad in Attendee Guide
✪ Logo in vASC studio feed* 
* Subject to approval & revision
✪ Dash board matrix report

Exhibitor Logo
Size: 250px X 250px minimum
Filetype: .png .jpg .eps

Exhibitor Weblink

Introductory Paragraph
Word Limit: 150 words

Meeting Scheduler
Format: Exhibitor will setup an account and schedule on https://calendly.com/ and provide PSAV with an embed code

Form Submission
Required for contact: Name, Email, Company, and Message are standard fields. One (1) custom field can be added.

SESSION/PLATFORM SPECIFIC AREA

LOGO HERE
BRONZE BOOTH SPONSORSHIP

$4,000

Loads of features in one space at vASC!

Bronze Virtual Sponsorship Benefits:

✪ Large logo placement on top of page
✪ Company website embedded conveniently located under your logo
✪ Introductory paragraph to help attendees learn more about what your company has to offer
✪ In-booth Calendly feature to schedule meetings pre, during, & post show
✪ In-booth video chat capability (through Calendly or link)
✪ One full show registration included
✪ Dash board matrix report

Exhibitor Logo
Size: 250px X 250px minimum
Filetype: .png .jpg .eps

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Privileged and Confidential

Exhibitor Weblink

Introductory Paragraph
Word Limit: 150 words

Meeting Scheduler
Format: Exhibitor will setup an account and schedule on https://calendly.com/ and provide PSAV with an embed code
vASC Advertising Opportunities

The 2020 AFA Virtual Air, Space & Cyber Conference (vASC) includes live and pre-recorded sessions webcast September 14-16 from the Air Force Association studio in Washington, D.C. and exclusively available to registrants for 14 days afterward.

- Exhibitors can broaden their message to attendees by advertising in the vASC Attendee Guide and the September issue of Air Force Magazine.

vASC Attendee Guide – Launch Date August 31

Registered attendees will receive up to three emails with the embedded Attendee Guide cover and link.

- Ratchet up your pre-show engagement and visibility
- Invite vASC attendees to schedule meetings through a link in your vASC Attendee Guide ad
- The interactive vASC Attendee Guide PDF will be the comprehensive pre-show Attendee Guide and resource for all things vASC
- The vASC Attendee Guide will be prominently featured on AFA.org and on the vASC event home page and promoted in the Daily Report newsletter and on AirForceMag.com

vASC Attendee Guide Content:

- Video Welcome Messages from Air Force and Space Force leaders (invited) along with AFA Senior Leaders
- What to Expect at vASC
- How to Navigate vASC
- Guide to Gamification at vASC
- Networking and Meetings at vASC
- Agenda
- Speakers
- Sponsors and Exhibitors
- Advertisers are encouraged to provide links in their ads
- Advertiser directory will connect attendees to the pre-show meeting scheduler

Air Force Magazine

Reinforce and broaden your message with an ad in the September issue of Air Force Magazine with bonus distribution to vASC registrants. In addition to normal distribution of 95,000 to AFA members, registrants to vASC will receive an email with links to the digital version of the September issue of Air Force Magazine. The September issue will also be featured in the vASC publication bin.

**Deadlines:** Space 8/17, Material 8/21

Ask about special combination rates and digital ad bundles with AirForceMag.com for advertisers in the Attendee Guide.

**Contact:** Kirk Brown, Director Media Solutions
kbrown@afa.org 301-938-8363

vASC Attendee Guide net rates for AFA Corporate Members include 10% discount:

- Full Page: $6,854
- Half Page: $4,176
- Quarter Page: $2,500

Each edition of the Attendee Guide will be updated with the latest agenda, speaker, sponsor, and exhibitor updates.

Advertising in the vASC Attendee Guide is included with most vASC sponsorships. You can upgrade your ad size by paying the difference.

**Deadlines:** Space 8/20, Material 8/26
### STANDALONE vSPONSORSHIPS

Sponsoring vASC will provide outstanding branding, visibility and engagement putting you top of mind with Air Force/ Space Force leadership and decision-makers.

All vASC Stand Alone Sponsorships include recognition as an event sponsor in the show pre-session slides. Additional calls-out in pre-show email blast, recognition as an event sponsor on AFA.org and receive the ability to provide an interactive (clickable) logo to go in the Attendee Guide.

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>vPress Room Sponsorship</td>
<td>$7,500</td>
</tr>
<tr>
<td>vRegistration Sponsor</td>
<td>Pricing coming soon!</td>
</tr>
<tr>
<td>vOAY Sponsorship Package</td>
<td>Price coming soon!</td>
</tr>
<tr>
<td>Stand Alone Session Sponsorship</td>
<td>Price coming soon!</td>
</tr>
<tr>
<td>Gamification Sponsor</td>
<td>Price coming soon!</td>
</tr>
<tr>
<td>vSocial Media Sponsor</td>
<td>$3,000 per day or $8,250 for entire show</td>
</tr>
<tr>
<td>Push Notification Sponsorship</td>
<td>$3,000 per push notification</td>
</tr>
</tbody>
</table>

**Open invitation for sponsorship:** As a true partner of AFA, you may have more sponsorship ideas than we have listed, we welcome them! Please reach out to Perry Currier for any new sponsorship ideas you have and we look forward to making this event a success together!

For stand alone sponsorships for additional branding, visibility, and engagement please contact: Perry Currier • pcurrier@afa.org • 703-247-5838

For packaged leveled sponsorships with virtual booths please contact: Ron Bates • rbates@ntpevents.com • 703-706-8230

To learn more about the vASC Attendee Guide or to upgrade advertising please contact: Kirk Brown • kbrown@afa.org • 301-938-8363

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*Please note that more specifics on this opportunity are coming soon.*

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*Please note this opportunity is on a first come first serve basis, available days may vary depending on demand.*