AFA

AIR SPACE CYBER
CONFERENCE
A Professional Development Event

2022

Prospectus

www.afa.org
www.airforcemag.com

DIGITAL · PRINT · EVENTS · THOUGHT LEADERSHIP

CONTACT
CHRISTY SITTER - CSITTER@AFAOrg

*As of 06/2022. Opportunities are subject to change without notice.
More than 12,500 registrants were treated to three days of informative speaker sessions and more than 150 exhibitor booths covering 62,410 square feet at AFA's 2021 Air, Space & Cyber Conference, Sep. 20 - 22. Themed “Air and Space Leadership for Our Nation: Today and Tomorrow,” highlights 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. John W. "Jay" Raymond. Returning as a live, in-person event, this year's event adhered to strict DAF mask and vaccination requirements, while allowing virtual attendance possible via live streaming and on-demand options.

This year’s conference celebrated the 75th anniversary of the Air Force Association with guest speakers such as United Airlines CEO Scott Kirby, and "The Bomber Mafia" author Malcolm Gladwell continuing in the footsteps of AFA’s record-breaking attendance and high profile speakers such as the Vice President of the United States, Dr. Neil deGrasse Tyson, Elon Musk, Sir Richard Branson, Jeff Bezos and Mark Cuban.

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.

LET'S TALK!
CONTACT CHRISTY SITTER
CSITTER@AFA.ORG
WHY PARTNER WITH US?

AFA’s sponsorship opportunities elevate your company’s visibility, brand, and thought leadership throughout the conference. Sponsorships also help drive additional traffic to your booth. Our goal is to provide creative sponsorship options that meet your needs and provide a solid return on your investment. To assist with this, we offer numerous levels of sponsorship opportunities with varied price points to meet your budgeting needs. If you don’t see a desired sponsorship item, please contact us directly so that we can work with you on the customized opportunity that maximizes your visibility at the 2022 Air, Space & Cyber Conference.

AS AN ASC SPONSOR, YOU HAVE ACCESS TO THE AFA MEDIA NETWORK TO UNLOCK BRANDING OPPORTUNITIES THROUGH:

EVENT SPONSORSHIP  EXCLUSIVE NETWORKING OPPORTUNITIES  INTEGRATED MARKETING PROGRAMS

LET’S TALK!
CONTACT CHRISTY SITTER CSITTER@AFA.ORG
SPONSORSHIP OPPORTUNITIES

ASC 2022 STAR-LEVEL PARTNER RECOGNITION PROGRAM
- BASED ON YOUR TOTAL SPEND FOR ALL SPONSORSHIPS AT ASC 2022

- Advertising and sponsorship dollars count towards booth selection priority points to help you move up the list to pick your booth for ASC 2023
- Logo on Star-Level signage placed prominently near entrance to exhibit hall and on signage 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 listed on the Star-Level partner page in the Air, Space & Cyber Attendee Guide and conference website
- Enhanced exhibitor listing in Attendee Guide and on AFA.org
- Acknowledgement in the AFA Annual Report

5-Star Partner
$200,000+

4-Star Partner
$100,000 - $199,999

3-Star Partner
$50,000 - $99,999

2-Star Partner
$15,000 - $49,999

1-Star Partner
$5,000 - $14,999
INDEX OF OPPORTUNITIES

SIGNAGE OPPORTUNITIES
- Column Wraps
- Light Up Wall
- Mirror Clings
- Exhibit Hall Banners
- Escalator Wraps and Staircase Clings
- Potomac Hallway Banner, Single-Sided
- Potomac Foyer Overlook Banner, Double-Sided
- Upper Mezzanine Wall Banner
- Lower Mezzanine Floor Banner
- West Atrium Banner
- Hotel Atrium Banner
- Exhibit Hall Directional Dangler Sign
- Electric Video Board
- Bus Drop Window Clings
- National Harbor Stairs
- Planter Wraps
- High Traffic Bathroom Wraps

EXPERIENTIAL OPPORTUNITIES
- Air Attache Breakfast Reception
- Coffee Break & Dessert Stations
- Lunch Buffet
- Foyer Display
- Outstanding Airman of the Year - Reception Bar
- Outstanding Airman of the Year - Activities
- Outstanding Airman of the Year - Reception Wine
- AFA USAF 75th Birthday Celebration Premiere Sponsor
- AFA USAF 75th Birthday Celebration Reception Sponsor

BRANDED MATERIALS
- Branded Journals
- Water Bottles
- Lanyards
- Press Room
- Green Room
- Media Bins
- Conference Registration
- Hotel Room Keys
- Overflow Hotel Room Keys
- Re-Charging Lounge

MEDIA OPPORTUNITIES
- Mission Capability Area (MCA) Speaking Sessions
- Commercial Breaks
- ASC Conference Guide Ads
- Air Force Magazine (September Issue) Ads
- Air Force Magazine (September Issue) Advertorial
- AirForceMag.com (September Issue) and AFA.org
- Daily Report Newsletter (September)
- Breaking News Alert (September)
- ASC Virtual Platform: Welcome to ASC Video
- ASC Virtual Platform: Main Menu Landing Page Banner Ads
- ASC Video & Transcript

DIGITAL OPPORTUNITIES
- Social Media
- Pre & Post Show E-blasts
- ASC 2022 WIFI
*All signage opportunities are subject to change without notice.
OVERVIEW OF ASC LAYOUT

GAYLORD NATIONAL CONVENTION CENTER
MAP OF ELEMENTS
EXHIBIT HALL FOYER

GAYLORD NATIONAL CONVENTION CENTER
MAP OF ELEMENTS

POTOMAC FOYER

Potomac Foyer Display spaces 1-3

All display spaces can be a lounge, model display or light wall

GAYLORD NATIONAL CONVENTION CENTER
- MAP OF ELEMENTS -

MARYLAND FOYER

FOYER SPACES / Light Up Wall

LIGHT UP WALL #1
LIGHT UP WALL #2
LIGHT UP WALL #3
LIGHT UP WALL #4

All display spaces can be a lounge, model display or light wall

MARYLAND FOYER

GAYLORD NATIONAL CONVENTION CENTER
COLUMN WRAPS

WHAT IS IT?
HAVE YOUR BRAND STAND TALL AMONGST THE HUSTLE AND BUSTLE OF THE EXHIBIT HALL. AS A COLUMN WRAP SPONSOR YOU WILL BE ABLE TO BRAND A FOUR-SIDED, 15'.5"-FT TALL, COLUMN LOCATED IN ONE OF THE EVENT EXHIBIT HALLS.

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!

LIGHT UP WALL

WHAT IS IT?
LIGHT UP ASC WITH YOUR BRANDS MESSAGE ON ONE OF OUR LIGHT UP WALLS! EACH 10X8 BACK LIT BANNER INSTALLATION WILL BE LOCATED IN ONE OF TWO MAIN FOYER LOCATIONS EXPOSING GUESTS TO YOUR BRAND

THIS IS A LIMITED OPPORTUNITY SO BE SURE TO ACT FAST!
EXHIBIT HALL BANNERS

WHAT IS IT?

EXPAND YOUR COMPANY’S VISIBILITY WITH A HIGH-PROFILE 15'L X 15'W EXHIBIT HALL BANNER!

THIS IS A LIMITED OPPORTUNITY SO BE SURE TO ACT FAST!

WHAT IS IT?

PROMOTE YOUR COMPANY’S MESSAGING WITH (4), HIGH PROFILE MIRROR CLINGS LOCATED IN BOTH MARYLAND HALLWAY AND NEAR THE POTOMAC BALLROOM.

THIS IS A LIMITED OPPORTUNITY SO BE SURE TO ACT FAST!

SPECS:

10.5 H’ X 3.5’ W

MIRROR CLINGS
**ESCALATOR WRAPS AND STAIRCASE CLINGS**

**WHAT IS IT?**

As the escalator sponsor, your brand will be recognized on two sets of escalators and stairs leading from ballroom level to exhibit hall level.

This is an exclusive opportunity, so take advantage while you can!

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**POTOMAC HALLWAY BANNER, SINGLE SIDED**

**WHAT IS IT?**

Expand your company’s visibility with a 30’L x 10’W single-sided banner to promote your company’s messaging!

This opportunity is limited so act fast!
WHAT IS IT?

EXPAND YOUR COMPANY’S VISIBILITY WITH A 30’L X 10’W DOUBLE-SIDED BANNER, THAT OVERLOOKS THE HOTEL’S MEZZANINE.

THIS OPPORTUNITY IS LIMITED SO ACT FAST!

UPPER MEZZANINE WALL BANNER

WHAT IS IT?

SECURE A 25’ L X 10’ H HIGH PROFILE, WALL BANNER LOCATED IN THE UPPER MEZZANINE OF ASC.

THIS IS AN EXCLUSIVE OPPORTUNITY SO TAKE ADVANTAGE WHILE YOU CAN!
LOWER MEZZANINE FLOOR BANNER

**WHAT IS IT?**

TAKE ADVANTAGE OF ONE 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!

WEST ATRIUM BANNER

**WHAT IS IT?**

EXCLUSIVE OPPORTUNITY TO UTILIZE A HIGH PROFILE 25’ W X 20’ H BANNER LOCATED IN THE WEST ATRIUM OF ASC.

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

WHAT IS IT?
EXCLUSIVE OPPORTUNITY TO SECURE THIS (30' X 60') PREMIUM BANNER LOCATION IN THE HOTEL ATRIUM.

This (30' x 60') banner will have grommets every 12" on the perimeter of the banner along with a 4" pole pocket on the bottom edge of the banner.

EXHIBIT HALL DIRECTIONAL DANGLER SIGN

WHAT IS IT?
AN EXCLUSIVE OPPORTUNITY TO SECURE HIGH PROFILE, AISLE SIGN DANGLERS WITH YOUR COMPANY BRANDING LOCATED IN THE EXHIBIT HALL AISLES OF ASC.
ELECTRIC VIDEO BOARD

WHAT IS IT?

VISIBILITY ON THE LARGE LED SCREEN LOCATED IN THE CONVENTION CENTER PRE-FUNCTION FOYER.

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

WHAT IS IT?

WITH THIS NEW OPPORTUNITY, YOUR BRAND WILL BE THE FIRST TO BE SEEN BY GUESTS ENTERING ASC FROM THE BUS DROP! A COMPLETE WINDOW WRAPPING FOR AN EXCLUSIVE BRANDING EXPERIENCE!

SPECS

ABOVE DOORS:
- OUTER PANELS: 79.5”W X 45”H
- INNER PANELS: 73.75”W X 45”H
- BACKING - STATIC CLING

LEFT AND RIGHT OF DOORS:
- TOP PANEL: 79.5”W X 65”H
- BOTTOM PANEL: 79.5”W X 24”H
- BACKING: ONE WAY MESH

BUS DROP WINDOW CLINGS
WHAT IS IT?

MAKE A GRAND ENTRANCE WITH THIS NEW OPPORTUNITY!

AS THE NATIONAL HARBOR STAIR SPONSOR, YOUR COMPANY WILL BE ABLE TO PROVIDE YOUR COMPANY’S MESSAGING ON TWO SETS OF STAIRS LEADING TO THE MAIN EVENT LEVEL.

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

SPECIFICATIONS:

187.75"L X 5.25"H
BACKING: CARPET DECAL MATERIAL
(42) STAIRS
(2) FULL SETS OF STAIRS – ANOTHER SET ON OTHER SIDE
WHAT IS IT?

THIS IS AN EXCLUSIVE BRANDING OPPORTUNITY IN THE HOTEL ATRIUM!
WRAP UP TO TEN PLANTER BOXES OUTLINED IN THE MAP BELOW WITH YOUR COMPANY MESSAGING!

SPECS:

FRONT AND BACK PANELS – 71.75” X 37.75”
SIDE PANELS – 68” X 37.75”

PLANTER WRAPS

PLANTER WRAPS (CONT...)
**WHAT IS IT?**

Position your brand with this premium, high visibility, never before offered sponsorship!

Your brand and messaging will be placed on approximately 41 bathroom mirrors and 57 bathroom stall doors via custom created clings!

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**Exhibit Hall Bathroom Locations**

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**High Traffic Bathroom Wraps (Cont...)**

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**Ballroom Level Bathroom Locations**

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[Images of bathroom locations]
*All branded material opportunities are subject to change without notice.
WHAT IS IT?

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

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

WATER BOTTLES

WHAT IS IT?

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

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

WHAT IS IT?

THIS EXCLUSIVE OPPORTUNITY GRANTS THE SPONSOR BRANDING ON LANYARDS DISTRIBUTED TO ASC ATTENDEES AT REGISTRATION.

PRESS ROOM

WHAT IS IT?

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.

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

**WHAT IS IT?**

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.

This is an exclusive opportunity so take advantage while you can!

**MEDIA BINS**

**WHAT IS IT?**

Four-slot media bin to brand and use for distribution of your company’s materials during the show. Bins are located in high trafficked areas to ensure prominent visibility.

This is an exclusive opportunity so take advantage while you can!
CONFERENCE REGISTRATION

WHAT IS IT?

EXCLUSIVE CONFERENCE REGISTRATION PARTNER. SPONSOR WILL HAVE THE ABILITY TO CO-BRAND THE ASC REGISTRATION AREA WITH AFA, GAINING HIGH-PROFILE EXPOSURE TO ALL GUESTS ENTERING ASC. AFA WILL ALSO PROVIDE SPONSOR WITH RECOGNITION ON THE REGISTRATION LANDING PAGE OF THE ASC PLATFORM WEBSITE, ALONG WITH NAMING RECOGNITION ON OFFICIAL REGISTRATION EMAILS SENT TO ALL ASC REGISTRANTS.

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

HOTEL ROOM KEYS

WHAT IS IT?

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!

THIS IS AN EXCLUSIVE OPPORTUNITY SO TAKE ADVANTAGE WHILE YOU CAN!
OVERFLOW HOTEL ROOM KEYS

WHAT IS IT?

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.

THIS OPPORTUNITY IS LIMITED SO ACT FAST!

RE-CHARGING LOUNGE

WHAT IS IT?

DELIGHT ATTENDEES WHILE HIGHLIGHTING YOUR BRAND!

THE LOUNGE INCLUDES:
- A BRANDED TALL TABLE
- (2) CHAIRS THAT HAVE THE CAPABILITY FOR ATTENDEES TO CHARGE THEIR DEVICES
- ANOTHER TABLE TO WORK

ASK ABOUT ADDING A BRANDED BANNER IN THIS SPACE OR DIFFERENT FURNITURE OPTIONS THAT CAN BE ORDERED A LA CARTE THROUGH THE HOTEL

THIS OPPORTUNITY IS LIMITED SO ACT FAST!
DIGITAL OPPORTUNITIES

*All digital opportunities are subject to change without notice.*
SOCIAL MEDIA

WHAT IS IT?

AS THE SOCIAL MEDIA SPONSOR, YOU WILL BE PROVIDED WITH A SINGLE POST ACROSS:
- FACEBOOK
- LINKEDIN
- INSTAGRAM
- TWITTER

PRE & POST SHOW E-BLASTS

WHAT IS IT?
THIS OPT-IN BLAST WAS SENT TO 4,480 CONFIRMED REGISTRANTS/ATTENDEES IN 2021 WITH A 31% OPEN RATE.

SECURE YOUR SPACE AMONG THE 8 OPPORTUNITIES TO BLAST THIS LIST.

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

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

THIS OPPORTUNITY IS LIMITED SO ACT FAST!
EXPERIENTIAL OPPORTUNITIES

*All experiential opportunities are subject to change without notice.
AIR ATTACHE BREAKFAST RECEPTION

WHAT IS IT?

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

- INCLUSION ON ALL SIGNAGE LOCATED THROUGHOUT THE RECEPTION, THANKING YOU FOR YOUR PARTNERSHIP
- OPPORTUNITY TO OFFER COMPANY PROVIDED CUPS, NAPKINS, ETC TO BE DISTRIBUTED AT THE RECEPTION

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

COFFEE BREAK & DESSERT STATIONS

WHAT IS IT?

AS THE PRESENTING PARTNER OF ONE OF OUR COFFEE (AND DESSERT*) BREAKS, YOU WILL RECEIVE:

- SIGNAGE LOCATED THROUGHOUT THE HALL THANKING YOU FOR YOUR PARTNERSHIP
- THE OPPORTUNITY TO PROVIDE YOUR COMPANIES BRANDED CUPS, NAPKINS, ETC.

THIS IS A LIMITED OPPORTUNITY SO TAKE ADVANTAGE WHILE YOU CAN!

* Dessert is only served during the scheduled afternoon coffee breaks*
LUNCH BUFFET

WHAT IS IT?

Leave a lasting impression on thousands of hungry ASC attendees by buying them lunch! Help us continue this tradition while prominently displaying your brand’s support of our event.

As a presenting sponsor your company will be recognized:

- On signage located throughout the hall
- In slides on the big screens pre and post all programming the day of your sponsorship
- A full page house ad in the program guide thanking your company for providing lunch
- Special Social Media Call out announcing and thanking your company for sponsoring lunch

Additionally, your company has the opportunity to provide branded cups, napkins, etc.
WHAT IS IT?

THE OPPORTUNITY FOR YOUR COMPANY TO SHOWCASE A BRANDED DISPLAY IS SURE TO TURN HEADS! WITH YOUR CHOICE OF SPACE UP TO 10'L X 30'W, THIS IS AN EXCELLENT OPPORTUNITY FOR VISIBILITY OUTSIDE THE EXHIBIT HALL.

WHAT IS IT?

AS AN OUTSTANDING AIRMAN OF THE YEAR RECEPTION BAR SPONSOR, YOU WILL RECEIVE:

- 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 SPONSOR’S LOGO WILL BE FEATURED THROUGHOUT THE EVENT.
- ONE (1) TABLE TO THE OUTSTANDING AIRMEN OF THE YEAR HERITAGE DINNER, WHICH INCLUDES 10 TICKETS.

DETAILS: THE ATTIRE FOR THE OUTSTANDING AIRMEN OF THE YEAR HERITAGE DINNER IS BUSINESS SUIT.
OUTSTANDING AIRMAN OF THE YEAR - RECEPTION BAR (CONT.)

WHAT IS IT? (CONT...)

Tables will be reserved on a first-come, first-served basis. When purchasing dinner tables, there are ten seats at each. Your company keeps six seats and gives AFA back four seats, suggested, for guests. Please email your wish list of preferred guests to kstorm@afa.org. As in the past, ethics rules dictate that AFA must seat guests randomly. However, we appreciate knowing your wishes to assist us in our process.

Please note that no promises are made regarding your requests. AFA does not share lists of registrants for you to choose from. We prefer to know your table purchases and guest preferences no later than three weeks prior to the event, as that is when we begin our process. Your table tickets, list of guests seated at your table, and a copy of the floor plan will be available for pick-up at the AFA registration desk anytime after 9:00 A.M., Sunday, September 18.

OUTSTANDING AIRMAN OF THE YEAR - ACTIVITIES

WHAT IS IT?

Activities include a guided DC tour, lunch, dedicated hospitality suite, and more!

AFA will recognize the sponsor with remarks from the podium during the OAY recognition ceremony, on signage posted throughout conference, and in the OAY hospitality suite.

Sponsor may also provide cups and/or napkins with your company logo for the hospitality suite and may address the 12 outstanding airmen during one of their private gatherings in said suite.
WHAT IS IT?

AS THE PRESENTING WINE SPONSOR OF THE OUTSTANDING AIRMAN OF THE YEAR RECEPTION, YOUR COMPANY WILL RECEIVE:

- SIGNAGE ON EVERY TABLE
- SLIDE TO ROTATE ON SCREENS ACKNOWLEDGING SPONSORSHIP
- PRINTED PROGRAM LINE ITEM IN AGENDA
- SPONSOR TABLE WITH TEN (10) TICKETS INCLUDED

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

WHAT IS IT?

AS A PREMIERE SPONSOR OF THE AFA’S USAF 75TH BIRTHDAY CELEBRATION. AFA WILL ACKNOWLEDGE YOUR PARTNERSHIP WITH:

- 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.
- 20 TICKETS TO USE AT YOUR DISCRETION
- THE ABILITY TO PROVIDE BRANDED GLASSES, NAPKINS, CUPS ETC.
WHAT IS IT?

As a reception sponsor of the AFA’s USAF 75th Birthday Celebration, AFA will acknowledge your partnership with:

- Logo inclusion on signage at the reception
- Logo inclusion as a reception sponsor in the ASC conference guide
- Eight (8) tickets to the celebration to use at your discretion

This opportunity is extremely limited so jump on it quick!!
MEDIA OPPORTUNITIES

*All media opportunities are subject to change without notice.
WHAT IS IT?

WOULD YOU LIKE TO BE PART OF PURPOSEFUL CONVERSATIONS ABOUT CURRENT ISSUES AFFECTING OUR MISSION CAPABILITY AREAS?

TAP IN TO SPEAK ON YOUR COMPANIES’ BEHALF AT THESE UNIQUE SESSIONS AT ASC, MODERATED BY THE MILITARY OR DEPARTMENT OF DEFENSE LEADERS.

**PER SESSION RATES ARE BY AFA CORPORATE MEMBER LEVEL**

MISSION CAPABILITY AREA (MCA) SPEAKING SESSIONS

<table>
<thead>
<tr>
<th>WHO:</th>
<th>WHAT:</th>
<th>WHERE/WHEN:</th>
<th>WHY:</th>
<th>HOW:</th>
</tr>
</thead>
</table>
| YOUR COMPANY as one of only 3 industry panelists per session with a Military / Government moderator | Separate sessions 40 minutes each, in which participants discuss important mission capabilities for the Air and Space Forces | Part of the ASC agenda | 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 |
COMMERCIAL BREAKS

**WHAT IS IT?**

VIDEO COMMERCIALS ARE BROADCAST DURING 10-MINUTE BREAKS BETWEEN SESSIONS ON THE LARGE CONFERENCE ROOM SCREENS AND TO THE VIRTUAL AUDIENCE.

IN ADDITION, YOUR COMMERCIAL RECEIVES PREMIUM VISIBILITY VIA THE ON-DEMAND AREA OF THE VIRTUAL PLATFORM.

**COMMERCIALS DUE BY AUGUST 29**
**ASC CONFERENCE GUIDE ADS**

**WHAT IS IT?**

**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.

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**AIR FORCE MAGAZINE (SEPTEMBER ISSUE) ADS**

**WHAT IS IT?**

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

**AN INSIGHTFUL NEWS MAGAZINE, DAILY BREAKING NEWS SITE AND THE AUTHORITATIVE BY-THE-NUMBERS SOURCE FOR ALL THINGS USAF, AND USSF, AIR FORCE MAGAZINE IS A MUST-READ FOR THE ENTIRE AIR AND SPACE FORCE COMMUNITIES.**

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**SPACE RESERVATION DUE BY AUGUST 18**

**AD MATERIAL DUE BY AUGUST 22**

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**SPACE RESERVATION DUE BY AUGUST 12**

**AD MATERIAL DUE BY AUGUST 19**
**WHAT IS IT?**

- SUBMIT AN ARTICLE OF RELEVANCE TO APPEAR AS A SPONSORED STORY
  
  OR
  
  - AFA WILL MANAGE PROFESSIONAL WRITERS TO CRAFT AN ARTICLE ABOUT YOUR TOPIC

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**AIR FORCE MAGAZINE (SEPTEMBER ISSUE) ADVERTORIAL**

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**WHAT IS IT?**

AIRFORCEMAG.COM IS AIRFORCE MAGAZINE UNLEASHED. FEATURING A COMPREHENSIVE FEED OF BREAKING NEWS, OPINIONS, AND FEATURES THIS IS THE GO-TO PLACE FOR INSIGHT AS IT HAPPENS.

AFA.ORG IS AFA’S MEMBER PORTAL. THIS SITE IS YOUR ONE STOP SHOP FOR INFORMATION RELATING TO EVERYTHING THE AIR FORCE ASSOCIATION DOES.

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**AIRFORCEMAG.COM (SEPTEMBER ISSUE) AND AFA.ORG**

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UTILIZE THESE CHANNELS AS THE LAUNCHPAD FOR EXPOSURE. OUR MEDIA SOLUTIONS TEAM WILL PRESENT YOU WITH OPTIONS, WHICH INCLUDE SECURING AD SPACE AND HOSTING CUSTOM CONTENT.
**DAILY REPORT NEWSLETTER**

*(SEPTEMBER)*

**WHAT IS IT?**

This opt-in newsletter provides 88,000 subscribers with the most important Air Force and Space Force news each day.

- Secure your space as one of only 6 sponsors per month
- Your brand exposure includes 5 days per week distribution for a full month
  - 25% open rate
- First read of the day, sent by 4 AM weekday mornings

**DAILY REPORT AD REQUIREMENTS:**

- Digital ads are sold by the calendar month and start the beginning of each month.
  - Max file size 200KB
  - Static image format – JPEG, GIF, PNG

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**BREAKING NEWS ALERT**

*(SEPTEMBER)*

**WHAT IS IT?**

Secure this ultra-exclusive, once per month, opportunity as the sole sponsor of the Breaking News Alert.

When major aerospace events occur, AFA gets word to these 77,000 opt-in subscribers immediately.

- Sent 8x per month minimum
  - 27% open rate
ASC VIDEO & TRANSCRIPT

WHAT IS IT?

SECURE YOUR SPACE AS THE SOLE SPONSOR OF TRANSCRIPTS AND VIDEOS FOR EVERY SESSION AT AWS 2022.

WE PUSH AIRFORCEMAG.COM’S MONTHLY READER BASE OF 850,000+ MONTHLY PAGEVIEWS (*470K UNIQUE VISITORS) TO VIEW THE TRANSCRIPTS VIA:

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

1-2 WEEKS POST EVENT, THE ASC 2022 TRANSCRIPTS LANDING PAGE WILL LAUNCH TO HOUSE AND PROMOTE ALL OF OUR CONTENT FROM THE EVENT.

THREE AND FOUR STAR COMBAT COMMANDERS, PUBLIC AFFAIRS AND MILITARY MEDIA HAVE ALREADY REQUESTED 2022 TRANSCRIPTS

AFA AIR & SPACE FORCES ASSOCIATION