April 6-8, 2020
Gaylord National Convention Center
National Harbor, MD
www.seaairspace.org
Sea-Air-Space attendees have grown accustomed to seeing the newest and most innovative technology each year. Set your company apart from the other impressive exhibits with the Navy League sponsorship program to ensure attendee exposure to your brand is maximized throughout the expo. Various investment levels and options are available.

Have something else in mind? Simply contact us and we will customize a sponsorship that works for your company.

For more information or to secure your sponsorship PLEASE CONTACT:

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STAR PACKAGES

The Star packages are our most complete and high profile sponsorship opportunities at Sea-Air-Space. The total number of impressions across numerous vehicles ensures that your company, as an industry leader, is seen repeatedly by our 15,000 attendees, and thousands more through social media. Below are a series of options designed to meet your budget and needs.

4 Star Sponsor Benefits:

• $17,000 total credit for use on Premium and Special Event items
• Package credits cannot be used toward Show Daily advertising
• Your company logo on:
  • Onsite meterboard signage
  • Thank You email to all registered attendees (12,000 impressions)
  • Navy League of the United States Annual Report (65,000 impressions)
  • All Sea-Air-Space 2020 print materials distributed during Navy League flag office visits
  • Sea-Air-Space 2020 website, all pages; first row reserved for 4-star sponsors and includes static logo with click-through url.
  • Inclusion on the Sea-Air-Space 2020 marketing materials placed at key military commands
  • Your company name on Sea-Air-Space 2020 email marketing campaigns (over 50,000 impressions)
  • Your company name mentioned in all Sea-Air-Space 2020 Press Releases
  • One (1) reserved priority placed luncheon table with 10 complimentary tickets at each lunch
  • One (1) Complimentary seat at the Distinguished Visitor table for each luncheon
  • Four (4) complimentary tickets to the International Maritime Reception
  • One (1) complimentary press briefing at Sea-Air-Space 2020

$45,000

2 Star Sponsor Benefits:

• $10,000 credit for use on Premium and Special Event items
• Package credits cannot be used towards Show Daily advertising
• Your company logo on:
  • Onsite meterboard signage
  • Thank You email to all registered attendees (12,000 impressions)
  • Navy League of the United States Annual Report (65,000 impressions)
  • All Sea-Air-Space 2020 print materials distributed during Navy League flag officer visits
  • Sea-Air-Space 2020 website, all pages; second row reserved for 2-star sponsors and includes static logo with click-through url.
  • Inclusion on the Sea-Air-Space 2020 marketing materials placed at key military commands
  • Your company name mentioned in all Sea-Air-Space 2020 Press Releases
  • One (1) reserved priority placed luncheon table with 10 complimentary tickets at each lunch
  • One (1) Complimentary seat at the Distinguished Visitor table for each luncheon
  • Two (2) complimentary tickets to the International Maritime Reception

$30,000
SPECIAL EVENTS

Reception in the Hall
Cocktail reception on the Exposition floor immediately following show hours, open for all to attend. The reception will be located in the Exhibit Hall on Tuesday, April 7th, 2020 from 5:00 to 7:00 p.m.

• Standing signs at the entrance and around the Exhibit Hall
• Recognition in the show program
• Logo signage at the drink and food stations with sponsor logoed napkins
• Recognition inside email blasts announcing the reception

$15,000

Daily Luncheons
Over 1,000 industry leaders assemble at our lunches to hear important and topical speeches from such luminaries as the Secretary of the Navy, Chief of Naval Operations, the Commandant of the Marine Corps and the Commandant of the Coast Guard. This is a tremendous opportunity to have your company aligned with some of the sea services’ leading figures.

• One (1) complimentary luncheon ticket for seating at the head table
• Recognition of Sponsor from podium (1,200 impressions)
• Your company logo on signage at the luncheon door
• Logo included in presentation slides preceding the sessions
• Your company logo on the table menus

$7,500

Professional Development Roundtables and Panels
Hundreds of high-level attendees looking for the most up-to-date and relevant industry information attend these morning panels and roundtable sessions. Have your brand associated with these events as key senior DoD and U.S. military officials cover such topics as the Service Chiefs’ Update and other critical issues facing the U.S. sea services. International Naval Leadership Panel is excluded.

• Logo included in presentation slides preceding the sessions
• Your company name on seminar signage at the door
• Literature drop option for audience seats (Sponsor to provide/distributed on seats)
• Materials table placed inside the panel or roundtable room for your company’s literature and/or promotional materials
• Opportunity to meet the speakers in the green room prior to the panel
• Up to a 2 minute welcome introduction prior to the panel.

$5,500 per panel or roundtable or exclusively sponsor all panels and roundtables for $30,000 (a $45,000 value)
Congressional Breakfast
This event draws a powerhouse audience of nearly 1,000 military and political leaders to address some of the most pressing issues of the day. Aligning your company with this important event sends a powerful marketing message.

- Recognition of the sponsors from the podium
- Your company logo on breakfast signage at the door and on presentation slides preceding the session
- Two (2) complimentary tickets for seating at the Distinguished Visitor tables

$7,500

International Maritime Reception
A special evening with U.S. Navy, Marine Corps, Coast Guard, industry, congressional and international leaders gives you a unique opportunity to see and be seen!

- Your company logo included on all signage
- Your company logo on signage leading into the Reception
- Recognition from the podium

$40,000 | Exclusive Sponsorship

Sponsorship also includes International Naval Leadership Panel
Aligning your company with this important event sends a powerful marketing message.

- Opportunity to meet the panel in the green room prior to the session
- Logo included in presentation slides preceding the sessions
- Your company logo on seminar signage at the door
- Literature drop option for audience seats (Sponsor to provide/distribute on seats)
- Materials table placed inside the panel or roundtable room for your company’s literature and/or promotional materials
ADDITIONAL SPONSORSHIP OPPORTUNITIES

Registration
• Your company logo placed on all attended badges (10,000+ impressions)
• Your logo on the registration homepage for Sea-Air-Space 2020 (20,000 impressions)
• Your company logo displayed on self-registration computer screens
• Your company logo on signage and structures in the on-site registration area
$20,000

Badge Lanyards
• Your company logo on lanyards distributed during registration
  (Sponsor responsible for producing)
$12,500

Registration Bags
• Your logo on the official Sea-Air-Space 2020 re-usable bags distributed during registration
  (Sponsor responsible for producing)
$10,000

Registration Bag Inserts
• Provide your one-page insert (5,000) to be inserted in the registration bags
$2,000 per insert

Gaylord Hotel Guest Room Keys
• Your logo featured on key cards given to attendees at check-in
$12,000

Branded Cappuccino/Espresso Stand
• One barista supported specialty coffee stand
• Branded napkins
• Company logo on Daily Schedule signage
• Option to place collateral material on/near coffee stand (sponsor provided)
• Navy League responsible for determining placement
$27,500
Branded Coffee Breaks
- Company logo on signage at station
- Branded napkins
- Company logo on Daily Schedule signage
- Option to place collateral material on coffee station (sponsor provided)
- Navy League responsible for determining placement

$10,500 daily | Four Star Level
$7,500 daily | Three Star Level
$5,500 daily | Two Star Level
$3,000 | One Star Level

Waypoint Lounge
- One (1) 40” monitor on a stand for a running video presentation
- Complimentary WIFI
- Custom leather sofa seating and table rounds for impromptu meetings and discussions
- Sponsor branding at the door and in the room
- Positioned in Potomac Lobby

$25,000

Sea-Air-Space Lounge
- One (1) 40” monitor on a stand for a running video presentation
- Complimentary WIFI
- Custom leather sofa seating and table rounds for impromptu meetings and discussions
- Sponsor branding at the door and in the room
- Positioned outside of Exhibit Hall

$15,000

Mobile App
Sea-Air-Space 2020 mobile app can be downloaded from the Apple store and Google Play. Available a few weeks before the show, it is the mobile version of the onsite directory guide.
- Sponsor splash page
- Rotating banner ads throughout
- Sponsor “shout outs” can be scheduled for various messages throughout the event

$5,500
BANNERS AND SIGNAGE

Floor Graphics
Floor graphics placed in the expo in large traffic areas.

- $3,000 | (2) 3’ x 3’ images
- $5,500 | (2) 6’ x 6’ images

Escalator and Staircase Graphics leading to the Exhibit Hall
Please call for details

- $35,000 for all

Column wrap in the Exhibit Hall
Stand out on the exhibit hall floor with a branded column wrap

- $12,500 | 8’ x 20’

Column Wrap adjacent to Registration in the Potomac Lobby
Stand out in the main lobby by registration with a branded column wrap

- $12,500 | 8’ x 20’

Atrium Banner
Your company-provided banner hung in the Gaylord main atrium

- $35,000

Escalator Banner
Your company artwork on a banner hung at the bottom of the escalators leading to the Main Exhibit Hall

- $25,000 | 20’ x 25’
ELECTRONIC MEDIA

Charging Stations
Attendees need mobile charging stations to keep their devices fully charged and operating flawlessly. A smart phone or cell phone charging station or tablet/iPad charging station provides attendees with the backup power they need to ensure they're always connected.

- Your company logo on signage at charging station
- Your company logo on the charging station
- 42” Monitor displays your content daily

$6,000 each

Website Banner Advertisement
Visitors to our website are military personnel, business leaders and experienced innovators. They stay on the site to gain knowledge, forging new business partnerships and discover breakthrough technologies that will enable them to compete in the marketplace.

$750 per month
Web Banner Size (768px X 90px)

SOCIAL MEDIA

Interactive Media Wall
Includes social media feeds, scrolling ads, show updates and significant branding in this new 40ft wide media wall.

$20,000

Promoted Video Spots
Promotional 30 second video spots during the expo that highlight your booth activities on a running loop on the new Sea-Air-Space interactive social media wall.

$3,500
SPONSORSHIPS INCLUDE...
- Recognition in the official Show Directory
- Placement on the SAS website with logo and link
- Recognition on signage during the event
- The right to use a “sponsor” title in your own promotional materials
- Additional benefits based on sponsorship investment

Sponsorship Value

| 4 Star Sponsor | ★ ★ ★ ★ ★ ★ ★ ★ |
| 2 Star Sponsor | ★ ★ ★ ★ ★ ★ ★ |
| Sea-Air-Space Reception | ★ ★ ★ ★ |
| Panels/Roundtables | ★ ★ ★ |
| Congressional Breakfast | ★ ★ ★ ★ |
| Daily Luncheons | ★ ★ ★ |
| Leadership Panel | ★ ★ |
| International Reception | ★ ★ |
| Registration | ★ ★ |

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Event hosted by the Navy League of the United States