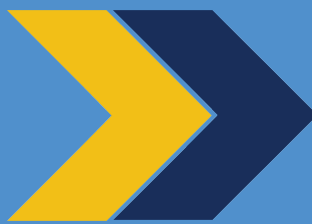


# SeaAirSpace 2021



April 11-14, 2021 | Gaylord National Convention Center

## SPONSORSHIP GUIDE

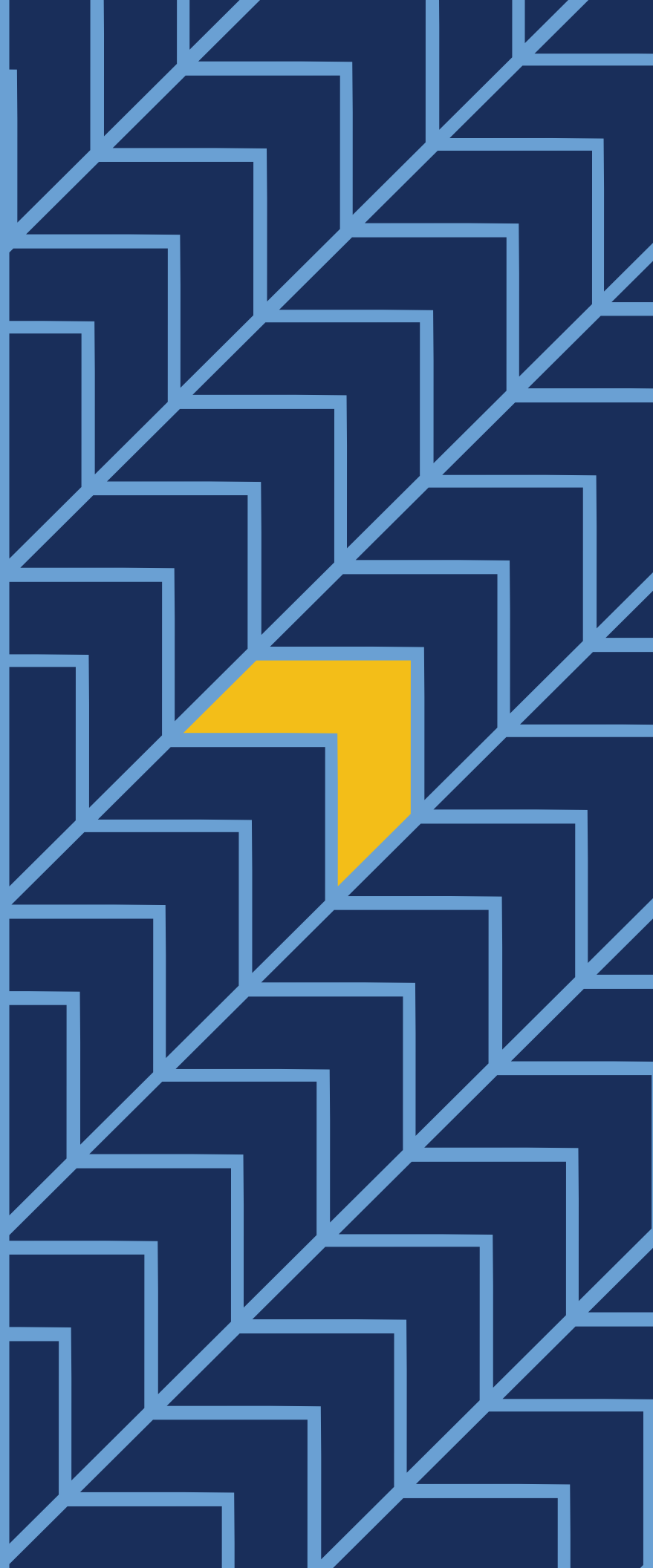
*Sea-Air-Space attendees know they will see the newest and most innovative technology each year. Set your company apart with the Navy League sponsorship program to ensure attendee exposure to your brand is maximized. Various investment levels and options are available.*

***Have something else in mind?***  
*Contact us and we will customize a sponsorship that is tailored to your goals.*

***To discuss sponsorship and branding opportunities contact:***

Leticia Click  
Senior Director of Corporate Membership  
LClick@NavyLeague.org  
703.312.1570

Ron Bates  
Senior Accounts Executive  
RBates@ntpevents.com  
703.706.8230





# STAR PACKAGES

Our most complete and high-profile sponsorship opportunities at Sea-Air-Space. The total number of impressions across numerous platforms ensures that your company, is seen repeatedly by our 15,000 attendees, and thousands more through social media.

## 4 Star Sponsor Benefits:

- **\$17,000 total credit for use on Premium and Special Event items**
- Your company logo on:
  - Onsite meterboard signage
  - Thank You email to all registered attendees
  - Sea-Air-Space 2021 website, all pages; first row reserved for 4-star sponsors and includes static logo with click-through url.
  - Inclusion on the Sea-Air-Space 2021 marketing materials placed at all military commands
  - Your company name on Sea-Air-Space 2021 email marketing campaigns
  - 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 2021
- Package credits cannot be used toward Show Daily advertising

**\$45,000**

## 2 Star Sponsor Benefits:

- **\$10,000 credit for use on Premium and Special Event items**
- Your company logo on:
  - Onsite meterboard signage
  - Thank You email to all registered attendees
  - Sea-Air-Space 2021 website, all pages; second row reserved for 2-star sponsors and includes static logo with click-through url.
  - Inclusion on the Sea-Air-Space 2021 marketing materials placed at all military commands
  - 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
- Package credits cannot be used towards Show Daily advertising

**\$30,000**

*\*Note - If any benefits are not able to be fulfilled due to current regulations, we will work to provide a suitable substitution.*



# 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 13th, 2021 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
- Entertainment

**\$15,000**

## Daily Luncheons

Industry leaders assemble at our lunches to hear 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 decision makers.

- One (1) complimentary luncheon ticket for seating at the head table
- Recognition of Sponsor from podium
- 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 (Exclusive pricing available. Please call for details)**

## Professional Development Roundtables and Panels

Hundreds of high-level attendees looking for the current and relevant industry information attend these panels and roundtables. Align your brand 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 or promotional item drop option for audience seats (Sponsor to provide/distribute)
- 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 per day.**

## Congressional Breakfast

This event draws a powerhouse audience of military and political leaders who address some of the most pressing issues of the day. Align your company with this important event with 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

### 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 or promotional item drop option for audience seats (Sponsor to provide/distribute)
- Materials table placed inside the panel or roundtable room for your company's literature and/or promotional materials

**\$40,000 | Exclusive Sponsorship**





# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## Registration

- Your company logo placed on all attendee badges
- Your logo on the registration homepage for Sea-Air-Space 2021
- 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 2021 re-usable bags distributed during registration  
*(Sponsor responsible for producing)*

**\$10,000**

## Registration Promotional Items

- Provide promotional items or one-page inserts (Quantity 5,000). Pre-approval required on all items.

**\$2,000 per insert**

## 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

\* Coffee will be served in accordance with current health guidelines.

**\$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
- Charging station
- Seating for impromptu meetings and discussions
- Sponsor branding in lounge
- Positioned in Potomac Lobby

**\$25,000**

## VIP Lounge

- One (1) 40" monitor on a stand for a running video presentation
- Complimentary WiFi
- Charging station
- 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**



## WiFi

Sponsorship opportunity to reach a large targeted audience, brand your organization and push notifications to all attendees.

- Landing page to view as attendees connect to the Internet. (Does not include Exhibit Hall.)

**\$10,000**

## Sand Castle | **NEW!**

Unique branding opportunity placed on outdoor terrace outside of Exhibit Hall and protected with tent and rope and stanchion. Smaller versions may be setup indoors.

- Your company logo or a specific design <http://sandtastic.com/portfolio-items/displays/>

**\$10,500 | 10' x 10' area (10-15 tons of sand)**

**\$12,500 | 15' x 15' area (25 tons of sand)**

**\$19,500 | 20' x 20' area (50 tons of sand)**





# 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. Limited number available.

**\$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

**\$13,000 | 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'**

## Main Hall Aisle Floor Graphic Sponsor

Sponsorship Includes:

- 2 aisle floor graphics (36" x 15" each)
- Sponsor logo and booth location included
- Floor graphics placed in the Main Exhibit Hall aisles
- Sponsor logo included in Show Guide

**\$3,000**

## Maryland Ballroom Aisle Floor Graphic Sponsor

Sponsorship Includes:

- 2 aisle floor graphics (36" x 15" each)
- Sponsor logo and booth location included
- Floor graphics placed in the Maryland Ballroom aisles
- Sponsor logo included in Show Guide

**\$2,000**

**Safety and Social Distancing Floor Graphic options are available.  
Please call for details.**



# 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	★	★					

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

Reserved priority placed luncheon each luncheon with 10 complimentary tickets

Complimentary ticket/seat for International Maritime Reception

Recognition of the sponsors from the podium

All Sea-Air-Space 2020 print materials distributed during Navy League flag officer visits

## To discuss sponsorship and branding opportunities contact:

Leticia Click  
Senior Director of  
Corporate Membership  
LClick@NavyLeague.org  
703.312.1570

Ron Bates  
Senior Accounts Executive  
RBates@ntpevents.com  
703.706.8230



Event hosted by the Navy League of the United States