Sponsorship Opportunities

April 3-5, 2023
Gaylord National Resort & Convention Center
National Harbor, Maryland
Maximize your brand exposure to an audience of decision-makers and industry leaders with Sea-Air-Space sponsorship opportunities. Select from a wide range of options for all budgets.

Have something else in mind? Contact us for custom sponsorship opportunities.

Contact us:
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Vice President, Corporate Affairs  
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703.312.1570

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15,000+ attendees

231 SES and flag officers

217,000+ Net Square Footage of Exhibit Space

340+ Exhibitors in 2021
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 2023 website, all pages; first row reserved for 4-star sponsors and includes static logo with click-through url
  - Your company name on Sea-Air-Space 2023 email marketing campaigns
  - One (1) reserved priority placed luncheon table with 10 complimentary tickets at each lunch
  - Six (6) complimentary tickets to the International Maritime Reception
  - One (1) complimentary press briefing at Sea-Air-Space 2023
- 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 2023 website, all pages; second row reserved for 2-star sponsors and includes static logo with click-through url
  - One (1) reserved priority placed luncheon table with 10 complimentary tickets at each lunch
  - Four (4) complimentary tickets to the International Maritime Reception
- Package credits cannot be used towards Show Daily advertising

$30,000

*Note - If any benefits cannot be fulfilled due to CDC regulations, we will work to provide a suitable solution.
SPECIAL EVENTS

Sea-Air-Space Reception
Cocktail reception on the Exposition floor immediately following show hours, open for all to attend. The reception will be located in Prince George's Exhibit Hall on Tuesday, April 4, 2023 from 5:00 to 6:30 p.m.

- Standing signs at the entrance and around Prince George's 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 provided will be placed inside or outside of the room
- 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
Center for Maritime Strategy 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. Moderated by Adm. James Foggo, U.S. Navy (Ret.).

- 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 head 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 advertising
- 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
- Two (2) complimentary tickets for seating at the head tables

$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 2023
- Your company logo displayed on self-registration computer screens
- Your company logo on signage and structures in the on-site registration area

$22,500

Badge Lanyards
- Your company logo on lanyards distributed during registration (sponsor provided)

$12,500

Registration Bags
- Your logo on the official Sea-Air-Space 2023 re-usable bags distributed during registration (sponsor provided)

$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 (1) 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 coffee break 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.

$17,500 daily | Four Star Level
$12,500 daily | Three Star Level
$9,500 daily | Two Star Level
$5,000 daily | One Star Level

Waypoint Lounge
- One (1) 13’ x 8’ monitor on a stand for a running video presentation
- Complimentary WiFi
- Charging station
- Soft seating for impromptu meetings and discussions
- Sponsor branding in lounge
- Positioned in Potomac Lobby

$27,500

VIP Lounge
- One (1) 13’ x 8’ monitor on a stand for a running video presentation
- Complimentary WiFi
- Charging station
- Soft seating and table rounds for impromptu meetings and discussions
- Sponsor branding in lounge
- Positioned outside of Prince George’s Exhibit Hall

$20,000
Sand Castle

Unique branding opportunity placed on outdoor terrace outside of Prince George’s and protected with tent and rope and stanchion. Smaller versions may be setup indoors.

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

$15,000 | 10’ x 10’ area (10-15 tons of sand)
$17,000 | 15’ x 15’ area (25 tons of sand)
$25,000 | 20’ x 20’ area (50 tons of sand)
**BANNERS & SIGNAGE**

**Floor Graphics**
Floor graphics placed in the expo in high traffic areas.

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

**Escalator and Staircase Graphics**
leading to the Prince George’s Exhibit Hall
Please call for details.

- $35,000 for all

**Column Wrap in Prince George’s Exhibit Hall**
Stand out on Prince George’s floor with a branded column wrap.
Limited number available.

- $12,500  |  8’ x 20’

**Column Wrap in Potomac Lobby**
Stand out in the main lobby with a branded column wrap.

- $13,000  |  8’ x 20’

**Column Wrap in foyer outside of Exhibit Hall**

- $10,000  |  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 Prince George’s Exhibit Hall.

- $25,000  |  20’ x 25’

**Banner in Potomac Lobby**

- $15,000  |  30’x10’ (double-sided)
**Prince George’s Exhibit Hall Aisle Floor Graphic Sponsor**

Sponsorship Includes:
- Two (2) aisle floor graphics (36” x 15” each)
- Sponsor logo and booth location included
- Floor graphics placed in the Prince George’s Exhibit Hall aisles
- Sponsor logo included in Show Guide

$3,000 per aisle

$30,000 | Exclusive Sponsorship

**Maryland Ballroom Aisle Floor Graphic Sponsor**

Sponsorship Includes:
- Two (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

**Mirror Clings in Potomac and Maryland Ballroom Foyers**

Your company artwork on six (6) mirror clings featured in a high traffic area.

$3,500

**Mirror Clings in Potomac, Maryland and Exhibit Hall Restrooms**

All attendees require a restroom break, and a mirror cling is a great item to promote your company. All restroom locations.

$10,000
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

$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 branding on our 40’ wide social 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 our 40’ wide Sea-Air-Space social media wall.

$3,500
ALL SPONSORSHIPS INCLUDE:
- Recognition in the official Onsite Guide and Directory
- Placement on the Sea-Air-Space website with logo and link
- Recognition on signage during the event
- The right to use “sponsor” in your own promotional materials
- Additional benefits based on sponsorship investment

Sponsorship Value

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Inclusion on the Sea-Air-Space 2023 marketing materials placed at key military commands
Your company name mentioned in all Sea-Air-Space 2023 Press Releases
Reserved priority placed luncheon table with 10 complimentary tickets
Complimentary ticket to the International Maritime Reception
Recognition of the sponsors from the podium

To discuss sponsorship and branding opportunities contact:

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