

SeaAirSpace 2024

SPONSORSHIP OPPORTUNITIES



NAVY LEAGUE of the UNITED STATES

April 8-10, 2024
Gaylord National Resort
& Convention Center
National Harbor, Maryland



NAVY LEAGUE of the UNITED STATES

SeaAirSpace
2024

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 18,000 attendees and thousands more through social media.

★★★★ 4 Star Sponsor Benefits:

- \$17,000 total credit for use on Premium and Special Event items
- Company logo included on/in:
 - Onsite Signage
 - Sea-Air-Space Email Marketing Campaigns
 - Event Program Guide
- One (1) reserved priority placed table with 10 complimentary tickets for each luncheon
- Six (6) complimentary ticket to the International Maritime Reception
- One (1) complimentary press briefing at the show

\$45,000

★★ 2 Star Sponsor Benefits:

- \$10,000 credit for use on Premium and Special Event items
- Company logo included on/in:
 - Onsite Signage
 - Event Program Guide
- One (1) reserved priority placed table with 10 complimentary tickets for each luncheon
- Four (4) complimentary tickets to the International Maritime Reception

\$30,000



NAVY LEAGUE of the UNITED STATES

SeaAirSpace 2024

SPECIAL EVENTS

Sea-Air-Space Reception in the Exhibit Hall

Cocktail reception in the Exhibit Hall immediately following show hours. The reception will take place on Tuesday evening during the show from 5:00 p.m. to 6:30 p.m.

- Onsite signage at the entrance to the Exhibit Hall
- Company logo included on notifications for the event
- Signage and logoed napkins at drink and food stations
- Entertainment

\$15,000

Maryland Ballroom Reception

Cocktail reception in the Maryland Ballroom on Tuesday afternoon before the Exhibit Hall reception.

\$7,500

Daily Luncheons

Industry leaders assemble at these events to hear our nation's Sea Service leaders. These luncheons provide a tremendous opportunity to have your company brand aligned with high-profile decision makers.

- One (1) complimentary luncheon ticket for seating at the head table
- Company logo included in presentation slides preceding the session
- Company logo included on luncheon menu cards
- Recognition from the podium

\$8,500 (Exclusive pricing available. Please call for details)

Center for Maritime Strategy Breakfast

This extraordinary event draws a powerhouse audience of military and political leaders who address some of the most pressing issues facing today's defense issues. Your company brand will be front and center at a dynamic discussion moderated by Admiral James Foggo, USN (Ret.)

- Two (2) complimentary tickets for seating at the head tables
- Company logo included in presentation slides preceding the session
- Recognition from the podium

\$8,500



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SPECIAL EVENTS

International Maritime Reception and International Panel

An exceptional evening with key players such as our U.S. and international military leaders, industry partners, and congressional leaders allows your company a unique opportunity for prime exposure.

- Company logo included on signage at the entrance to the event
- Recognition during the event
- Company logo included on beverage napkins at food and drink stations
- Up to a 2-minute welcome introduction
- Includes sponsorship of the International Naval Leadership Panel
- Opportunity to meet the leadership panel prior to the session
- Company logo included in presentation slides preceding the session
- Literature or promotional item drop option for audience seats (sponsor provides and distributes)

\$40,000 | Exclusive Sponsorship

Professional Development Roundtables and Panels

Hundreds of high-level attendees seeking current and relevant industry information attend these sessions. Placing your company's brand in front of these audiences gives you prime exposure to key senior DoD and U.S. military officials as they speak on critical issues facing our maritime nation. International Leadership Panel is excluded.

- Company logo included in presentation slides preceding the session
- Literature or promotional item drop option for audience seats (sponsor provides and distributes)
- Up to a 2-minute welcome introduction prior to the session

\$6,500 *(per roundtable or panel)*

Cigar and Bourbon Bar

Company branding at each station plus entertainment during the main exhibit hall reception on Tuesday evening

\$17,500 **SOLD**



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ADDITIONAL SPONSORSHIP OPPORTUNITIES

Branded Coffee Breaks

- Customized Branded Backwall
- Branded beverage napkins
- Option to place collateral material at coffee station (sponsor provided)
- Organizer determines placement of each coffee station

[Contact Navy League for Pricing](#)

Popcorn/Ice Cream/Beverage Breaks

Company branding at these stations inside of the main exhibit hall.

[Contact Navy League for Pricing](#)

IV Mobile Hydration

Brand your company at the one stop for boosting your energy with a quick infusion!

- Company logo on band aids
- Company logo on cups for custom drinks

\$5,000

Registration

- Company logo on signage and structures in the registration area
- Company logo displayed on self-registration kiosks
- Company logo on the registration homepage header
- Company logo on all attendee and exhibitor badges

\$35,000

SOLD

Badge Lanyards

Company logo included on lanyards and distributed at registration (sponsor provides lanyards)

\$12,500

SOLD



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ADDITIONAL SPONSORSHIP OPPORTUNITIES

Registration Bags

- Company logo included on the bags and distributed to each attendee at registration (sponsor provides lanyards)

\$10,000 **SOLD**

Registration Bag Inserts

- Promotional items provided by sponsor and inserted in each registration bag.
(Pre-approval by organizer required for all items)

\$2,000

Sandcastle

Unique branding opportunity and photo backdrop positioned on the terrace directly outside of the main Exhibit Hall and protected with a tent.

- Sculptor will create your company logo and/or image request

\$27,500 | 20' x 20' area





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LOUNGE OPTIONS

Waypoint Lounge

- One (1) video wall for company presentations
- One (1) branded charging station
- Soft seating for meetings and discussions
- Sponsor branding in lounge
- Potomac Lobby location

\$30,000 **SOLD**

VIP Lounge

- One (1) video wall for company presentations
- One (1) branded charging station
- Soft seating for meetings and discussions
- Sponsor branding in lounge
- Positioned outside of main Exhibit Hall

\$25,000

Maryland Ballroom Foyer & Potomac Ballroom Foyer Lounge

- Company branding in lounge area (10' x 15')
- Soft seating & logoed pillows

\$12,500 each





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BANNERS & SIGNAGE

Floor Graphics

Floor graphics placed in the exhibit hall at organizer's discretion in high traffic areas.

\$3,000 | (2) 4' x 4' images

\$5,500 | (2) 6' x 4' images

Potomac Ballroom level Escalator and Staircase Graphics to Exhibit Hall Level

Company logo or creative design on staircase and escalator balustrades.

\$37,500 **SOLD**

National Harbor Escalator and Staircase Graphics

Company logo or creative design on staircase and escalator balustrades.

\$25,000 **SOLD**

Atrium Banner

Sponsor provided banner and placed in the main atrium for all attendees to view.

\$35,000 **SOLD**

Exhibit Hall Escalator Landing Banner

Exclusive opportunity for prime visibility and positioned on the wall leading to the main Exhibit Hall.

\$25,000 | 20' x 25' **SOLD**

Potomac Lobby Banners

Company artwork hung in the Potomac Lobby area.

\$15,000 | 24' x 8' (double-sided)

Mezzanine Banner

Company artwork hung in the Mezzanine level.

\$6,000 | 20' x 10' **SOLD**



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BANNERS & SIGNAGE

Column Wraps in Main Exhibit Hall

Prime exposure for your company's branding or creative artwork. Limited number available.

\$15,000 | 6.5' x 16'

Column Wrap in Foyer Outside of Main Exhibit Hall

\$15,000 | 6.5' x 16'

Column Wrap in Potomac Ballroom Lobby

Optimum exposure for your company's branding or creative artwork.

\$15,000 | 6.5' x 16'

SOLD

Mirror Clings in Potomac and Maryland Ballroom Foyers

Brand your company on six (6) mirror clings feature in a high traffic area.

\$6,000

Wall Clings in Potomac, Maryland and Main Exhibit Hall Restrooms

Wall clings are an opportunity to promote your company and for all attendees to see in each restroom location.

\$12,000

Potomac Foyer and Maryland Foyer Window Clings

Potomac Foyer Window Clings – Single-sided - \$6,000 per set of 4

Maryland Window Clings – Single-sided - \$5,000

Maryland Window Clings – Double-sided - \$6,500

Cherry Blossom Sign Covers and Lobby Planters

Includes 10 planters plus four (4) signs.

\$35,000



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BANNERS & SIGNAGE

Exhibit Hall Entrance Banner

Atrium to main exhibit hall entry

\$2,000 | Single-sided

\$4,000 | Double-sided

SOLD

Exhibit Hall Sign Covers

Along the pre-function space to main exhibit hall. Includes two (2) signs, single-sided

Price - \$1,500

Elevator Wraps

Elevator banks located by National Harbor, Woodrow Wilson and Guest Rooms – Six (6) elevators per bank

\$8,000 per Elevator Bank

Atrium East Lamp Posts

Hung throughout the lower Atrium level

Forty-one (41) total posts; double sided banners

\$50,000



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ELECTRONIC MEDIA

Convention Center Video Wall

Located above the Chesapeake Meeting rooms
One (1) 30-second video or up to six (6) images

\$10,000

Charging Station

Display your company brand on a LED screen for prime visibility.

\$6,000

Lobby Area Digital Board

Screens located next to Concierge Desk
One (1) 30-second video or up to six (6) images

\$3,000

SOLD

Lobby Elevator Bank Digital Board

Screen located between Concierge Desk and Lobby Elevators
One (1) 30-second video or up to six (6) images

\$3,000

Cherry Blossom Video Wall

Located above Escalator between Lobby and Cherry Blossom Ballroom
One (1) 30-second video or up to six (6) images

\$3,000

SOLD



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SOCIAL MEDIA

Video Spot on the Interactive Media Wall

Promotional 30-second video spots aired during the expo highlighting your company and/or your booth activities. Video wall is positioned outside of the main exhibit hall.

\$4,500

Sea-Air-Space Website Banner

Military personnel, industry leaders and experienced innovators visit the Sea-Air-Space website to gain more knowledge on this greatest maritime exposition.

Web banner size (768px x 90px)

\$2,500 – 3 months

SHOW GUIDE AD PRICING

The 2024 Sea-Air-Space Show Guide is your one-stop-shop for all programming information, exhibitor listing and speaker information. The guide is distributed to over 18,000 attendees across all three days of Sea-Air-Space. The Show Guide is also available through the Sea-Air-Space app. Get your company's brand or product in front of all Sea-Air-Space attendees, exhibitors and sponsors. Advertising space is limited – book now.

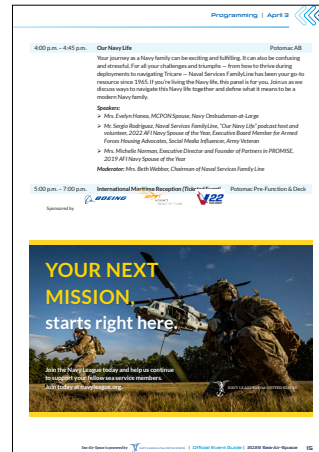
SPACE AVAILABLE



Sea Air Space 2023 Cover



Full Page



Half Page



Exhibitor Square

ADVERTISING SPECS AND PRICING

Ad Size	W	H	Total
Outside Back Cover*	7.25"	10.25"	\$8,200
Inside Front Cover*	7.25"	10.25"	\$6,200
Inside Back Cover*	7.25"	10.25"	\$5,700
Full Page Interior*	7.25"	10.25"	\$4,200
1/2 page, Interior	6.5"	4.5"	\$3,700
Exhibitor Square	1.84"	1.84"	\$750

* Sizes shown for full page ads include 1/8 inch bleed required for print.



To purchase advertising space, please contact:

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LClick@NavyLeague.org
703.312.1570



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ALL SPONSORSHIPS INCLUDE:

- Recognition in the event program 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

STEM Event – [Click Here](#)

Transition Connection Event – [Click Here](#)

Sponsorship Inquiries

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