

# I/ITSEC 5K WALK, RUN OR ROLL SPONSORSHIP PACKAGES

## **Title** \$7,500 (EXCLUSIVE)

- Company logo displayed prominently on runners' t-shirts
- Company logo displayed prominently on event signage and digital media
- Company logo/link displayed prominently on website
- Acknowledgement from podium at event
- Acknowledgement in all pre/post event press releases and media coverage
- Three Race registrations and race t-shirts
- Opportunity to present check to the charity beneficiary, at the conclusion of the race, with lead service principle

## **Platinum** \$2,500 (4 AVAILABLE)

- Company logo displayed on runners' t-shirts
- Company logo displayed on event signage and digital media
- Company logo/link displayed on website
- Acknowledgement from podium at event
- Two Race Registrations and race t-shirts

## **Gold** \$1,000

- Company logo displayed on runners' t-shirts
- Company logo displayed on event signage and digital media
- Company logo/link displayed on website
- One Race Registration and race t-shirt

## **Silver** \$500

- Your company name listed on runners' shirts
- Company logo displayed on event signage and digital media

## **Bronze** \$250

- Your company name listed on runners' shirts

## **Swag Bag Sponsor** \$3,000 (EXCLUSIVE)

- Provide logo bags (subject to approval) for all participants
- Ability to place item/flyer in race Swag Bag (item provided by sponsor, subject to approval)
- Company logo displayed on runners' t-shirts
- Company logo displayed on event signage and digital media

## **Water Station Sponsor** \$1,000

- Company must provide adequate volunteers to man station
- Option to provide cups with your company logo
- Company logo displayed on runners' t-shirts
- Company logo displayed on event signage and digital media



### **Sponsorship Contact**

Shannon Burch, CEM  
NTSA Director of Exhibits &  
Sponsorships

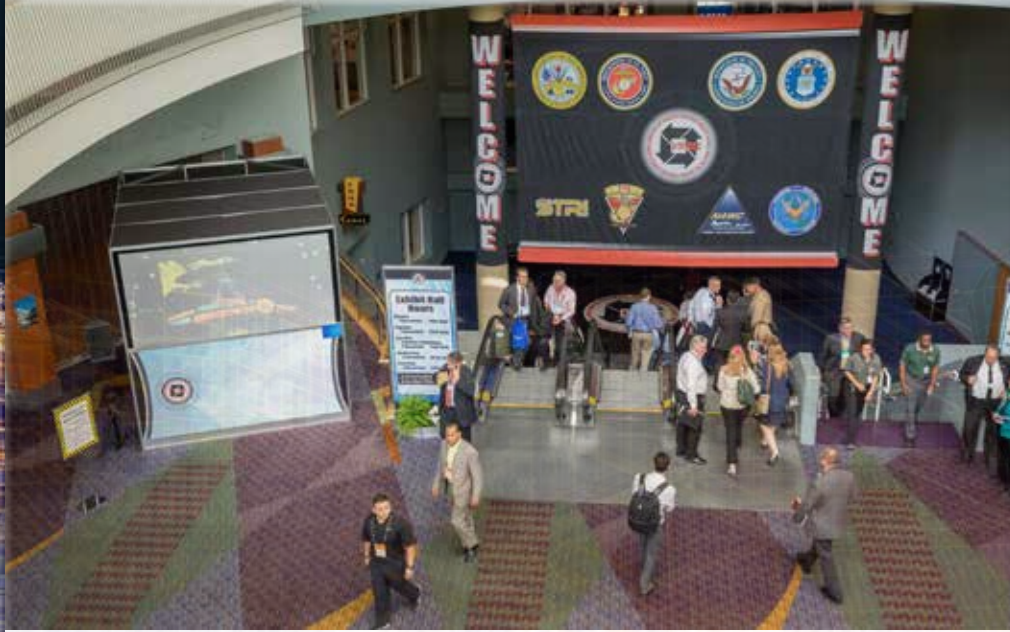
**Phone:** (703) 247-9473

**Email:** sburch@ndia.org

To register as a runner,  
please visit [www.iitsec.org](http://www.iitsec.org),  
under **Attendees** tab click on  
**Planning Your Stay**



# THE OFFICIAL VIDEO WALLS AT I/ITSEC



## Video Screen Locations

- 1) 8 x 12 feet, South A Entrance
- 1) 8 x 12 feet, South B Entrance
- 52" plasmas at Registration Lobby & Conference Areas

Video will be played a minimum 3 times an hour on all screens for the full 4 Days of the Show. Based on an 8 hour day

Cost of a 15 second slot:	\$1,250 – Showing over the 4 days
Cost of a 30 second slot:	\$2,250 – Showing over the 4 days
Cost of a 1 minute slot:	\$3,250 – Showing over the 4 days

Videos supplied should be uploaded to the FTP Site no later than the 1st of November 2021, upload details will be provided upon booking. Please book early as we only have a limited period of 20 minutes.



For further information  
please contact

**Shannon Burch, CEM**

**Phone:** (703) 247-9473

**Email:** sburch@ndia.org



## I/ITSEC-TV

Expand your market reach and leverage your brand among thousands of interested viewers during and after I/ITSEC 2021; reserve your spot now to appear on I/ITSEC-TV [www.YouTube.com/NTSAToday](http://www.YouTube.com/NTSAToday).

## Share your story at I/ITSEC-TV

I/ITSEC-TV is an exclusive YouTube Channel designed to highlight the newest products and services from the I/ITSEC Exhibit Floor, conference highlights and other related I/ITSEC videos. With almost a quarter million viewers so far in its short history, I/ITSEC TV is the ideal vehicle to spread your message to a key target audience.

The I/ITSEC News Teams will interview participating companies to create video news clips (maximum 3 minutes). Those clips will be uploaded and promoted to I/ITSEC attendees and exhibitors via an email recapping the daily events at I/ITSEC. The I/ITSEC-TV Channel will also be made available on the I/ITSEC Mobile App which will be distributed to all attendees and exhibitors.

## I/ITSEC-TV News Style Interview

\$1,500 (MAX 3 MINUTES)

For 2021 confirmed exhibiting companies only, the I/ITSEC news teams will conduct an in-person interview at your booth during I/ITSEC exhibit hours. These featured news segments, will highlight your technology, company mission, and product advancements to the Training and Simulation community not only during the I/ITSEC show but all year round on I/ITSEC-TV.

Your news segment sponsorship will include the following:

- Professional video editing
- Uploading to the I/ITSEC-TV website during I/ITSEC
- Your description with keywords and a link to your website
- Upon request a hi-res version of your video following I/ITSEC 2021 for you to display on your company website or other avenues you wish.

## I/ITSEC-TV Special Event Videos

\$1,500 PER VIDEO

In addition to broadcasting exhibitor segments, the I/ITSEC News teams will also video all special events that are happening the week of I/ITSEC; examples are Opening Ceremonies, Serious Games, I/ITSEC 5K and many other exciting events that your company can help support.

Sponsorship of the Special Event Videos will include the following:

- Company logo at start of each video
- Banner feed with your company logo along bottom of video for the duration of the special event video
- Your company name/website listed in the Comments section of the video posting.



View sample videos  
from I/ITSEC at  
[www.youtube.com/ntsatoday](http://www.youtube.com/ntsatoday)

### Contact

Shannon Burch, CEM  
to secure your video  
sponsorship today at

**Phone:** (703) 247-9473

**Email:** [sburch@ndia.org](mailto:sburch@ndia.org)



# OVERSIGHT BRIDGE SIGNAGE

The oversight bridge signage utilizes the multiple spaces in the high traffic walkway between the Hyatt (host hotel for I/ITSEC 2021) and the South Concourse of the OCCC. This sponsorship will provide exposure to your company to increase brand exposure and increase booth visits during your time at I/ITSEC 2021!

## Price:

\$3,500 for Prime Visibility Locations (11-24)

\$3,000 for High Visibility Locations (25-32)

## Inclusions:

- Double-Sided Signage Installation
- 4-Color signage production (production is exclusive to OCCC)

## Graphics/Size:

- Design size is 14"H x 91.625"W
- Artwork shall be provided in high res format in PDF, JPG or EPS
- Design can have bleeds
- Graphics will not alter any images provided by sponsor, art will be printed as received

Hyatt Regency Orlando



**Deadline:**  
Artwork must be  
received no later than  
October 25, 2021



Contact  
**Shannon Burch, CEM**  
for additional information  
at [sburch@ndia.org](mailto:sburch@ndia.org)  
or **703-247-9473**