



INTERSERVICE/INDUSTRY TRAINING, SIMULATION & EDUCATION CONFERENCE

**INNOVATING AND ACCELERATING TRAINING:
ADAPTING TO AN UNEXPECTED FUTURE!**



**Marketing/
Sponsorship
Opportunities**

The Power of Sponsorship

Sponsorship adds a critical tool to your current marketing strategy, and is the best way to make your company and message stand out from the crowd at I/ITSEC 2021 Introducing . . . **2 STEPS** to get maximum exposure at America's Premier Training & Simulation Event.

1 REVIEW the Sponsorship opportunities and select the best fit for your marketing goals and budget! These Sponsorship opportunities are HUGE values that bring big return on your exhibiting investment!

2 CONTACT NTSA today to secure the ideal sponsorship for your organization.

CONTACT:

Shannon Burch, CEM
NTSA Director of Exhibits
& Sponsorships
(703) 247-9473
sburch@ndia.org

ONSITE MARKETING

Pocket Guide/Tradeshow Map

The pocket guide is the only print item distributed to all 16,000 attendees. With a full conference schedule and floorplan, the pocket guide is the only tool that will be used by all attendees all week long. Get your exhibit location noticed with a logo box. Exhibitor logos are also featured on locators in each hall.

LOGO BOX INVESTMENT: \$2,500 (**LIMITED AVAILABILITY**)
BACK OF GUIDE INVESTMENT: \$7,000

Beverage Breaks

Located in the high traffic session space in the OCCC, your company will be recognized for providing generous refreshments as attendees move to and from educational sessions. Along with providing coffee, hot tea & water for the designated break; signage featuring your company logo will ensure high visibility and help build brand awareness (napkins and coffee cups may be provided at sponsor expense).

INVESTMENT: \$2,500 (4 BREAKS AVAILABLE)

Opening Ceremony Coffee Break

INVESTMENT: \$5,000

I/ITSEC 2021 Mobile Phone App

I/ITSEC Mobile Phone App is an exclusive opportunity for one lucky exhibitor. This year, all mobile phone users will have the chance to opt into the application and download the complete schedule, floor plan and conference information, sponsored by participating companies. To view a sample of the mobile app, please visit www.chirpe.com/iitsec19.

INVESTMENT: \$10,000

Registration Lobby/Connection Lounge

I/ITSEC will have multiple areas to access the internet/email at the OCCC. Brand your logo with maximum exposure at each of these high traffic locations. Sponsorship will include your name as a screensaver and logo on the kiosk. We will include your logo mouse pad, if provided by the sponsor.

INVESTMENT: \$7,500

International Pavilion

Are you currently or interested in doing International business? There are several exclusive sponsorships available where your company can meet and connect with counterparts from around the world. Below are just 2 of the current sponsorships available. There are more opportunities available for sponsorships within the Pavilion, please contact Shannon Burch to discuss.

INTERNATIONAL RECEPTION INVESTMENT: \$18,000 OR 2 SPONSORS @ \$9,000

Sponsorship includes signage at event, opportunity to address audience from podium, spreadsheet of International attendees and opportunity to distribute literature in International Pavilion.

INTERNATIONAL PAVILION INVESTMENT: \$15,000

Sponsorship includes maximum signage all 4 days of I/ITSEC, spreadsheet of International Attendees, opportunity to distribute literature in International Pavilion.

Lanyards

Brand your company logo on these premium woven lanyard cords that will hold over 16,000 attendee badges. (NTSA provides Lanyards)

INVESTMENT: \$30,000

EXHIBIT HALL MARKETING



Connections Lounge in Exhibit Hall or Lobby

The Connections Lounge will be centrally located inside the Exhibition Hall that allows all attendees to stay connected while attending I/ITSEC. Attendees can use the lounge to check e-mail and search the Internet. Brand your name with maximum exposure at this high traffic area. Sponsorship includes screen saver with your logo. Logoed mouse pad can be provided by sponsor.

INVESTMENT: \$10,000 (EXCLUSIVE SPONSORSHIP) OR 2 COMPANIES AT \$5,500 EACH

Video Wall Advertising

Your company will be provided with this unique opportunity to gain invaluable exposure by advertising on 2 large screens located at the main entrances to the exhibit area, as well as additional smaller screens placed at prime locations throughout the Orange County Convention Center. You provide us with the video message of your company and we incorporate it into a top notch video program. Your message will be seen a minimum of 96 times per day, that's 384 total showings over the 4 day period of the conference! Cost based on video length. Contact Shannon Burch for further information on the Video Wall at sburch@ndia.org.

Speakers' Reception

Get your company logo and name out in front of where the entire Conference Committee, Session Speakers, and Government Executives come together on Monday night to kick off I/ITSEC. The Speakers' Reception will be held inside the exhibit hall on the corner of the Service Commands Booth.

Sponsor will be allowed signage, opportunity to distribute literature, logoed napkins (only for exclusive sponsorship) and recognition from the podium. In the event of non-exclusive sponsor, sponsors agree to pay surcharge for print fees on logoed items.

INVESTMENT: \$15,000 (EXCLUSIVE SPONSORSHIP) OR 2 SPONSORS @ \$7,500

Multi-Media Opportunities

Webcast Logo Placement

Each year, I/ITSEC film crews roam the halls of the OCCC documenting exciting activities happening during all 4 days of the most important show in the Training & Simulation industry. These videos are then posted daily during the show on the NTSA Today Channel (<http://www.youtube.com/user/NTSAToday>) and then viewed year round. This new opportunity will allow company logos to be placed at the opening of each video introducing the activity chosen by the sponsor. In addition, company logos will be highlighted in each Show Daily.

INVESTMENT: VARIOUS LEVELS OF SPONSORSHIP, CONTACT FOR INFORMATION.

Conference Bags

The sponsorship of conference bags is geared for companies that require high visibility. This package ensures that your company's name stands out not only at the time of the Conference but also long after the event. As a conference bag sponsor your logo is featured prominently on the attendee bag and you will be allowed one insert into each bag (to be provided by sponsor). The conference bags are distributed to over 4,000 conference attendees. The sponsor will also receive top logo placement wherever sponsors are notated through the OCCC and in print.

INVESTMENT: \$25,000 (EXCLUSIVE) OR 2 SPONSORS AT \$12,500 EACH.

Closing Reception/Banquet

Get your name and logo out in front of the who's who at the Closing Reception/Banquet of I/ITSEC. The Closing Reception/Banquet is the one location where all conference attendees (including Government Executives) come to close I/ITSEC.

The main sponsorship exposure is the reception (6:30-8:00) followed immediately by the closing dinner (8:00-11:00). Sponsorship will include signage and recognition from the podium.

INVESTMENT:

\$25,000 (EXCLUSIVE SPONSORSHIP) OR
2 SPONSORS @ \$12,500

Hotel Logo Keys

The vast majority of all I/ITSEC attendees stay at one of the top 3 official hotels. Your presence is guaranteed to be in attendee's hands at least twice each day as they enter/exit their hotel rooms. Having your logo on hotel key cards can expand your audience reach to approximately 5,000 hotel rooms. The cost to produce the keys is additional. Prices will vary.

INVESTMENT:

ROSEN CENTRE: \$3,000 + KEY COSTS
HILTON: \$3,000 + KEY COSTS
HYATT: \$10,000 + KEY COSTS

Senior Leadership Reception

Includes your company name & logo on all event signage and recognition from the podium. A dessert with your logo stamp can be provided by sponsor.

INVESTMENT: \$8,000

Executive Dinner (Limited)

The Services and Industry's Top Executives will gather for an exclusive dinner and reception (by invitation only) at the Hyatt Orlando (Headquarters Hotel for I/ITSEC). Sponsorship includes sponsor logo on all signage, entry for 4 into dinner/reception and recognition from the podium.

DINNER INVESTMENT: \$8,000

Shuttle Bus Marketing

Bus Routes will run from the OCCC to all official hotels, making roughly 25 round trips a day. It's an unbeatable way to get your marketing campaign moving in the right direction. Sponsorship includes company logo on route kiosk, signage at hotels, one sign in window of each route bus, seat pockets to distribute literature. Additional graphics may be ordered at the expense of the sponsor and will be quoted upon request.

INVESTMENT: 4 ROUTES @ \$4,000 EACH

5K Sponsorship Packages

The Annual 5k has various sponsorships that are being made available, contact Shannon Burch for detailed information.

INVESTMENT: VARIED

Onsite Signage

Whether you wish to promote your brand, announce new technology, or simply call attention to your booth location, onsite banners and column wraps are a powerful visual tool. Banners are cost-effective and extremely eye catching, with various locations available both inside and outside of the convention center. For information on locations, sizes and prices, please contact Shannon Burch.

Golf

Play on the newly redesigned award-winning golf course at Shingle Creek Golf Club! Through a proud partnership with the legendary Arnold Palmer Design Company, guests will tee up and face new challenging greens that provide the best golf game for players of all skill levels. This is an incredible networking opportunity with peers and prospective clients. With many price points, you can't go wrong.

TEE BOX	\$500
BEVERAGE CART	\$2,500
HOLE-IN-ONE	\$2,500
BOXED LUNCH	\$3,000



Sponsorship Contact

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sburch@ndia.org

Exhibits Website:

<http://exhibits.iitsec.org>

Conference Website:

www.iitsec.org