

———— SURFACE NAVY ASSOCIATION'S 36TH ————  
**NATIONAL SYMPOSIUM**

**SPONSOR PROSPECTUS**

[navysnaevents.org/national-symposium](https://navysnaevents.org/national-symposium)

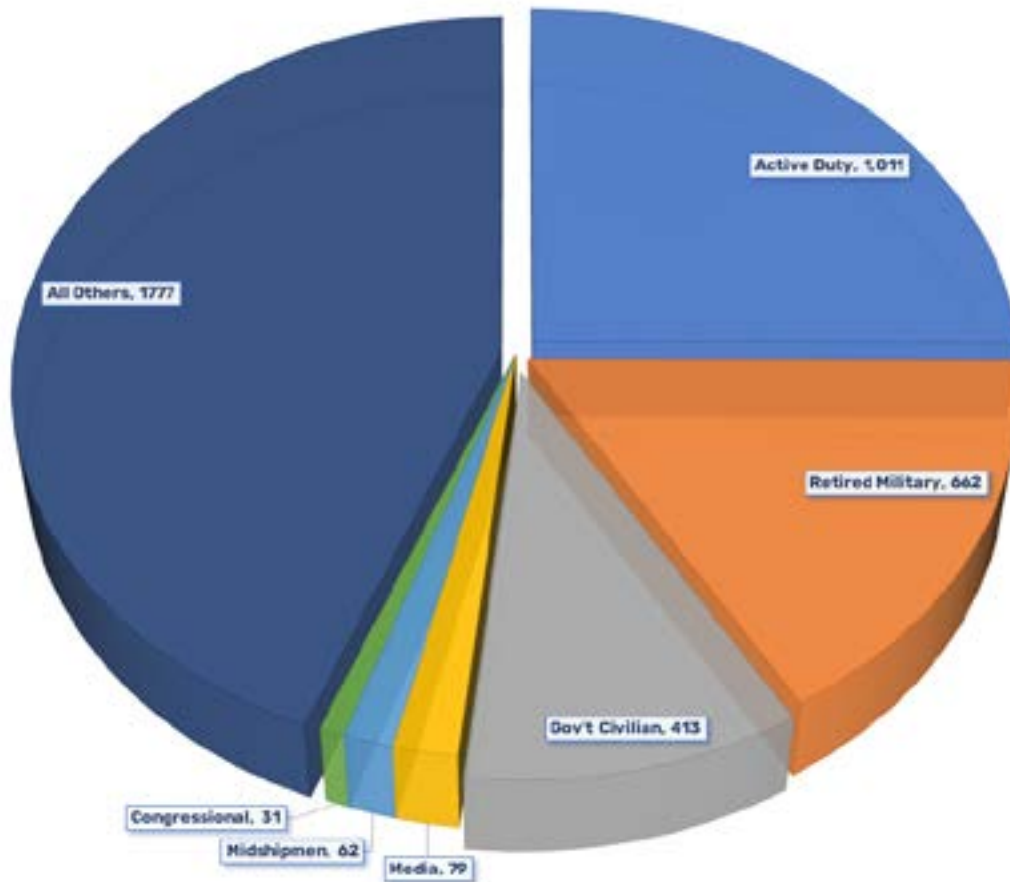
**HYATT REGENCY CRYSTAL CITY**

9 - 11 January 2024

email: [exhibits@navysna.org](mailto:exhibits@navysna.org)

# ATTENDEE BREAKDOWN FROM 2023

4,035 attendees joined experts and decision makers in the military, industry, and congress. Leadership discussed how the Surface Force is a critical element of national defense and security in an era of great power competition.



*\*\*These numbers do not include the attendees that were escorted as part of delegations or those that came just for reception on Thursday night\*\**

## COUNTRIES REPRESENTED

|           |           |             |                |
|-----------|-----------|-------------|----------------|
| Australia | France    | Netherlands | Spain          |
| Belgium   | Germany   | New Zealand | Sweden         |
| Brazil    | Israel    | Norway      | Switzerland    |
| Canada    | Italy     | Pakistan    | Taiwan         |
| Denmark   | Japan     | Peru        | Turkey         |
| Egypt     | Lithuania | Romania     | United Kingdom |

# MEDIA OUTLETS REPRESENTED

Al arabiya  
Al Arabiya English  
Alarabiya  
Al-Monitor  
Aviation Week  
Bloomberg  
Breaking Defense  
C4ISRNET  
CavasShips  
Center for Military Modern  
Cha waun  
C-SPAN  
DefAero Report/CavasShips  
Defense & Aerospace Report  
Defense Daily  
Defense Media Activity  
Defense News  
Defense One  
DefenseScoop  
Federal News Network  
Forbes.com  
Government Matters  
Inside Defense (IWP)  
Insider  
IWP News  
Janes  
Journal of Electromagnetic Dominance  
Mainichi Newspapers  
Maritime Reporter/Marine News  
Military Periscope  
Military Times  
Military.com  
National Defense Magazine  
Naval News  
Navy Times  
New York Times  
POLITICO  
Seapower Magazine  
Shephard Media  
Sputnik News  
Stars and Stripes  
TASS News Agency  
Tech Editor, Defense One  
The Wall Street Journal  
USNI News  
Wall Street Journal



# QUICK FACTS FOR 2024

Join esteemed military officials, industry professionals, and members of Congress at this distinguished event, where leadership will discuss the Surface Force's vital role in national defense and security during an era of significant global competition.

Featuring over 90 exhibitors and attracting more than 4,000 attendees, this conference serves as a premier platform for professional development and networking opportunities within the defense community. Don't miss this chance to engage with key decision-makers and experts in the field.

**Where:** Hyatt Regency Crystal City

**When:** January 9-11, 2024

**Theme:** The Fight, The Force, The Future

*No one under the age of 18 allowed.*

## IMPORTANT DATES

|                                          |               |
|------------------------------------------|---------------|
| Start Sending Invoices .....             | June 13th     |
| Early Bird Payment Deadline .....        | October 23rd  |
| Cancellation Deadline .....              | October 30th  |
| Registration Opens .....                 | November 13th |
| Print Deliverables Deadline .....        | November 14th |
| Tier 1 Payment Deadline .....            | November 30th |
| Freeman Accepting Shipments .....        | December 7th  |
| Digital Deliverables Deadline .....      | December 11th |
| Freeman Advance Discount Rate Ends ..... | December 11th |
| Advance Registration Closes .....        | December 29th |
| Tier 2 Payment Deadline .....            | January 11th  |

## NEW FOR 2024

**All booths 200 sqft or more**, including in-lines and islands, MUST submit deigns and floorplans to SNA for approval.

All non corporate members will be charged a 18% fee on the invoiced amount. This is to replace non-member pricing.

If a corporation is invoiced as a member and their membership is not current by 1 January, then corporation will be re-invoiced to include the non-member fee.

**Cancellation Policy:** Upon receiving an invoice, you enter into a binding agreement to participate. Tier pricing applies until each tier's end date. If payment is not made within the 30-day grace period and a new tier level is reached, you will be invoiced at the updated rate. Before October 30, 2023, the Association will refund 50% of the invoiced amount, minus any fees, if requested. After October 30, 2023, the sponsor will forfeit the entire invoiced sum.

# BECOME AN EVENT SPONSOR

We are pleased to offer four distinguished Event Sponsor levels based on your **TOTAL CONTRIBUTION** for our event. Each level provides a unique opportunity to showcase your organization and enhance its visibility, along with a range of exclusive benefits.

*Please refer to the following pages for pricing and information on exhibits, sponsorships, and advertisements that are available to purchase.*

## BRONZE LEVEL (\$1,250 - \$9,999)

Establish a presence and connect with attendees

**Benefit:** Logo displayed on sponsor-specific signage

## SILVER LEVEL (\$10,000 - \$29,999)

Enhance visibility and make a stronger impact

**Benefits**

- 1 Complimentary Registration
- Logo displayed on sponsor-specific signage

## GOLD LEVEL (\$30,000 - \$54,999)

Increase prominence and reach among participants

**Benefits**

- 2 Complimentary Registrations
- Enhanced Virtual Booth
- 30-60 second Commercial
- Logo displayed on sponsor-specific signage

## PLATINUM LEVEL (\$55,000 & UP)

Achieve maximum exposure with exclusive benefits

**Benefits**

- 2 Complimentary Registrations
- Clickable Banner Ad
- Enhanced Virtual Booth
- 30-90 second Commercial
- Logo displayed on sponsor-specific signage



# ADVERTISEMENTS

Advertising at our event, designed specifically for the Surface Warfare community, is a strategic investment that allows companies to reach key decision-makers and stakeholders in the maritime defense sector. As a premier gathering of professionals, our event offers unparalleled opportunities for showcasing products and services tailored to the unique needs of these vital forces, engaging with potential clients, and positioning your brand as an industry leader.

By choosing to advertise at our event, your company will gain a competitive advantage while maximizing return on investment through increased visibility, qualified leads, and long-lasting relationships within the Navy and Coast Guard ecosystems. Don't miss this opportunity to elevate your brand and make a lasting impact on the maritime defense community.

|                        |               | EARLY BIRD<br>(Now - Oct 23) | TIER ONE<br>(Oct 23 - Nov 30) | TIER TWO<br>(Dec 1 - Jan 11) | LIMIT          |
|------------------------|---------------|------------------------------|-------------------------------|------------------------------|----------------|
| Escalator Panel        | <b>SOLD</b>   | \$7,500                      | \$7,750                       | n/a                          | 3 Available    |
| Post Event Email Blast |               | \$7,250                      | \$7,500                       | \$7,750                      | 4 Available    |
| Rooms Keys             | <b>SOLD</b>   | \$5,000                      | \$5,250                       | n/a                          | 1 Company Only |
| Cover Page             | <b>SOLD</b>   | \$4,000                      | \$4,250                       | n/a                          | 3 Available    |
| Full Page              | <b>SOLD</b>   | \$3,750                      | \$4,000                       | n/a                          | No Limit       |
| 1M Panel               | <b>SOLD</b>   | \$3,500                      | \$3,750                       | \$4,000                      | 14 Available   |
| Banner Ad              |               | \$3,000                      | \$3,250                       | \$3,500                      | No Limit       |
| Industry Theater       | <b>3 LEFT</b> | \$2,750                      | \$3,000                       | \$3,250                      | 5 Available    |
| Half Page              | <b>SOLD</b>   | \$2,500                      | \$2,750                       | n/a                          | No Limit       |
| Commercial             |               | \$1,750                      | \$2,000                       | \$2,250                      | No Limit       |

All non corporate members will be charged a 18% fee on the invoiced amount. This is to replace non-member pricing.

If corporation is invoiced as a member and their membership is not current by 1 January, then corporation will be re-invoiced to include the non-member fee.

**Cancellation Policy:** Upon receiving an invoice, you enter a binding agreement to participate. Tier pricing applies until each tier's end date. If payment is not made within the 30-day grace period and a new tier level is reached, you will be invoiced at the updated rate. Before October 30, 2023, the Association will refund 50% of the invoiced amount, minus any fees, if requested. After October 30, 2023, the sponsor will forfeit the entire invoiced sum.

*For advertisement specs and deadlines please go to the index on page 9.*

# SPONSORSHIPS

Sponsoring a feature at our event is a powerful opportunity for companies seeking to leave a lasting impact on key decision-makers and stakeholders in this specialized maritime defense sector. Capitalize on this chance to elevate your brand's prominence, demonstrate your organization's dedication to advancing Surface Warfare capabilities, and solidify your position as an innovative leader in the field. Sponsorships provides targeted marketing avenues, as well as exclusive networking experiences, enabling your company to forge meaningful connections with Surface Warfare professionals and experts.

By investing in a sponsorship, your organization amplifies its return on investment through heightened brand awareness, valuable business leads, and reinforced credibility within the Surface Warfare community. Harness this unique opportunity to effectively promote your brand and fortify your standing in this critical defense domain.

|                       |               | EARLY BIRD<br>(Now - Oct 23) | TIER ONE<br>(Oct 23 - Nov 30) | TIER TWO<br>(Dec 1 - Jan 11) | LIMIT          |
|-----------------------|---------------|------------------------------|-------------------------------|------------------------------|----------------|
| WiFi + Splash Page    | <b>SOLD</b>   | \$12,000                     | \$12,000                      | \$12,000                     | 1 Company Only |
| Heritage Night        | <b>SOLD</b>   | \$10,000                     | \$10,000                      | \$10,000                     | 1 Company Only |
| Social Media Wall     |               | \$9,250                      | \$10,000                      | n/a                          | 1 Company Only |
| Lanyard               | <b>SOLD</b>   | \$9,000                      | \$9,000                       | n/a                          | 1 Company Only |
| Day 1 Espresso Bar    | <b>SOLD</b>   | \$8,000                      | \$8,250                       | \$8,500                      | 1 Company Only |
| Day 2 Espresso Bar    | <b>SOLD</b>   | \$8,000                      | \$8,250                       | \$8,500                      | 1 Company Only |
| Day 3 Espresso Bar    | <b>SOLD</b>   | \$8,000                      | \$8,250                       | \$8,500                      | 1 Company Only |
| Opening Lunch         |               | \$6,000                      | \$6,250                       | \$6,500                      | No Limit       |
| Day 1 Afternoon Break |               | \$3,000                      | \$3,250                       | \$3,500                      | No Limit       |
| Day 2 Afternoon Break |               | \$3,000                      | \$3,250                       | \$3,500                      | No Limit       |
| Day 3 Afternoon Break |               | \$3,000                      | \$3,250                       | \$3,500                      | No Limit       |
| Banquet Table         | <b>3 LEFT</b> | \$2,600                      | \$2,600                       | \$2,850                      | 40 Available   |
| Passport              |               | \$1,750                      | \$2,000                       | \$2,250                      | 30 Available   |
| Photo Booth           | <b>SOLD</b>   | \$1,250                      | \$1,500                       | \$1,750                      | 1 Company Only |
| Awards Luncheon       |               | \$500                        | \$750                         | \$1,000                      | No Limit       |

All non corporate members will be charged a 18% fee on the invoiced amount. This is to replace non-member pricing.

If corporation is invoiced as a member and their membership is not current by 1 January, then corporation will be re-invoiced to include the non-member fee.

**Cancellation Policy:** Upon receiving an invoice, you enter a binding agreement to participate. Tier pricing applies until each tier's end date. If payment is not made within the 30-day grace period and a new tier level is reached, you will be invoiced at the updated rate. Before October 30, 2023, the Association will refund 50% of the invoiced amount, minus any fees, if requested. After October 30, 2023, the sponsor will forfeit the entire invoiced sum.

*For sponsorship information and deadlines please go to the index on page 9.*

# EXHIBITS

Exhibiting at our event is a prime opportunity for companies to effectively engage with influential decision-makers and stakeholders in the maritime defense sector. By showcasing your innovative products and services, your company can capture the attention of a highly relevant audience, enhancing brand visibility, and generating valuable leads. Participating as an exhibitor allows you to directly interact with potential clients and partners, fostering meaningful connections and deepening relationships within the Surface Warfare community.

Stay informed on industry trends, gain insights into competitors' strategies, and maximize your return on investment by seizing new business opportunities and increasing brand exposure. Make the most of this unique opportunity to elevate your company's presence in the maritime defense sector and reinforce your standing as an industry leader.

|                              | <b>EARLY BIRD</b><br>(Now - Oct 23) | <b>TIER ONE</b><br>(Oct 23 - Nov 30) | <b>TIER TWO</b><br>(Dec 1 - Jan 11) | <b>LIMIT</b> |
|------------------------------|-------------------------------------|--------------------------------------|-------------------------------------|--------------|
| <b>Ultra Rate*</b>           | <b>SOLD</b> \$60/sqft               | \$61/sqft                            | \$62/sqft                           | 11 Available |
| <b>Premium Rate*</b>         | <b>SOLD</b> \$59/sqft               | \$60/sqft                            | \$61/sqft                           | 14 Available |
| <b>Standard Rate</b>         | <b>SOLD</b> \$58/sqft               | \$59/sqft                            | \$60/sqft                           | 51 Available |
| <b>Government Rate</b>       | <b>SOLD</b> \$0/sqft                | \$0/sqft                             | \$0/sqft                            | Contact Us   |
| <b>Plug &amp; Play</b>       | <b>SOLD</b> \$6,750                 | \$6,750                              | \$7,000                             | 18 Available |
| <b>Gov't Plug &amp; Play</b> | <b>SOLD</b> \$4,750                 | \$4,750                              | \$4,750                             | Contact Us   |
| <b>Enhanced Upgrade</b>      | \$500                               | \$750                                | \$1,000                             | No Limit     |

*\*Rate is only available to Corporate Members in good standing.*

All non corporate members will be charged a 18% fee on the invoiced amount. This is to replace non-member pricing.

If corporation is invoiced as a member and their membership is not current by 1 January, then corporation will be re-invoiced to include the non-member fee.

**Cancellation Policy:** Upon receiving an invoice, you enter a binding agreement to participate. Tier pricing applies until each tier's end date. If payment is not made within the 30-day grace period and a new tier level is reached, you will be invoiced at the updated rate. Before October 30, 2023, the Association will refund 50% of the invoiced amount, minus any fees, if requested. After October 30, 2023, the sponsor will forfeit the entire invoiced sum.

*For exhibit info and deadlines please go to the index on page 9.*



# SPECS & INFORMATION INDEX

| Item                                                          | Page # |
|---------------------------------------------------------------|--------|
| <a href="#">Escalator Panel</a>                               | 10     |
| <a href="#">Post Event Email Blast</a>                        | 13     |
| <a href="#">Rooms Keys</a>                                    | 13     |
| <a href="#">Cover Page</a>                                    | 13     |
| <a href="#">Full Page</a>                                     | 13     |
| <a href="#">TM Panel</a>                                      | 14     |
| <a href="#">Banner Ad</a>                                     | 14     |
| <a href="#">Industry Theater</a>                              | 14     |
| <a href="#">Half Page</a>                                     | 15     |
| <a href="#">Commercial</a>                                    | 15     |
| <a href="#">WiFi + Splash Page</a>                            | 15     |
| <a href="#">Heritage Night</a>                                | 15     |
| <a href="#">Social Media Wall</a>                             | 15     |
| <a href="#">Lanyard</a>                                       | 16     |
| <a href="#">Espresso Bar</a>                                  | 16     |
| <a href="#">Opening Lunch</a>                                 | 16     |
| <a href="#">Afternoon Break</a>                               | 16     |
| <a href="#">Banquet Table</a>                                 | 17     |
| <a href="#">Passport</a>                                      | 17     |
| <a href="#">Photo Booth</a>                                   | 17     |
| <a href="#">Awards Luncheon</a>                               | 17     |
| <a href="#">Ultra/Premium/Standard Booth</a>                  | 18     |
| <a href="#">Government Booth</a>                              | 18     |
| <a href="#">Plug &amp; Play Kiosk / Gov't Plug &amp; Play</a> | 18     |
| <a href="#">Enhanced Virtual Booth</a>                        | 19     |
| <a href="#">Standard Virtual Booth</a>                        | 19     |
| <a href="#">Complimentary Registration</a>                    | 19     |
| <a href="#">Floor Plan with Rates</a>                         | 20     |
| <a href="#">Exhibitors &amp; Available Booths</a>             | 21     |

# SPECS & INFORMATION

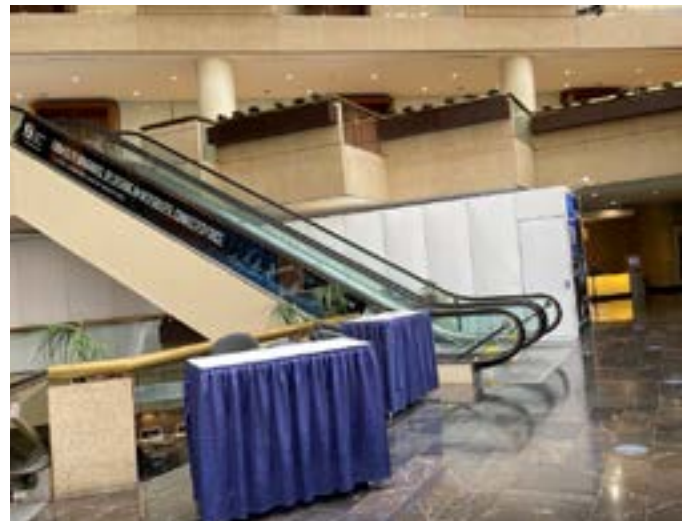
## **Escalator Panel (2nd Floor to Lobby Level)**

Elevate your brand visibility with a unique advertising opportunity during our Symposium. Make a lasting impression on attendees by showcasing your company's message on the sides of the escalators, strategically located on the way to the restaurant/breakout rooms and registration area. This high-traffic location ensures maximum exposure, capturing the attention of professionals as they navigate the event.

Don't miss this chance to stand out from the competition and solidify your presence in the minds of key decision-makers and stakeholders by investing in escalator advertising at our Symposium.

**Sizes are 6 panels at 53-1/2"W x 23-3/8" H.**

## Mock Up Available in October



Artwork must be submitted by **November 14th** using the Box link found in your exhibitor portal. For further assistance please reference the Freeman's Graphic Guidelines PDF.

[Back to Table of Contents](#)

# SPECS & INFORMATION CON'T

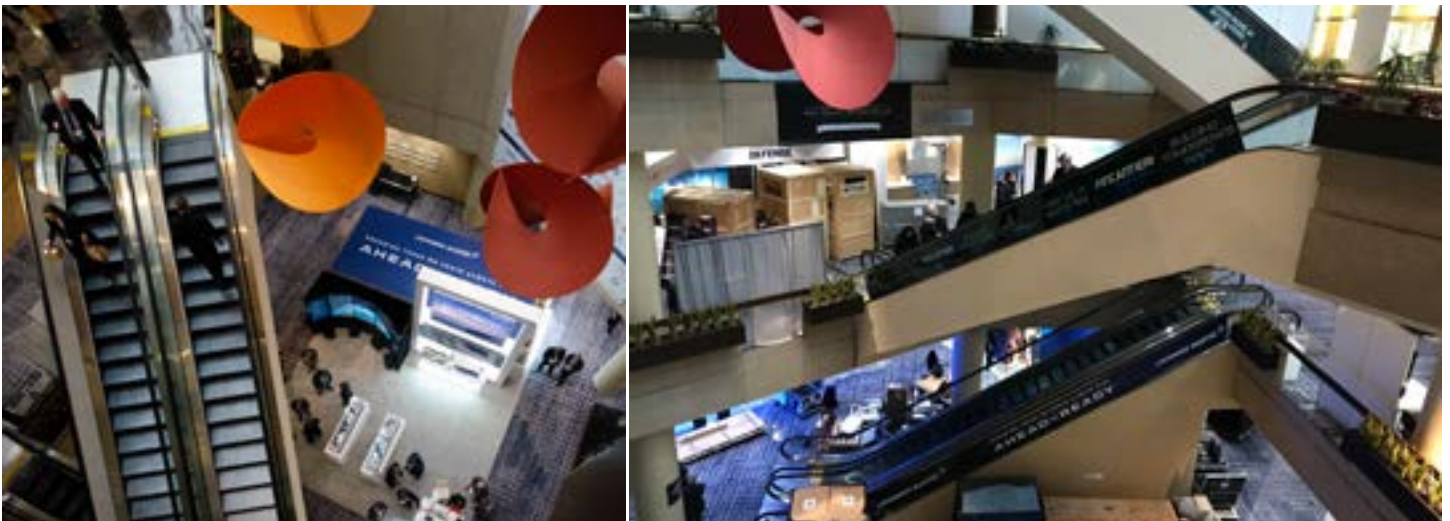
## **Escalator Panel (Lobby Level to Independence Level)**

Elevate your brand visibility with a unique advertising opportunity during our Symposium. Make a lasting impression on attendees by showcasing your company's message on the sides of the escalators, strategically located on the way to the exhibit and ballroom levels. This high-traffic location ensures maximum exposure, capturing the attention of professionals as they navigate the event.

Don't miss this chance to stand out from the competition and solidify your presence in the minds of key decision-makers and stakeholders by investing in escalator advertising at our Symposium.

**Sizes are 6 panels at 63-1/3"W x 23-3/8"H.**

## Mock Up Available in October



Artwork must be submitted by **November 14th** using the Box link found in your exhibitor portal. For further assistance please reference the Freeman's Graphic Guidelines PDF.

[Back to Table of Contents](#)

# SPECS & INFORMATION CON'T

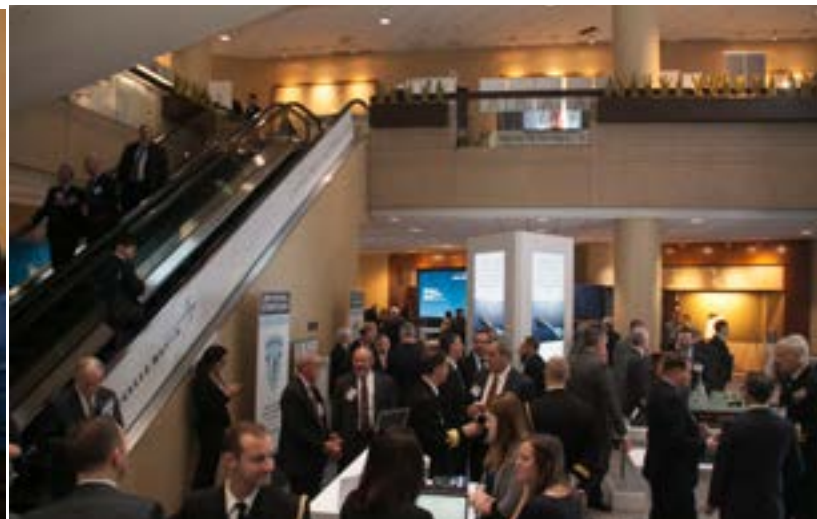
## **Escalator Panel (Independence to Ballroom Level)**

Elevate your brand visibility with a unique advertising opportunity during our Symposium. Make a lasting impression on attendees by showcasing your company's message on the sides of the escalators, strategically located on the way to the ballroom level where the main sessions are held. This high-traffic location ensures maximum exposure, capturing the attention of professionals as they navigate the event.

Don't miss this chance to stand out from the competition and solidify your presence in the minds of key decision-makers and stakeholders by investing in escalator advertising at our Symposium.

**Sizes are 6 panels at 59.4"W x 23-3/8"H.**

## Mock Up Available in October



Artwork must be submitted by **November 14th** using the Box link found in your exhibitor portal. For further assistance please reference the Freeman's Graphic Guidelines PDF.

[Back to Table of Contents](#)



# SPECS & INFORMATION CON'T

---

## **Post Event Email Blast**

Amplify your company's message and extend your reach directly to the inboxes of our event attendees. This targeted marketing opportunity allows you to maintain engagement with professionals even after the event concludes, reinforcing your brand and fostering lasting connections. Provide us with your files by **December 11th**, and we'll ensure your message is distributed during the weeks following the event. Don't miss this chance to make a lasting impression, stay top of mind, and maximize your marketing impact with a post-event email blast tailored to the interests of our engaged audience.

Please send us the files using **ONE** of the options below.

### **Option 1 - Sponsor builds the email and sends a HTML file (preferred):**

- Total email width must be 600px wide – no limit to the height
- Full image and link URLs must be included in the file
- No restrictions on creative design
- Advertiser must include the following text in the preheader of the HTML: *The message below is a sponsored advertisement from SNA's National Symposium.*
- Do not include any email preference/unsubscribe links in your HTML message

### **Option 2 - We build the email using our template and the following from the sponsor:**

- Email masthead image at 600px wide – no limit to height or design content (it is suggested to include your logo, product name, etc.)
- Word document with email copy, including all hyperlinks
- Optional: images to be included in the body of your email (suggested size for optimal text wrapping is 200x200px)
- Word document with formatted plain text version of the email
- The subject line and preheader – if not provided by the sponsor, these will be selected by us.

*For all emails, we may add a standard pre-header or footer.*

## **Room Keys**

Unlock a distinctive branding opportunity at our event with this exclusive advertising opportunity. As attendees check into the hotel, they'll receive a room key designed by your company, ensuring your brand makes an immediate impact. With your creativity on one side of the key, you'll capture the attention of professionals from the moment they arrive. The final artwork is due by **November 14th**, and we'll provide a template to guide your design. Don't miss this chance to create a memorable experience and leave a lasting impression on event attendees with this unique and highly visible advertisement.

## **Cover Page Ad**

Make a bold statement and elevate your brand visibility with a coveted Cover Page Ad in our Onsite Program, available to all attendees in both electronic and full-color printed formats. This exclusive advertisement is limited to just three companies, ensuring your message takes center stage. With your ad prominently featured, your brand will be at the forefront of attendees' minds as they peruse the program. Submit your ad by **November 14th** using the Box link found in your exhibitor portal, sized at **8.5" wide by 11" high, in 300dpi PDF format**, and with a **1/4" bleed**. Seize this rare opportunity to showcase your company's message and make a lasting impact.

## **Full Page Ad**

Capture the attention of event attendees with a Full Page Ad in our Onsite Program, available in both electronic and full-color printed formats. Your ad will engage professionals as they browse through the program, leaving a lasting impression and reinforcing your brand's presence. To make the most of this marketing opportunity, submit your ad by **November 14th** using the Box link found in your exhibitor portal, sized at **8.5" wide by 11" high, in 300dpi PDF format**, and with a **1/4" bleed**. Don't miss this chance to showcase your company's message in a visually appealing way and enhance your brand visibility.

[Back to Table of Contents](#)

# SPECS & INFORMATION CON'T

## **1M Panel (Formerly Lobby Panel)**

Make a powerful statement and boost your brand visibility with our highly popular 1M Panel advertisements, prominently displayed around the bustling Registration Area. These large, eye-catching **38.75" wide by 116.875" high** panels will captivate event attendees from the moment they arrive, ensuring your brand and message leave a lasting impact. Submit your design, using the Box link found in your exhibitor portal, in **300dpi PDF format** by **November 14th** to secure this prime advertising real estate. Don't miss out on this opportunity to showcase your company's message with one of our most sought-after advertising options.



## **Banner Ad**

Elevate your brand's online presence with a dynamic Banner Ad that rotates above the livestream on our event app, captivating the attention of virtual attendees throughout the duration of the event. This clickable ad directs users to any web address (URL) of your choice, driving traffic and engagement with your content. Submit your ad by **December 11th**, in **jpeg/png format**, adhering to the following size requirements: **768px by 90px (desktop size) and 768px by 180px (mobile size)**. Additionally, **provide a URL** for attendees to visit upon clicking your ad. Don't miss this opportunity to maximize your brand's digital exposure and connect with attendees in an interactive and engaging way with a rotating Banner Ad on our event app livestream.

## **Industry Theater**

Boost your brand and showcase your expertise with an Industry Theater session on our Main Stage, which will also be streamed live on our Event App's main feed. This prime opportunity is perfect for small businesses looking to share their products, company, or capabilities with the Surface Warfare community. With only six timeslots available on a first-come, first-served basis, you'll have the chance to deliver an engaging **15-20 minute keynote presentation, followed by a 5-10 minute Q&A session**, moderated by a representative from our association.

As a featured Keynote session, your presentation will be added to our agenda, providing maximum visibility and engagement. By **December 11th**, you will need to submit your **topic, description, speaker information, and bio** in advance, along with your **presentation materials**. Don't miss this unique opportunity to spotlight your company's expertise and connect with key decision-makers in the Surface Warfare community through an Industry Theater session.

## **Session Times (times subject to change until final agenda published)**

Day One: 11:40 - 12:05 [Available]

Day Two: 11:55 - 12:20 [Available] | 12:25 - 12:50 [Available]

Day Three: 11:30 - 11:55 [Available] | 12:00 - 12:25 [Available]

[Back to Table of Contents](#)



# SPECS & INFORMATION CON'T

## Half Page Ad

Capture the attention of event attendees with a Half Page Ad in our Onsite Program, available in both electronic and full-color printed formats. Your ad will engage professionals as they browse through the program, leaving a lasting impression and reinforcing your brand's presence. To make the most of this marketing opportunity, submit your ad by **November 14th** using the Box link found in your exhibitor portal, sized at **8.5" wide by 5.5" high, in 300dpi PDF format**, and with a **1/4" bleed**. Don't miss this chance to showcase your company's message in a visually appealing way and enhance your brand visibility.

## Commercial

Amplify your brand's impact with a captivating commercial break on our main feed in the event app, and in the main session room. Your commercial will play once per day during one of the scheduled breaks. Whether you choose a 30 or 60-second spot, your engaging video will capture the attention of attendees, leaving a lasting impression and enhancing your brand recognition. Submit your attention-grabbing commercial by **December 11th** in **mp4 format** to secure your place in our high-profile commercial lineup. Don't miss this opportunity to creatively showcase your company's message and connect with your target audience during the event's prime viewing moments.

## WiFi + Splash Page

Stay connected and make a lasting impression with our exclusive WiFi Sponsorship! As the provider of WiFi at our show, your company will be the go-to source for attendees seeking connectivity. To access the WiFi, attendees must visit your booth, giving you a prime opportunity to engage with potential clients and showcase your products or services. Additionally, your sponsorship includes a splash/landing page, further enhancing your brand visibility and creating a memorable experience for all attendees. Don't miss this chance to position your company as a vital resource and facilitator of networking opportunities with our valuable WiFi Sponsorship.

## Heritage Night

Celebrate history! On Wednesday evening join us as we step back into another era. Start with a networking reception followed by an in-depth conversation on the designated topic. The session will be livestreamed via Facebook and through our event app. The sponsor will be recognized during the presentation and on signage throughout the room as well as in a short intro video we will use when advertising the event.

Topic: TBD

## Social Media Wall

Join the excitement and boost your brand visibility as the exclusive sponsor of our Social Media Wall! This engaging feature displays all our social media feeds live on a large screen in one of the main event spaces and on our event app, keeping attendees up-to-date and involved in the buzz surrounding the event. As the sole sponsor, your company's logo will be prominently displayed, ensuring your brand is associated with the lively conversations and networking happening both on-site and online. Don't miss this unique opportunity to align your company with the vibrant interactions and connections taking place at our event.



[Back to Table of Contents](#)

# SPECS & INFORMATION CON'T

---

## **Lanyard**

Get noticed with our Lanyard Sponsorship opportunity! Positioned next to the Registration Desk, we'll display lanyards provided by your company for attendees to use throughout the event. With each attendee wearing a lanyard featuring your logo alongside ours, your brand visibility will be significantly amplified, and your message will travel with every move they make.

To participate, provide us with **1,000 to 2,000 lanyards**, incorporating both your logo and ours. Artwork must be submitted by **October 31st** for approval. Upon approval, lanyards should be delivered to our office by **January 1st**. Don't miss this unique chance to put your brand front and center and be part of every interaction with our Lanyard Sponsorship.

## **Espresso Bar**

Perk up your brand visibility with our exclusive Espresso Bar Sponsorship! This unique opportunity allows your company to sponsor one of the most popular spots at our event - the Espresso Bar. For each day of our event, we offer a single sponsorship that positions your brand at the heart of interaction and energy.

As the day's exclusive Espresso Bar Sponsor, your logo and message will be prominently displayed at the bar, offering excellent exposure to a wide audience of attendees seeking their daily caffeine fix. It's an unmissable opportunity to engage with potential clients in a relaxed, social setting, and to align your brand with the positive energy and warmth of shared coffee moments.

To maximize the impact, consider sponsoring the Espresso Bar for all three days of the event, and turn every coffee break into a marketing opportunity. Don't miss out on this chance to blend your brand into the attendees' event experience in the most flavorful way possible with our Espresso Bar Sponsorship!

## **Opening Lunch**

Get your brand on everyone's plate! This remarkable opportunity enables your company to sponsor the inaugural lunch, set across all our exhibit areas and open to all attendees. It's a chance to associate your brand with a moment of communal relaxation and networking, giving it exposure to a wide array of attendees as they take their first engaging steps into our event.

While this sponsorship is not exclusive, it still offers a fantastic way to prominently display your logo. With your brand associated with the start of their event journey, attendees will have your company in mind as they begin to explore and network.

## **Afternoon Break**

Energize your brand engagement! This unique opportunity lets your company be the refreshing pause in an engaging day of our event. Each day offers a single sponsorship, placing your brand at the center of relaxation and networking.

As the day's exclusive Afternoon Break Sponsor, your logo and message will be prominently displayed during the break, reaching a wide audience of attendees as they refresh and recharge for the rest of the day. This casual, social environment provides an excellent platform to connect with potential clients and align your brand with the uplifting moments of respite amidst the busy event schedule.

Maximize your brand's exposure by sponsoring the Afternoon Break for all three days of the event, turning every pause into a potent brand marketing opportunity.

# SPECS & INFORMATION CON'T

---

## **Banquet Table**

Create memorable connections at our event-closing banquet with a sponsored table! This opportunity enables your organization to secure a table seating 10, providing a prestigious platform for your company to engage with key industry figures.

Each sponsoring company will receive up to **6 tickets**, allowing you to invite team members to join the celebrations. To add an exclusive touch to your experience, we'll complement your table with distinguished guests from the event for the remaining 4 seats. These could include influential decision-makers, esteemed speakers, or other notable personalities from the Surface Warfare community.

Purchasing a banquet table not only elevates your brand's prominence during our event but also offers a unique networking experience. Mingle with influential personalities, exchange ideas, and build potentially fruitful relationships in a convivial atmosphere. Don't miss this chance to leave a lasting impression as our event reaches its grand finale with the Banquet Table Sponsorship. It's more than a meal - it's your gateway to building meaningful alliances in the Surface Warfare community!

## **Passport**

Boost your brand engagement and visitor footfall with our unique Passport Program! Limited to just 30 companies, this exciting initiative invites attendees to embark on a journey through our event, making a special visit to each participating exhibitor's booth.

As an exhibitor on this passport journey, your company becomes a must-visit destination for attendees. Once they stop by, you'll stamp their passport to acknowledge their visit, providing an excellent opportunity for face-to-face interaction, product showcasing, and networking.

After attendees have collected all the required stamps, they submit their completed passport to our registration desk, entering them into a daily prize draw. Each day, we'll draw 10 lucky winners from the completed passports to receive a \$25 gift card. If a passport isn't selected, it rolls over to the next day's draw, keeping the excitement alive for the entire 3-day event.

The drawing takes place at the end of the final session of each day, with winners announced and invited to collect their gift cards from the registration desk. Participating in our Passport Program is not only a brilliant way to increase booth traffic but also to amplify your brand visibility and attendee engagement. Come aboard on this journey and turn every booth visit into a potential winning ticket for attendees!

## **Photo Booth**

The photo booth experience brings a sense of excitement and enjoyment to attendees during the receptions, creating unique memories associated directly with your brand. *Your logo will appear on the photo printouts.*

## **Awards Luncheon**

By purchasing a **pair** of tickets to our Award Luncheon, you're not just securing a seat at one of our event's premier functions - you're also supporting the celebration and recognition of excellence in the Surface Warfare community. During the luncheon, you will have the privilege to network and dine alongside these distinguished award winners, providing an unmatched opportunity to engage in inspiring conversations and establish meaningful connections.

Purchasing these tickets signifies your organization's commitment to the ongoing progress and recognition of excellence within the Surface Warfare community. This unique opportunity to mingle with the best of the best in the industry is a testament to your dedication towards supporting and honoring these exceptional individuals.

Supporting the Awards Luncheon is more than a sponsorship; it's a celebration of excellence and a commitment to the advancement of the Surface Warfare community. Secure your tickets today and take part in this prestigious occasion.

# SPECS & INFORMATION CON'T

## **Ultra/Premium/Standard Booth**

Booth rate is determined by location. *Please see pages 20 & 21 for available booths & floor plans.*

In order to reserve a space or get on our waitlist you will need to submit an intent form using the link below. Please note that by submitting an intent you are not guaranteed to get what you selected. There are many factors that impact booth placement and your final placement will be coordinated with you before you receive an invoice.

Intent Form: <https://airtable.com/shr9Tfvfc6LI5KhrK>

*If there are no booths available you can still complete an intent to join our waitlist and will be notified if one becomes available. All booths are eligible for a Standard Virtual Booth unless you purchase, or are eligible for, an Enhanced Virtual Booth. See page 19 for more information.*

## **Government Booth**

There are a very limited supply of these booths available. They are given out on a case by case basis. Please complete an intent form using the link below and we will contact you to see if your organization is eligible for a government booth.

Intent Form: <https://airtable.com/shr9Tfvfc6LI5KhrK>

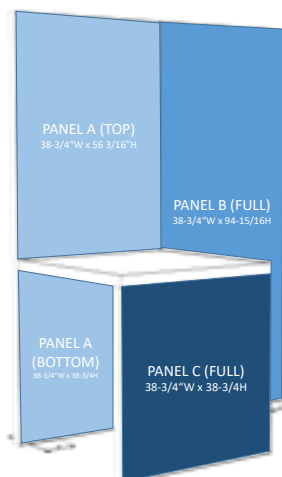
We do not charge our government exhibitors for the space. We will provide the carpeted space with a 4 ft draped table, two chairs, and a wastebasket (unless you specify otherwise). Any other requirements to include but not limited to, additional furniture, material handling, power, AV equipment, etc. has to be contracted separately through our vendors. Please contact us for further information or requests.

## **Plug & Play Kiosk / Gov't Plug & Play**

Simplify your exhibit setup without compromising on brand exposure with our Plug & Play exhibit option! This hassle-free exhibit solution is designed to make your event participation as seamless as possible, while still ensuring your company stands out.

Our Plug & Play exhibit includes two fully branded panels providing ample space for your branding visuals. One of these panels also includes an **optional 42" monitor**, perfect for multimedia presentations or interactive demonstrations. Moreover, there's a conveniently attached table on the same panel, which can also be customized with your branding on the front, making it an excellent spot for displaying products, brochures, or engaging attendees in conversation.

With our Plug & Play option, your exhibit is all set up and ready to go as soon as you arrive. Save time, reduce setup stress, and maximize your brand's visibility with this easy, convenient, and impactful exhibiting solution. It's time to focus less on setup and more on making those all-important connections in the Surface Warfare community!



[Back to Table of Contents](#)

# SPECS & INFORMATION CON'T

---

## **Enhanced Virtual Booth**

All virtual booth information must be submitted by **December 11th**. After the event we will send you a report with the attendees who visited your booth **virtually and in-person**. Visit the link below to see an example of an Enhanced Booth.

<https://www.snanational.com/sample-enhanced-exhibit-page>

### **What's Included**

**Rotating Banner** – Up to 3 JPEG or PNG images sized 915px wide by 148 high

**Logo** – Needs to fit in a 300px wide by 300px high square (jpeg or png format)

**Button to Website** – A link out to your website (URL)

**Embedded Video** – Video that plays on a loop (Recommend Youtube or Vimeo sent to us as URL from those sites)

**Intro/About Paragraph** – Up to 150 words about company

**Image Gallery** – Up to 5 Images JPEGs or PNGs 600px wide by 400px high

**Schedule a Meeting** – Button that Attendees can click to schedule meeting (Recommend Doodle or Calendly but can use any online meeting scheduler. Must be sent to us as a URL)

**Email Us** – Button that Attendees click to send email (Provide 1 email)

**Sample Buttons** – Up to 3 buttons that link out to different URLs (Provide URLs and Name for Button(s))

**Contact Cards** – Up to 3 Contacts from your company for attendees to use (Include Name, Position/Department, Email, and Phone)

**Documents** – Up to 5 documents in PDF Format (Send Documents to Download)

## **Standard Virtual Booth**

All virtual booth information must be submitted by **December 11th**. After the event we will send you a report with the attendees who visited your booth **in-person only**. Only Enhanced booths can see who visited the booth through our app. Visit the link below to see an example of a Standard Booth.

<https://www.snanational.com/sample-standard-exhibit-page>

### **What's Included**

**Banner** – One JPEG or PNG images sized 915px wide by 148 high

**Logo** – Needs to fit in a 300px wide by 300px high square (jpeg or png format)

**Button to Website** – A link out to your website (URL)

**Embedded Video** – Video that plays on a loop (Recommend Youtube or Vimeo sent to us as URL from those sites)

**Intro/About Paragraph** – Up to 150 words about company

**Contact Cards** – Up to 3 Contacts from your company for attendees to use (Include Name, Position/Department, Email, and Phone)

## **Complimentary Registration**

If eligible, your organization will be provided a unique code, to enter into the Promo Code field on the registration form. This will include access to the virtual and in-person event.

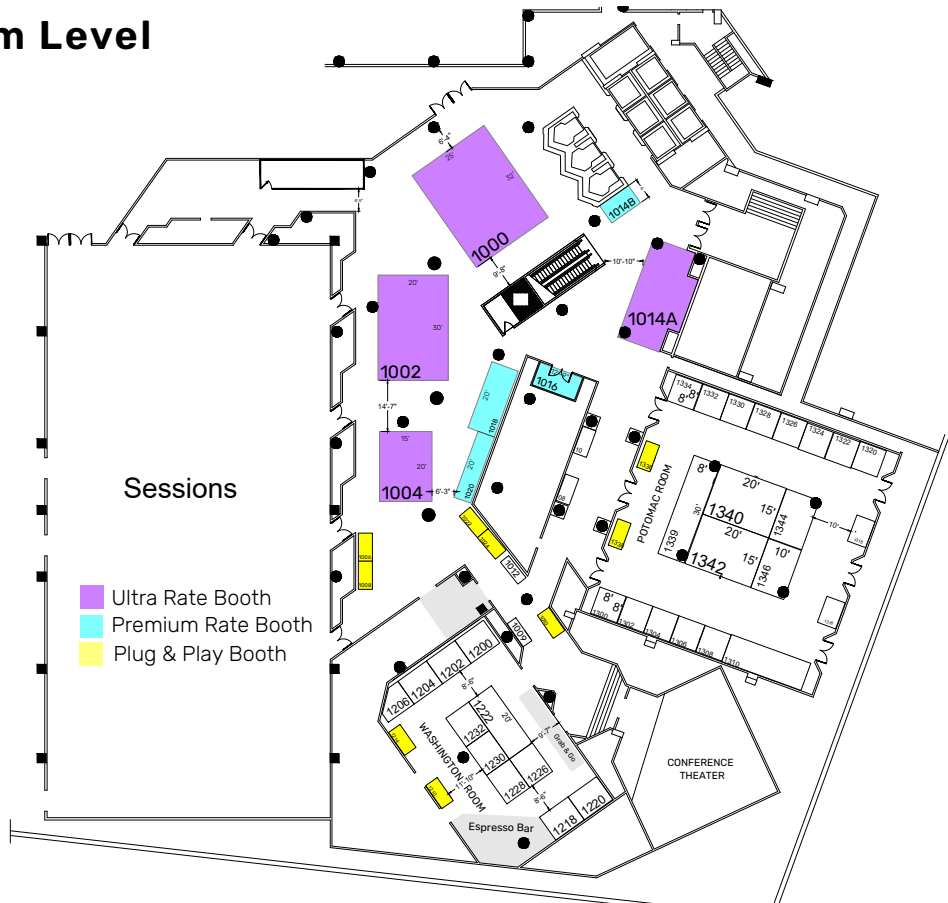


# FLOOR PLAN WITH RATES



**Independence Level**

**Ballroom Level**



[Back to Table of Contents](#)



# EXHIBITORS & AVAILABLE BOOTHS

| Booth # | Company                                     | Booth # | Company                                                  | Booth # | Company                                                |
|---------|---------------------------------------------|---------|----------------------------------------------------------|---------|--------------------------------------------------------|
| 100 A-C | RTX                                         | 324     | Kongsberg Defence Systems                                | 1304    | Naval Leadership and Ethics                            |
| 102     | Fairbanks Morse Defense                     | 326     | Hepburn and Sons LLC                                     | 1306    | Tech Wizards,, Inc.                                    |
| 104     | BecTech                                     | 328     | MSI-Defence Systems US, LLC                              | 1308    | SURFDEVRON/USDIVONE                                    |
| 106     | Fairbanks Morse Defense                     | 330     | Thales                                                   | 1310    | Surface Combat Systems Training Command (SCSTC)        |
| 108     | Navy STP                                    | 332     | VTG                                                      | 1316    | SMWDC/SAWS                                             |
| 110     | Surface Navy Museum                         | 334     | Textron Systems                                          | 1318    | N96                                                    |
| 112     | Government/Barter Hold                      | 336A    | Shock Tech                                               | 1320    | Naval Surface Warfare Center Dahlgren                  |
| 200 A-C | BAE Systems                                 | 336B    | Milcots                                                  | 1322    | ManTech                                                |
| 206     | HENSOLDT UK                                 | 338     | Gibbs & Cox                                              | 1324    | PERS-41                                                |
| 208     | Thrustmaster of Texas, Inc.                 | 340     | C3I                                                      | 1326    | Navy Training and Administration of the Reserves (TAR) |
| 210     | UMS SKELDAR                                 | 1000    | Lockheed Martin                                          | 1328    | Surface Warfare Reserve Enterprise                     |
| 212     | Fincantieri Marine Group                    | 1002    | HII                                                      | 1330    | Liberty Military Housing                               |
| 214     | Defense Maritime Solutions                  | 1004    | L3Harris Technologies                                    | 1332    | WR Systems                                             |
| 216     | General Atomics Electromagnetic Systems     | 1006    | Govini                                                   | 1334    | USAA                                                   |
| 220A    | GE Aerospace                                | 1008    | Naval Surface Technology & Innovation Consortium (NSTIC) | 1336    | ITE Inc.                                               |
| 220B    | GE Vernova                                  | 1009    | OPNAV N712                                               | 1338    | Ellwood                                                |
| 224     | Teledyne FLIR                               | 1012    | Naval History and Heritage Command                       | 1339    | Surface Warfare Schools Command (SWSC)                 |
| 226     | Saab, Inc.                                  | 1014 A  | BOEING                                                   | 1340    | Serco, North America                                   |
| 228     | Rolls-Royce Defense, North America          | 1016    | BOEING                                                   | 1342    | Schaefer Electronics                                   |
| 232     | Anchor Scholarship Foundation               | 1018    | Ultra Maritime                                           | 1344    | Comark LLC                                             |
| 234     | Sonalgsts Inc.                              | 1020    | Marotta Controls                                         | 1346    | Military Sealift Command                               |
| 236     | SSS Clutch Company, Inc.                    | 1022    | In-Depth Engineering Corporation                         |         |                                                        |
| 238     | IDEAL ELECTRIC COMPANY                      | 1024    | Navy Mutual Aid Association                              |         |                                                        |
| 240     | General Dynamics                            | 1200    | JA Moody                                                 |         |                                                        |
| 242     | Leonardo DRS                                | 1202    | National Inspection and Consultants LLC                  |         |                                                        |
| 244     | Sparton an Elbit Systems of America Company | 1204    | Shield AI                                                |         |                                                        |
| 246     | Austal USA                                  | 1206    | USNI                                                     |         |                                                        |
| 248     | Northrop Grumman                            | 1210    | Jonathan Group                                           |         |                                                        |
| 250     | Pacific Engineering Inc                     | 1214    | Light Structures AS                                      |         |                                                        |
| 300     | Innovative Defense Technologies (IDT)       | 1218    | Gecko Robotics                                           |         |                                                        |
| 302     | Michell Bearings Inc.                       | 1220    | U.S. Naval Research Laboratory                           |         |                                                        |
| 304     | Booz Allen Hamilton                         | 1222    | Arete                                                    |         |                                                        |
| 308     | Curtss-Wright                               | 1226    | FAIRLEAD                                                 |         |                                                        |
| 312     | Philadelphia Gear, Power Systems by Timken  | 1228    | Defense Technical Information Center                     |         |                                                        |
| 314     | AMSC                                        | 1230    | DoD CIO's Defense Industrial Base Cybersecurity Program  |         |                                                        |
| 316     | Tri-Tec Manufacturing                       | 1232    | Navy Afloat Maintenance Training Strategy (NAMTS)        |         |                                                        |
| 318     | NAVSEA                                      | 1300    | Naval Postgraduate School                                |         |                                                        |
| 320     | Atlas North America                         | 1302    | Vestdavit, Inc.                                          |         |                                                        |