ETi
NDIA

2025
EMERGING TECHNOLOGIES FOR DEFENSE
CONFERENCE & EXHIBITION

August 27 – 29, 2025 | **Washington, D.C.**
Walter E. Washington Convention Center
EmergingTechnologiesInstitute.org

Sponsorship Opportunities

HACKATHON

The Emerging Technologies for Defense Hackathon brings together industry, academia, and government to drive innovation and tackle critical challenges facing military departments and combatant commands. By identifying capability gaps and aligning on key missions—such as supply chain technology, robotics, and cybersecurity—it fosters rapid solutions through unique public/private partnerships. In just 96 hours, participants will develop data products and new technology applications, pushing boundaries, introducing cutting-edge industry solutions to the government, and connecting leaders to address key challenges. It's an opportunity to be at the forefront of innovation and collaborate on impactful missions.

Tier 1 $25,000

- Two (2) Company Executive Leaders may be included in the Hackathon Judge Pool. Judges will be assigned based on expertise and to avoid any conflicts of interest.
- Three (3) complimentary registrations to the Emerging Technologies for Defense Conference & Exhibition
- Branding
  - Company logo branding at the Hackathon
  - Company logo on all Hackathon materials
  - Company logo on each Hackathon table
- Admission to the Emerging Technologies for Defense Hackathon at George Mason University FUSE
- One (1) Promotional Email – Company logo (with hyperlink) included in one (1) eBlast prior to event
- Conference Website Recognition on NDIATechExpo.org – Company logo (with hyperlink) on the conference website
- Branding – Company logo displayed on promotional signage throughout conference
- Recognition of company logo on walk-in presentation slide
- Mobile App Promotion – Company logo recognition on Sponsor page within Mobile App

Tier 2 $10,000

- One (1) Company Executive Leader may be included in the Hackathon Judge Pool. Judges will be assigned based on expertise and to avoid any conflicts of interest.
- Two (2) complimentary registrations to the Emerging Technologies for Defense Conference & Exhibition
- Branding
  - Company logo branding at the Hackathon
  - Company logo on all Hackathon materials
  - Company logo on each Hackathon table
- Admission to the Emerging Technologies for Defense Hackathon at George Mason University FUSE
- One (1) Promotional Email – Company logo (with hyperlink) included in one (1) eBlast prior to event
- Conference Website Recognition on NDIATechExpo.org – Company logo (with hyperlink) on the conference website
- Branding – Company logo displayed on promotional signage throughout conference
- Recognition of company logo on walk-in presentation slide
- Mobile App Promotion – Company logo recognition on Sponsor page within Mobile App

Tier 3 $2,500

- Branding
  - Company logo branding at the Emerging Technologies for Defense Conference Hackathon
  - Company logo on one Hackathon table
- Admission to the Emerging Technologies for Defense Hackathon at George Mason University FUSE
- Conference Website Recognition on NDIATechExpo.org – Company logo (with hyperlink) on the conference website
- Recognition of company logo on walk-in presentation slide at Emerging Technologies for Defense Conference

CONTACT

Allison H. Carpenter, CEM, CMP

Sr. Director, Exhibits & Sponsorships | (703) 247-2573 | ahcarpenter@NDIA.org,

Gain exposure and stay ahead of your competition! Taking advantage of sponsorship opportunities is a great way to increase your visibility and promote your product or service.

Premier

$35,000
Each
(Available to two companies)

Benefits

- Five (5) complimentary full conference registrations
- Two (2) Featured Sponsor E-mails – 500 characters (not including spaces) sent to all registered opt-in attendees (deadlines apply). One e-mail to be sent pre-conference and one post-conference
- Conference Website Recognition on NDIATechExpo.org – Company logo (with hyperlink) on conference website
- Branding – Company logo predominantly displayed on promotional signage throughout conference
- Opening General Session – Company logo recognition on presentation slide
- NDIA to recognize company and one company attendee during podium announcements
- Recognition of company logo on walk-in presentation slide
- Mobile App Promotion – Company logo recognition on Sponsor page within Mobile App

General Session

$25,000
Exclusive

Benefits

- Four (4) complimentary full conference registrations
- Option for a sponsor provided/branded item to be distributed prior to the Opening General Session (sponsor to provide item with NDIA approval)
- 30-second promotional video (provided by sponsor) at the end of Opening General Session before Networking Break. Deadlines apply
- Conference Website Recognition on NDIATechExpo.org – Company logo (with hyperlink) on conference website
- Branding – Company logo predominantly displayed on promotional signage throughout conference
- Opening General Session – Company logo recognition on presentation slide
- NDIA to recognize company and one company attendee during podium announcements
- Recognition of company logo on walk-in presentation slide
- Mobile App Promotion – Company logo recognition on Sponsor page within Mobile App

Elite

$25,000
Each
(Available to two companies)

Benefits

- Three (3) complimentary full conference registrations
- One (1) Promotional Email – Company logo (with hyperlink) included in one (1) eBlast prior to event
- Conference Website Recognition on NDIATechExpo.org – Company logo (with hyperlink) on conference website
- Branding – Company logo predominantly displayed on promotional signage throughout conference
- Opening General Session – Company logo recognition on presentation slide
- NDIA to recognize company and one company attendee during podium announcements
- Recognition of company logo on walk-in presentation slide
- Networking Breakfasts – Recognition on signage and coffee sleeves or napkins
- Mobile App Promotion – Company logo recognition on Sponsor page within Mobile App

NextGen Defense Leaders

$25,000
Exclusive

This sponsorship package is designed for organizations that wish to support and engage with the next generation of professionals at our conference. By sponsoring university students, your organization will provide students with the opportunity to attend the conference, at no charge, while also gaining visibility and the chance to connect with students in a meaningful way through an exclusive networking breakfast event.

Benefit

- Three (3) complimentary full conference registrations
- Sponsor will host an exclusive breakfast the morning of Friday, August 29, for the student attendees, providing an informal and interactive space for networking, mentorship, and discussions about the organization's programs, specifically focused on young adult initiatives
- The sponsor may distribute promotional materials (brochures, flyers, etc.) or swag (pens, notebooks, etc.) to all student attendees at the breakfast on Friday, August 29. Promotional materials and/or swag will be at the sponsor's expense
- One (1) Promotional Email – Company logo (with hyperlink) included in one (1) eBlast prior to event
- Conference Website Recognition on NDIATechExpo.org – Company logo (with hyperlink) on conference website
- Branding – Company logo predominantly displayed on promotional signage throughout conference and at the student breakfast on Friday, August 29
- Opening General Session – Company logo recognition on presentation slide
- Recognition of company logo on walk-in presentation slide
- Mobile App Promotion – Company logo recognition on Sponsor page within Mobile App

Registration & Lanyard

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Benefits

- Two (2) complimentary full conference registrations
- Conference Lanyards – Company logo on lanyards distributed at registration in-person (NDIA to produce lanyards with co-branded one-color logo)
- Registration Confirmation Email – Company logo on registration confirmation receipt sent to all attendees
- Conference Website Recognition on NDIATechExpo.org – Company logo (with hyperlink) on conference website
- Opening General Session – Company logo recognition on presentation slide
- Mobile App Promotion – Company logo recognition on Sponsor page within Mobile App

Opening Network Reception

$20,000
Exclusive

Benefits

- Two (2) complimentary full conference registrations
- Conference Website Recognition on NDIATechExpo.org – Company logo (with hyperlink) on conference website
- Branding – Company logo predominantly displayed on promotional signage throughout conference
- Opening Networking Reception
- Branded cocktail napkins distributed during reception
- Sponsor logo on table tent signs to be placed on reception bars and tables
- Opening General Session – Company logo recognition on presentation slide
- Mobile App Promotion – Company logo recognition on Sponsor page within Mobile App

Sustainability

$17,500
Exclusive

Benefits

- Two (2) complimentary full conference registrations
- Conference Website Recognition on NDIATechExpo.org – Company logo (with hyperlink) on conference website
- Branding – Company logo predominantly displayed on promotional signage throughout conference and leading attendees to your exhibit booth, if exhibiting
- Opening General Session – Company logo recognition on presentation slide
- Mobile App Promotion – Company logo recognition on Sponsor page within Mobile App
- Giveaway (available through exhibit booth, if exhibiting) to include 200 stainless steel bottles as well as "Fill It Forward" stickers for those that provide their own water bottle

Mobile App

$15,000
Exclusive

Benefits

- Two (2) complimentary full conference registrations
- Mobile App Recognition and Promotion – Company logo recognition on Sponsor page within Mobile App
- Company logo exclusively displayed on Mobile App Splash Screen
- Push notification sent to attendees about visiting your booth (if exhibiting, one sent each day)
- Mobile App Promotional Email – Company logo included in two (2) Mobile App dedicated emails to conference attendees
- Branding – Company logo predominantly displayed on promotional signage
- Conference Website Recognition on NDIATechExpo.org – Company logo (with hyperlink) on conference website
- Opening General Session – Company logo recognition on presentation slide

Digital Retargeting Campaign

Available to multiple sponsors and various rates

Benefits

NDIATechExpo.org visitors will see your message throughout their time online. Make a statement with your message before, during, and after this annually anticipated event

- Sponsor graphics submitted to NDIA for approval with preferred URL hyperlinks

Choose from multiple impression opportunities; reach out to Allison H. Carpenter, ahcarpenter@NDIA.org for more information

Networking Break

$10,000
Each
(Available to two companies)

Benefits

- Two (2) complimentary full conference registrations
- Promotional Email – Company logo (with hyperlink) included in one eBlast prior to event
- Conference Website Recognition on NDIATechExpo.org – Company logo (with hyperlink) on conference website
- Branding – Company logo predominantly displayed on promotional signage
- Company logo predominantly displayed on promotional signage during networking breaks
- Company logo on napkins used at networking breaks
- Mobile App Promotion – Company logo on Sponsor page within Mobile App

Conference Bag

$10,000 – 15,000
Exclusive

Benefits

- One (1) complimentary full conference registration
- Conference Website Recognition on NDIATechExpo.org – Company logo (with hyperlink) on conference website
- Branding – Company logo predominantly displayed on promotional signage throughout conference and leading attendees to your exhibit booth, if exhibiting
- Opening General Session – Company logo recognition on presentation slide
- Mobile App Promotion – Company logo recognition on Sponsor page within Mobile App
- NDIA to produce conference bag with co-branded one-color logo on conference bags

Rideshare Discount Code

$8,000
Each
(Available to multiple companies)

Benefits

- Attendees will be provided with a discount code (ex: RIDEWITHCOMPANYNAME) to apply to their Lyft ride
- One (1) complimentary full conference registration
- 150 discount codes to be redeemed for $10 off a Lyft ride. Discount codes will be valid when used within half of a mile radius of the Walter E. Washington Convention Center and Ronald Reagan National Airport
- Promotional Email – Company logo (with hyperlink) included in one eBlast prior to event
- Conference Website Recognition on NDIATechExpo.org – Company logo (with hyperlink) on conference website
- Mobile App Promotion – Company logo on Sponsor page within Mobile App

Supporter

$5,000
Each
(Available to four companies)

Benefits

- One (1) complimentary full conference registration
- Conference Website Recognition on NDIATechExpo.org – Company logo (with hyperlink) on conference website
- Branding – Company logo predominantly displayed on promotional signage throughout conference and leading attendees to your exhibit booth, if exhibiting
- Opening General Session – Company logo recognition on presentation slide
- Mobile App Promotion – Company logo recognition on Sponsor page within Mobile App

Featured Email

$5,000
Each
(Available to five companies)

NDIA will send out one dedicated Featured Sponsor email prior to the conference to all opt-in registered attendees. This is a great opportunity to promote your company's products, services, or objectives for the 2025 ETI Conference & Exhibition. Note: This is exclusive to existing sponsors and/or exhibitors.

- Company logo hyperlinked to preferred URL
- No more than 400-character blurb
  NDIA reserves the right to approval all messaging. Competing and/or conflicting event promotions will not be approved

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