



2025 DEPARTMENT OF THE AIR FORCE
**Modeling &
Simulation Summit**

**EXHIBITOR
PROSPECTUS**

WHAT IS INCLUDED AS AN EXHIBITOR

BENEFITS OF EXHIBITING

Access to corporate, academia, and government professionals

Multiple Sponsorship Opportunities

Multiple Networking Opportunities

Access to mailing lists

National/International Media Coverage

Company Profile online continuously

Company visibility in multiple avenues

AND MANY MORE!

All military/government space must be approved by Shannon Burch, Senior Director of Exhibits and Sponsorships, sburch@ntsa.org, to qualify for the \$1,500 per Military/Government Package.

The contracting group must have **.mil** or **.gov** in their email address to qualify.

\$3,300 Per Industry Exhibitor Package

- 8x8 booth
- One 6 ft. draped table
- Two Chairs
- Two Exhibitor Representative Passes per booth
- Meals will be included for 2 booth staff
- Electricity (120V 5 AMP)
- Carpet
- Marketing Benefits:
 - Company listing on event website
 - Inclusion in printed exhibitor directory
 - Inclusion in online exhibitor directory with enhanced marketing material upload capabilities

\$1,500 Per Government Exhibitor Package

- 8x8 booth
- One 6 ft. draped table
- Two Chairs
- Two Exhibitor Representative Passes per booth
- Meals are not included
- Electricity (120V 5 AMP)
- Carpet
- Marketing Benefits:
 - Company listing on event website
 - Inclusion in printed exhibitor directory
 - Inclusion in online exhibitor directory with enhanced marketing material upload capabilities

MISSION FOCUS

Command & Control

Digital Engineering

Effectors

Human-Machine Teaming

Modeling and Simulation

Techniques/Analysis

Resilient Space

Sensor Grid

Warfighter Integration

TECHNOLOGIES OF INTEREST

AI, ML & the Cloud

AR, MR, XR, VR

Data Analysis/Management

Digital Engineering, Multi-Domain Environments

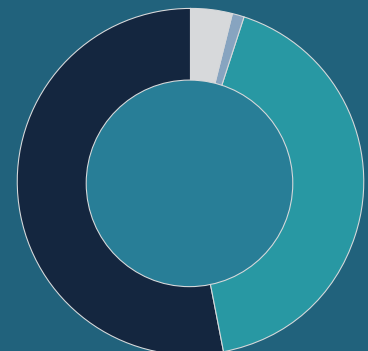
Healthcare Simulations

Joint Coalition

Test and Evaluation

AND MANY MORE!

ATTENDEE DEMOGRAPHICS



○ Industry

○ Government

● Academia

● FVEY

SPONSORSHIP PACKAGES

OPENING RECEPTION

\$10,000
(EXCLUSIVE)
or **\$5,000**
(CO-SPONSORS)

BENEFITS INCLUDE:

- Exhibit display
- Logo on event website
- Company logo on promotional signage at the on-site Reception area
- 10 Complimentary Exhibit passes for Reception
- Recognition from the podium at Opening Ceremonies
- Company name in the registration confirmation email, with reminder about your company hosting the Opening Reception
- Sponsor ribbon on company conference badges

REGISTRATION

\$7,500
(EXCLUSIVE)

BENEFITS INCLUDE:

- Company logo or banner featured on the Conference registration page
- Logo on Know-Before-You-Go email
- Logo on attendee registration email confirmation
- 2 full Conference registrations for Exclusive Sponsor (max)
- Company logo and special recognition on the Conference website with a link to corporate homepage
- Post Show attendee list (names, company names and titles only)

LANYARDS

\$3,000
(EXCLUSIVE)

Brand your company name on the most prominent item during the conference. Your logo will be included on the lanyards, showing your support of this important event.

BENEFITS INCLUDE:

- Logo on event website
- Logo in program
- Sponsor ribbon on company conference badges
- Production cost of the lanyards not included with sponsorship fee
- Logo and design must be approved in advance by NTSA.

ADVERTISEMENT OPPORTUNITIES

• **Full Page Ad** in the official event program guide **\$3,000**

BEVERAGE BREAKS

\$2,500 PER BREAK
(LIMITED AVAILABLE)

BENEFITS INCLUDE:

- Located in the high-traffic session space, your company will be recognized for providing generous refreshments to attendees
- Logo on signage at coffee break
- Logo in program
- Ability to provide cups/napkins for increased exposure (must be provided by the sponsor in advance)
- Sponsor ribbon on company conference badges

MEETING BAG

\$3,000
(EXCLUSIVE)

These popular and reusable tote bags will be distributed to each attendee to carry throughout the event with your promotional item inside and logo on the front, boosting your brand's exposure.

BENEFITS INCLUDE:

- Logo on event website
- Logo in program
- Tote bags with company name or logo distributed to each attendee
- Production cost of the bag is not included with sponsorship fee
- Promotional item distributed to conference attendees inside
- Logo and design must be approved in advance by NTSA.

PEN & PAPER

\$2,500
(EXCLUSIVE)

The pens and paper will be included with all attendee bags. Your logo can be on both the pen and paper, boosting your brand's exposure.

BENEFITS INCLUDE:

- Logo on event website
- Logo in program
- Pens and paper with company name or logo distributed to each attendee
- Production cost of the pens and paper is not included with sponsorship fee
- Promotional item distributed to conference attendees inside
- Logo and design must be approved in advance by NTSA.

• **½ Page Ad** in the official event program guide **\$1,500**

SHOW INFO

The goal of the DAF M&S Summit is to gather Air Force and Space Force M&S experts to learn about new M&S initiatives and techniques, network across military services and with industry experts, and to hear our technological leaders' perspectives on how M&S can transition more training from the real world to digital.

Copyright DAF M&S Summit 2025

OPENING TIMES

0730 – 1900 | Tuesday, 6 May 2025

0730 – 1700 | Wednesday, 7 May 2025

0730 – 1430 | Thursday, 8 May 2025

LOCATION

Rosen Centre Hotel
9840 International Drive
Orlando, FL 32819

EXHIBITOR SCHEDULE

Monday, 5 May

1400 – 1700 | Exhibitor Setup and Registration

Tuesday, 6 May

0730 – 1700 | Exhibits Open

1700 – 1930 | Networking Social

Wednesday, 7 May

0830 – 1700 | Exhibits Open

Thursday, 8 May

0730 – 1430 | Exhibits Open

1430 – 1600 | Exhibitor Breakdown

SPONSOR, EXHIBIT, ADVERTISE

Sponsoring, exhibiting, and advertising add critical tools to your current marketing strategy, and are the best way to make your company and message stand out from the crowd at the 2025 DAF Modeling & Simulation Summit.

To get the maximum exposure at DAFMSS, review the sponsoring, exhibiting, and advertising opportunities and select the best fit for your marketing goals and budget.