



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

**EXHIBITOR  
PROSPECTUS**

# WHAT IS INCLUDED AS AN EXHIBITOR

## BENEFITS OF EXHIBITING

Multiple Sponsorship Opportunities

Multiple Networking Opportunities

National/International  
Media Coverage

Company Profile  
online continuously

Company visibility  
in multiple avenues

**AND MANY MORE!**

## \$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

All military/government space must be approved by Shannon Burch, Senior Director of Exhibits and Sponsorships, [sburch@ntsa.org](mailto: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.

## MISSION FOCUS

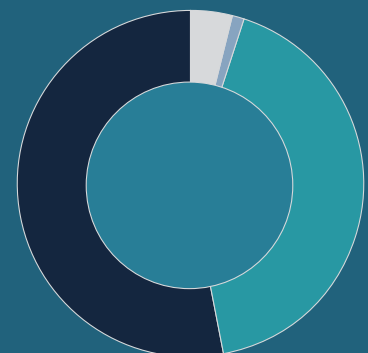
Command & Control  
Digital Engineering  
Effectors  
Human-Machine Teaming  
Modeling and Simulation  
Techniques/Analysis  
Resilient Space  
Sensor Grid  
Warfighter Integration

## 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      ● Academia  
○ Government      ● FVEY

# SPONSORSHIP PACKAGES

The recognition of Exhibitors and Sponsors does not constitute an endorsement by DoD.

## OPENING RECEPTION

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

### BENEFITS INCLUDE:

- Exhibit display
- Logo on event website
- Logo on signage
- 10 Complimentary Exhibit passes for Reception
- Sponsor ribbon on company conference badges

## WELCOME RECEPTION

**\$5,000**  
(EXCLUSIVE)

### BENEFITS INCLUDE:

- Invitation Only
- Logo on event website
- Logo in Exhibits Program
- Signage at event
- 1/2 page Ad in program guide

## 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 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

## 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 Exhibits 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**

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

## BEVERAGE BREAKS

**\$2,500 PER BREAK**  
(LIMITED AVAILABLE)

### BENEFITS INCLUDE:

- Located in the high-traffic space, your company will be recognized for providing generous refreshments
- Logo on signage
- Logo in Exhibits 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 available to carry throughout the event with your logo on the front, boosting your brand's exposure.

### BENEFITS INCLUDE:

- Logo on event website
- Logo in Exhibits Program
- Tote bags with company name or logo
- Production cost of the bag is not included with sponsorship fee
- Logo and design must be approved in advance by NTSA

## PEN & PAPER

**\$2,500**  
(EXCLUSIVE)

Your logo can be on both the pen and paper, boosting your brand's exposure.

### BENEFITS INCLUDE:

- Logo on event website
- Logo in Exhibits Program
- Pens and paper with company name or logo
- Production cost of the pens and paper is not included with sponsorship fee
- Logo and design must be approved in advance by NTSA.

## STEM

**\$1,500**  
(EXCLUSIVE)

### BENEFITS INCLUDE:

- Logo on signage
- Logo in Exhibits Program
- Logo on event website

## 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.

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## 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.