



Department of the Air Force

# Modeling and Simulation Summit



# 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!**

## \$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

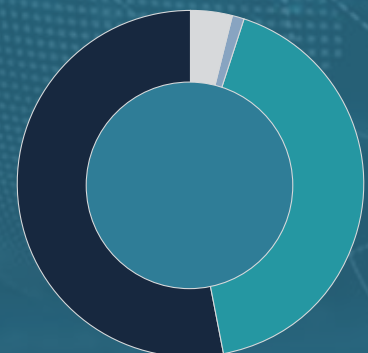
Command & Control  
Digital Engineering  
Effectors  
Human-Machine Teaming  
Modeling and Simulation  
Techniques/Analysis  
Resilient Space  
Sensor Grid  
Warfighter Integration

## 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

## 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

## 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

## ADVERTISEMENT OPPORTUNITIES

- **Full Page Ad** in the official event program guide **\$3,000**
- **½ Page Ad** in the official event program guide **\$1,500**

## NTSA CONTACTS

Shannon Burch  
Senior Director of Exhibits and  
Sponsorships  
[sburch@ntsa.org](mailto:sburch@ntsa.org)

Holly Gallier  
Coordinator, Operations  
[hgallier@ntsa.org](mailto:hgallier@ntsa.org)

## 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, 7 May 2024

0730 – 1700 | Wednesday, 8 May 2024

0730 – 1430 | Thursday, 9 May 2024

## LOCATION

Grand Hyatt San Antonio Riverwalk  
600 E Market Street  
San Antonio, TX 78205

## EXHIBITOR SCHEDULE

### Monday, 6 May

1400 – 1700 | Exhibitor Setup and Registration

### Tuesday, 7 May

0730 – 1700 | Exhibits Open

1700 – 1930 | Networking Social

### Wednesday, 8 May

0830 – 1700 | Exhibits Open

### Thursday, 9 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 DAF Modeling and Simulation Summit 2024.

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.