

DAFMSAS 2026 | 5-8 May 2026 | COLORADO SPRINGS, CO

HOSTED BY:



# 2026 DEPARTMENT OF THE AIR FORCE **Modeling, Simulation & Analytics Summit**

The goal of the DAFMSA Summit is to gather Air Force and Space Force MS&A experts to learn about new MS&A initiatives and techniques, network across military services and with industry experts, and to hear our technological leaders' perspectives on how MS&A can transition more training from the real world to digital. The 2026 DAFMSA Summit will provide a forum for shared information, ideas, and connection of MS&A professionals across the DoW, industry, academia, and international partners.

**EXHIBITOR & MARKETING PROSPECTUS**

ORGANIZED BY  
**NTSA**

# WHAT IS INCLUDED AS AN EXHIBITOR

## BENEFITS OF EXHIBITING

Multiple marketing opportunities

Multiple networking opportunities

National/International media coverage

Company profile online continuously

Company visibility in multiple avenues

**AND MANY MORE!**

## \$3,500 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 Marketing, [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

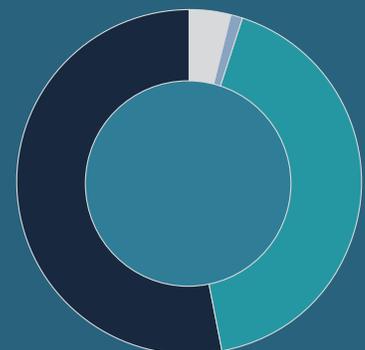
Command & Control  
Digital Engineering  
Effectors  
Human-Machine Teaming  
Modeling and Simulation Techniques/Analysis  
Resilient Space  
Sensor Grid  
Warfighter Integration

## TECHNOLOGIES OF INTEREST

AI, ML & the Cloud  
Analytics  
AR, MR, XR, VR  
Digital Engineering, Multi-Domain Environments  
Healthcare Simulations  
Joint Coalition  
Test and Evaluation

**AND MANY MORE!**

## ATTENDEE DEMOGRAPHICS



○ Industry      ● Academia  
○ Government      ● FVEY

# MARKETING PACKAGES

The recognition of Exhibitors and Marketing Companies does not constitute an endorsement by DoW.

## 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
- Ribbon on company conference badges

## WELCOME RECEPTION

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

### BENEFITS INCLUDE:

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

## REGISTRATION

**\$10,000**  
(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 vendor (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 the exhibits guide
- Ribbon on company conference badges
- Production cost of the lanyards not included with marketing 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

**\$3,000 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 the exhibits guide
- Ability to provide cups/napkins for increased exposure (must be provided by the vendor in advance)
- 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 the exhibits guide
- Tote bags with company name or logo
- Production cost of the bag is not included with marketing 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 the exhibits guide
- Pens and paper with company name or logo
- Production cost of the pens and paper is not included with marketing fee
- Logo and design must be approved in advance by NTSA

## STEM

**\$1,500**

### BENEFITS INCLUDE:

- Logo on signage
- Logo in the exhibits guide
- Logo on event website

## SHOW INFO

### OPENING TIMES

0730 – 1900 | Tuesday, 5 May 2026

0730 – 1700 | Wednesday, 6 May 2026

0730 – 1430 | Thursday, 7 May 2026

### LOCATION

The Hotel Polaris

989 North Gate Boulevard

Colorado Springs, CO 80921

### EXHIBITOR SCHEDULE

#### Monday, 4 May

1400 – 1700 | Exhibitor Setup and Registration

#### Tuesday, 5 May

0730 – 1700 | Exhibits Open

1700 – 1930 | Networking Social

#### Wednesday, 6 May

0830 – 1700 | Exhibits Open

#### Thursday, 7 May

0730 – 1430 | Exhibits Open

1430 – 1600 | Exhibitor Breakdown

### MARKETING, EXHIBIT, ADVERTISE

Marketing, 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 2026 DAF Modeling, Simulation & Analytics Summit.

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