



Bringing Leaders Together... To Empower Solutions

Summit Sponsorship and Exhibit Opportunities





UPCOMING DEFENSE CONTRACTING SUMMITS

AIR FORCE CONTRACTING SUMMIT

FEBRUARY 8 - 9, 2022

DESTIN - MIRAMAR BEACH, FL
Hilton Sandestin Beach Golf Resort & Spa

SOUTHWEST DEFENSE CONTRACTING SUMMIT

APRIL 20 - 21, 2022

SAN ANTONIO, TX
The Westin Riverwalk

NAVY CONTRACTING SUMMIT

JUNE 16 - 17, 2022

NORFOLK, VA
Sheraton Norfolk Waterside

PACIFIC DEFENSE CONTRACTING SUMMIT

SEPTEMBER 27 - 29, 2022

HONOLULU, HAWAII
Waikiki Beach Marriott Resort & Spa

MILCON CONTRACTING SUMMIT

FALL/WINTER 2022

WASHINGTON D.C. AREA
Dates & Location: TBD



Visit www.usdlf.org to learn more about each event.



Why Sponsor or Exhibit?

The Defense Leadership Forum has a long history of producing highly-valued defense contracting conferences. Thousands of Congressional, military, government, and business leaders have participated in our annual events.

There are a variety of opportunities at our Summits to meet government and military decision-makers and industry professionals.

In addition to the General Session presentations, our events feature a VIP Networking Reception, Networking Lunch with Exhibitors, and an invitation-only Leadership Roundtable Discussion.

Our Summits also feature matchmaking sessions, which have been highly successful in allowing Small Businesses and Prime Contractors to identify potential alliances and teaming partners.

Display your products, services, and technologies to hundreds of business professionals and decision-makers representing a variety of defense specialties.

Reach more people.

Build connections.

Grow your business.

Participants in our numerous defense events have included:

Speakers

LtGen Charles Chiarotti, Deputy Commandant, Installations and Logistics, U.S. Marine Corps
MG Jeffrey Milhorn, Deputy Commanding General for Military and International Operations, Army Corps of Engineers
Delia A. Adams, Sr Acquisition Executive, Acquisition Directorate, Army Installation Management Command
RDML John Adametz, Commander, NAVFAC Pacific
BG Greg Chaney, Commander, Texas National Guard
MG Patrick W. Burden, Deputy Commanding General for Combat Systems, Army Futures Command
Col Paul Porter, Director of Contracting, 502nd Contracting Squadron, Joint Base San Antonio
Dr. David Smith, Director, Air Force Production and Flight Test Facility Plant 42, Edwards Air Force Base
Lt Col Walter McMillan, Chief, Innovation, US Space Force
Brad Chedister, Chief Technology & Innovation Officer, DEFENSEWERX
Katherine Arrington, Chief Information Security Officer, Office of the Under Secretary of Defense for Acquisition and Sustainment
James Balocki, Deputy Assistant Secretary of the Navy, Installations and Facilities
Mark Correll, Deputy Assistant Secretary of the Air Force for Environment, Safety and Infrastructure
Maj John Sidor, Commander, 1st Special Operations Contracting Squadron, USAF Hurlburt Field
Col Kevin "Astro" Murray, Director - Science & Technology, Marine Corps Warfighting Laboratory
Megan Dake, Director of Contracts, MARCORSYSCOM
Brad Crosby, CCO Norfolk Naval Shipyard, NAVSEA
CDR Jackie B. Hurse, Chief of the Contracting Office, Mid-Atlantic Regional Maintenance Center
CAPT Thomas Neville, Commander, Defense Logistics Agency/Distribution Norfolk
RADM Mark R. Whitney, Director, Fleet Maintenance, US Fleet Forces Command
 and many more

Military Commands & Bases

Air Force Armament Directorate
 Air Force Nuclear Weapons Center
 Air Force Research Laboratory
 Edwards AFB
 Vandenberg AFB
 Fleet Forces Command
 NAVFAC
 NAVSUP
 NAVAIR
 NAVSEA
 Norfolk Naval Base
 MARCORSYSCOM
 Army Installation Management Command
 U.S. Army Corps of Engineers
 Joint Base San Antonio
 Red River Army Depot
 U.S. Space Force
 and more

Government Agencies

Defense Logistics Agency
 Defense Health Agency
 Defense Advanced Research Projects Agency
 U.S. Small Business Administration
 U.S. General Services Administration
 Procurement Technical Assistance Centers
 NASA SEWP
 and more

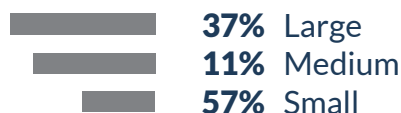
Industry

3M	HDR
ADS, Inc.	Honeywell
AECOM	HP
American States Utility Services	IBM
ARMA Global GDIT	IMSM
Bank of America	InDyne, Inc.
Bechtel	Jacobs Engineering
Boeing	Johnson Controls
Booz Allen Hamilton	KBR
CACI	Konica Minolta
CGI Federal	L-3 Communications
Chenega Corporation	Leonardo DRS
ComplyUp	Lockheed Martin
CPI Aero	Louis Berger Group
Doosan Bobcat	Mohawk Valley Materials
Eaton Corporation	Northrop Grumman
EBI Consulting	Parsons
Edex Machining, LLC	Projects Unlimited
Enerpac	PwC
Fluor Corp	Schneider Electric
Gordian	Siemens
Gulf Power	West-Mark
Harris	and many others

Industries Represented

Aerospace/Avionics
 AI & Machine Learning
 Agriculture/Food
 Armaments
 Banking/Finance
 Building/Construction
 Cybersecurity
 Education/Training
 Electronics & Microsystems
 Energy & Sustainability
 Engineering
 Environmental
 Health/Medical/Biotech
 Hospitality
 Manufacturing
 Mining
 Technology
 Transportation
 Shipbuilding
 Other

Business Size



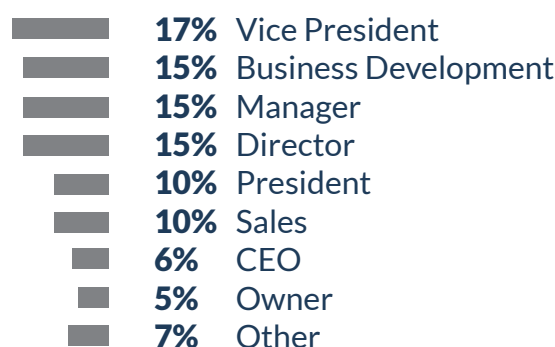
Speaker Type



Attendee Type



Industry Attendee Role



Past Event Attendee Count

700+ Air Force Contracting Summit
400+ Navy Contracting Summit
300+ Southwest Defense Contracting Summit
250+ West Coast Defense Contracting Summit
200+ MILCON Contracting Summit





Bringing Leaders Together... To Empower Solutions.

“Even today we set up a JV to execute a project on a military base, and we're looking for many more to come. It's been a great opportunity for us to build relationships through the Defense Leadership Forum network.”

Matthew Garry, President & CEO, RapidBuilt, Summit Sponsor

“We were able to address fundamentally the need for both communities, that is the public sector community and the private sector community to come together, to partner, to collaborate. to operate based on trust. It was a very worthwhile session.”

*General Norton Schwartz, 19th Chief of Staff of the Air Force
Air Force Contracting Summit, Keynote Speaker*

“The event was truly great and a success.”

*André J. Gudger, Former Deputy Assistant Secretary of Defense
Air Force Contracting Summit, Keynote Speaker*

“The Summit offered a great opportunity for small businesses to learn more about contracting and sub-contracting with the Defense Department.”

*Debbie Brown, Deputy District Director, North Florida District
U.S. Small Business Administration*

TOP SPONSORSHIP OPPORTUNITIES

TITANIUM PLUS

AFCS, SWDCS, NCS, MILCON: \$15,000 with Large Exhibit or \$13,500 without Exhibit
PDCS: \$17,000 with Standard Exhibit or \$15,000 without Exhibit

- Contracting RFP Response Assistance
- Promotional e-Advisory featuring your defense solutions
- Invitation to provide 20-Min Speaking Presentation (Inquire for Availability)
- Plus all benefits listed in Titanium package below.

TITANIUM

AFCS, SWDCS, NCS, MILCON: \$10,000 with Large Exhibit or \$8,500 without Exhibit
PDCS: \$12,500 with Standard Exhibit / \$10,500 without Exhibit

- Invitation to provide 15-Min Speaking Presentation (Inquire for Availability)
- 5 Passes including access to General Sessions*
- Corporate Marketing Material Provided to Participants
- Invitation to host a Matchmaking Session/Virtual Meet
- Recognition in Summit Materials and Website
- Photos of Your Participation in the Summit
- Digital Copies of Summit Presentations & Materials
- Access to Lunch & VIP Reception**
- Virtual Access to the Summit via the Event App
- And more - Inquire for additional details.

PLATINUM

AFCS, SWDCS, NCS, MILCON: \$7,500 with Large Exhibit or \$6,000 without Exhibit
PDCS: \$9,500 with Standard Exhibit / \$7,500 without Exhibit

- Invitation to provide 10-Min Speaking Presentation (Inquire for Availability)
- 4 Passes including access to General Sessions*
- Invitation to host a Matchmaking Session/Virtual Meet
- Corporate Marketing Material Provided to Participants
- Recognition in Summit Materials and Website
- Photos of Your Participation in the Summit
- Digital Copies of Summit Presentations & Materials
- Access to Lunch & VIP Reception**
- Virtual Access to the Summit via the Event App
- And more - Inquire for additional details.

GOLD

AFCS, SWDCS, NCS, MILCON: \$5,500 with Large Exhibit / \$4,500 without Exhibit
PDCS: \$7,500 with Standard Exhibit / \$5,500 without Exhibit

- Invitation to provide brief Speaking Presentation or Panel Seat (Inquire for Availability)
- Invitation to host a Matchmaking Session/Virtual Meet
- 3 Passes including access to General Sessions*
- Recognition in Summit Materials and Website
- Photos of Your Participation in the Summit
- Digital Copies of Summit Presentations & Materials
- Access to Lunch & VIP Reception**
- Virtual Access to the Summit via the Event App
- And more - Inquire for additional details

* Please note that each sponsorship package includes a different quantity of attendee passes. You may purchase additional passes for a reduced rate -- see details on Page 8.

** For the Pacific Defense Contracting Summit, each Sponsorship & Exhibit Package includes access for only 2 guests to attend the VIP Reception. If your package includes more than two attendee passes you may purchase an 'Upgrade for VIP Reception Access' for \$200 per pass. For all other 2-Day Summits, access to the VIP Reception is included with all passes included in your Sponsorship and Exhibit Package. Contact us if you have any questions.



*Let us take your event
experience to the next level!*

*Email us to set up a call with
our team today.*

ADDITIONAL SPONSORSHIP OPPORTUNITIES

SUMMIT LUNCH

AFCS, SWDCS, NCS, MILCON: \$6,500 with Standard Exhibit / \$5,500 without Exhibit

PDCS: \$8,000 with Standard Exhibit / \$6,500 without Exhibit

- Invitation to host a Matchmaking Session / Virtual Meet
- Opportunity to provide remarks on Day 1
- 3 Passes including access to General Sessions*
- Recognition in Summit Materials
- Digital Copies of Summit Presentations & Materials
- Access to Lunch & VIP Reception**
- Virtual Access to the Summit via the Event App
- And more - Inquire for additional details

VIP NETWORKING RECEPTION

AFCS, SWDCS, NCS, MILCON: \$5,000 with Standard Exhibit / \$4,000 without Exhibit

PDCS: \$6,000 with Standard Exhibit / \$4,500 without Exhibit

- Invitation to host a Matchmaking Session/Virtual Meet
- Opportunity to provide remarks at the Reception
- 2 Passes including access to General Sessions*
- Recognition in Summit Materials
- Digital Copies of Summit Presentations & Materials
- Access to Lunch & VIP Reception**
- Virtual Access to the Summit via the Event App
- And more - Inquire for additional details

CONTRIBUTING

AFCS, SWDCS, NCS, MILCON: \$2,700 with Standard Exhibit / \$1,700 without Exhibit

PDCS: \$3,700 with Standard Exhibit / \$2,700 without Exhibit

- Invitation to host a Matchmaking Session/Virtual Meet
- 2 Passes including access to General Sessions*
- Recognition in Summit Materials
- Digital Copies of Summit Presentations & Materials
- Access to Lunch & VIP Reception**
- Virtual Access to the Summit via the Event App
- And more - Inquire for additional details

SMALL BUSINESS SPONSORSHIP

AFCS, SWDCS, NCS, MILCON: \$1,995 with Standard Exhibit / \$1,495 without Exhibit

PDCS: \$2,995 with Standard Exhibit / \$1,995 without Exhibit

- Opportunity to distribute promotional literature near Registration Area
- 2 Passes including access to General Sessions*
- Recognition in Summit Materials
- Digital Copies of Summit Presentations & Materials
- Access to Lunch & VIP Reception**
- Virtual Access to the Summit via the Event App
- And more - Inquire for additional details

ADDITIONAL SPONSOR ATTENDEE PASSES

AFCS, SWDCS, NCS, MILCON: \$395-\$495 includes VIP Reception Access

PDCS: \$595 without VIP Reception Access **

UPGRADE FOR VIP RECEPTION ACCESS (PDCS)

\$200 per pass**

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** For the Pacific Defense Contracting Summit, each Sponsorship & Exhibit Package includes access for only 2 guests to attend the VIP Reception. If your package includes more than two attendee passes you may purchase an 'Upgrade for VIP Reception Access' for \$200 per pass. For all other 2-Day Summits, access to the VIP Reception is included with all passes included in your Sponsorship and Exhibit Package. Contact us if you have any questions.



Opting for In-Person Attendance:

We welcome you and are eager to offer you real-life shared experiences and human connection in a modified environment with safety protocols in place:

- Proof of COVID vaccination is encouraged, but not required to attend the event.
- Wearing masks and face coverings is highly encouraged in the meeting space and all public places of the hotel.
- Food/Beverages at the Summit will be served by an attendant or as individually packaged/portioned items.
- Meeting room capacity for each event may be capped with a reduced max. occupancy. We will be following guidelines set by each event venue in accordance with the guidelines set for by each city/county/state in which each event is being held.
- Seating in the meeting rooms will be modified to align with physical distancing protocols: extra distance will be placed between exhibitor tables, and maintained between attendees inside the ballroom.
- By registering for this event as an In-Person participant, you agree that risk of exposure to viruses, including COVID-19, exists in any public place, therefore, you voluntarily assume any risks associated to exposure to COVID-19.
- If you or someone in your household feels sick, please refrain from traveling to the event and convert your registration to virtual-only.

IN-PERSON EXHIBIT PACKAGES

STANDARD EXHIBIT PACKAGE

AFCS, SWDCS, NCS, MILCON: \$1,600-\$2,100 (*Inquire for current rate*)

PDCS: \$2,700-\$3,000 (*Inquire for current rate*)

- Exhibit Table Top with (1) table and chairs
- Space up to 8ft wide for approved display items
- Recognition in Summit Materials
- Digital Copies of all Summit Presentations
- 2 Passes with Access to General Sessions, Networking Lunch & VIP Reception
- Virtual Access to the Summit via the Event App

LARGE EXHIBIT PACKAGE

Inquire about availability of an early-rate discount

AFCS, SWDCS, NCS, MILCON: \$2,100-\$2,600 (*Inquire for current rate*)

PDCS: \$3,300-\$3,600 (*Inquire for current rate*)

- Exhibit Table Top with (1) table and chairs
- Space up to 10ft wide for approved display items
- Recognition in Summit Materials
- Digital Copies of all Summit Presentations
- 2 Passes with Access to General Sessions, Networking Lunch & VIP Reception
- Virtual Access to the Summit via the Event App

ADDITIONAL EXHIBITOR ATTENDEE PASSES

AFCS, SWDCS, NCS, MILCON: \$395-\$495 includes VIP Reception Access

PDCS: \$595 without VIP Reception Access (+\$200 with Reception Access)**

IN-PERSON EXHIBIT DETAILS:

Exhibitor Areas vary per event and may include space inside the General Session room, pre-function and registration areas, or a separate Exhibit Hall. Inquire for more details per event. No carpeting or pipe & drape needed. This includes table-top exhibit space only. A table and chairs will be provided. Standard Exhibit includes space up to 8ft wide for display items. The use of up to (2) Pop-Up Banners or a backdrop is permitted with a Standard Exhibit space not to exceed the allotted 8ft width. Large Exhibit includes space up to 10ft wide for display items and a backdrop display up to 10ft wide max. Other display items must be cleared with the event staff prior to registration. Electrical service and other ancillary items such as internet connections are not included in exhibit registration. Complete exhibit details will be available for download on each event page on our website at least 30 days prior to the event.

IN-PERSON ATTENDEE PASS OPTIONS

BUSINESS ATTENDEE PASS

- Early Rate Pricing is available, visit our website for the current rates.

Does not include VIP Reception Access

AFCS, SWDCS, NCS, MILCON: \$395 to \$895

PDCS: \$695 to \$995

VIP BUSINESS ATTENDEE PASS

- Early Rate Pricing is available, visit our website for the current rates.

Includes VIP Reception Access

AFCS, SWDCS, NCS, MILCON: \$495 to \$995

UPGRADE FOR VIP RECEPTION (PDCS Only) \$200 per pass

ADDITIONAL BRANDING ADD-ON OPTIONS

Add to any Sponsor/Exhibit Package:

- **Lanyard Sponsorship** - *Inquire for pricing and availability*
- **Promotional Video aired during the live summit** - *Inquire for pricing and availability*



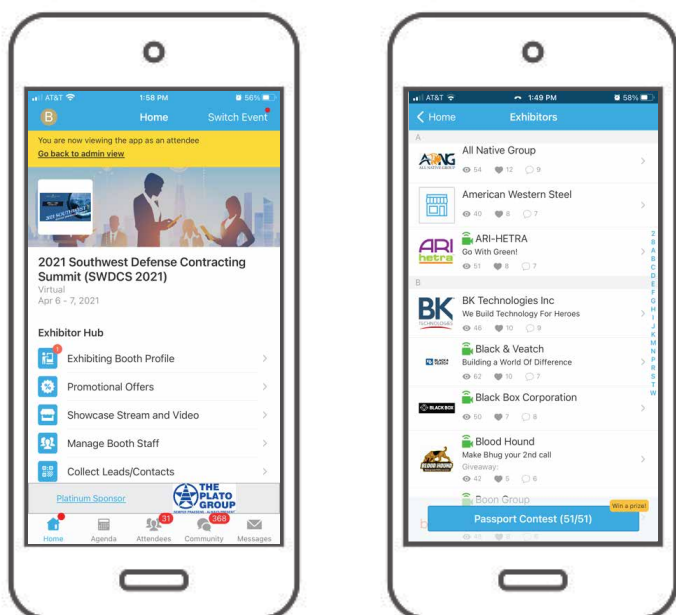
VIRTUAL PARTICIPATION

VIRTUAL ATTENDEE PASS

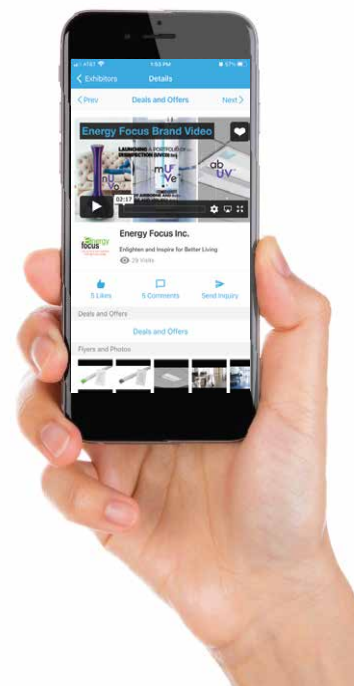
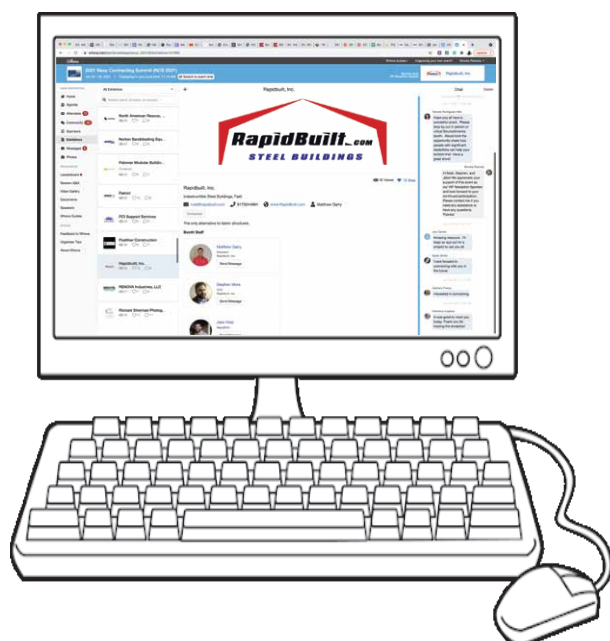
AFCS, SWDCS, NCS, MILCON: \$195 Early-Rate (\$295 Full Price)

PDCS: \$395 Early-Rate (\$495 Full Price)

- Online Live Access to all Speaker Presentations and Access to Presentation Slides
- Ability to set up a Personal Attendee Profile via the Event App
- Connect and set up Virtual Meets or Chat with In-Person and Virtual Attendees
- Opportunity to Send Questions for Speakers in Advance of the Summit
- Access to all Summit Presentations, Materials, and Attendee Profiles
- Access to the event App for 3 Months after the Summit Concludes
- Access to the event app helpdesk support
- Access to event week special offers



Access to the Virtual App is available to all In-Person and Virtual Attendees!



Opting for Virtual Attendance:

We welcome you and look forward to exploring and experiencing together the new virtual ways of doing business:

- Download and test the event app and set up your networking profile a week prior to the event and enjoy the flexibility of accessing the Agenda, Attendee profiles, and other Summit information. Make business connections from the comfort of your home/office.
- Be advised that any socially and professionally inappropriate comments in the Q&A or Community Connect sections will be immediately removed by the DLF event team.
- Be patient and understanding in case any technical glitches occur.
- Actively participate in Q&A's and polls.
- Actively utilize the app's connectivity feature to request and set up virtual appointments with other attendees.
- Access to all presentations and attendee profiles will be available for viewing for the 3 months following the Summit.

Connect with other Attendees and manage your Virtual Attendee profile through the Event App!

Ukova



Register Online at **www.usdlf.org**
or email us for more information
marketing@defenseleadershipforum.org

Defense Leadership Forum

ABOUT US

The Defense Leadership Forum is a public service organization bringing together Congressional leaders, Pentagon officials, military base commanders, and business representatives to identify the best solutions to defend the United States.

We organize educational forums in the Washington, DC area and throughout the country. Our highly regarded conferences provide the latest information on Defense Department budgets; the mission and contracting priorities of the U.S. Navy, U.S. Army, U.S. Air Force, and U.S. Marine Corps; the mission and contracting priorities of specific military commands and military bases; and details on specific new military contracts in all areas of procurement, including ships, aircraft, tanks, missiles, ammunition, vehicles, electronics systems, communications systems, information systems, energy, intelligence, cyber security, military construction, facilities, military family housing, health, infrastructure modernization, and more.

The Summit organizers have brought together more than 100,000 government, military, and business leaders to identify solutions to enhance the defense and security of the United States. More than 1,000 speakers have participated.

HYBRID EVENT FORMAT

Bringing leaders together is more than a phrase, it is our motto.

At the **Defense Leadership Forum**, we strive to bring military, government, and business leaders together with one simple goal — *to provide the opportunity to build connections* — leading to shared resources, partnering, and information exchanges regarding contracting opportunities. Our team has been working tirelessly to redesign our events to feature both in-person and virtual participation options. We look forward to continuing our mission of connecting the business leaders and decision-makers we serve in the defense industry via our new hybrid event format.

MATCHMAKING MEETS

(IN-PERSON AND/OR VIRTUAL)

Matchmaking Meets are an opportunity to participate in meetings with representatives from various government agencies, contracting services, prime contractors, and industry professionals -- with the purpose to facilitate targeted information exchange and match needs with resources and solutions.



SOCIAL MEDIA

Be a part of the buzz year round! Make sure to follow us to stay updated and connect with others.

