

7th Big Data for Intelligence Symposium

Harnessing the Power of Advanced Analytics to Support Enhanced Decision Making



SPONSORSHIP PROSPECTUS



October 30-31, 2019 |
Mary M. Gates Learning Center
Alexandria, VA

ABOUT THE SYMPOSIUM


DSI's Big Data for Intelligence Symposium is designed as an educational and training "Town Hall" forum that will provide members of the Intelligence Community, US military commands, government agencies, academia, and technology providers the opportunity to explore more effective and efficient ways of leveraging the power of big data for intelligence processing and exploitation purposes.

ABOUT DEFENSE STRATEGIES INSTITUTE

DSI was created to form a non-partisan, relevant, sustainable, and ethical organization operating primarily within the Department of Defense and Federal Government sectors. Our Founding Partners created DSI with the vision of using their expertise in political/military affairs, government relations and military operations to help advance mission critical success through necessary dialogue and debates amongst the respective offices and industry while at the same time helping to support those that deserve it most.

DSI supports our Nations Veterans and Injured Service Members through our Charitable Donations.

Operating guidelines: In order to maintain our non-partisan stance, DSI receives no financial investment for operating costs from any outside organization, individual or group. We adhere to the most current operating guidelines for non federal entities, listed below.



At DSI, we consider our sponsors as our partners. Our goal is to provide you with an experience that is custom designed to meet your organization's goals. To this end, we value your input and expertise and will work closely with you to create a sponsorship campaign that is tailor made for your business needs.

Contact:

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PARTICIPATION LEVELS

- ◇ **Gold:** Showcase your technology with a tabletop exhibit and passes to attend
- ◇ **Lunch Sponsor:** Provide enhanced branding and showcase your organization's solution to the full delegation
- ◇ **Platinum:** Demonstrate your organization as a thought leader
- ◇ **Diamond:** Co-host the event with us; Offer opening & closing remarks, or host the luncheon

GOLD/EXHIBIT SPONSORSHIP

5 Gold Sponsorship Opportunities are available for this event.

- ◆ Company logo, with hyperlink and description on Summit website
- ◆ One (1) 6 foot table top display area in networking space: WIFI, power, grey linen table cloth and two chairs included
- ◆ Three complimentary (3) Sponsor Passes
- ◆ One (1) full page flyer (designed and provided by the sponsor) that will be included in the Summit attendee folder that is distributed on site.
- ◆ Company logo included on on-site signage
- ◆ Complete attendee list provided on site

ADD-ON : 10 minute technology talk



Luncheon Sponsorship

- ◆ One (1) exclusive luncheon sponsorship branding includes:
 - Logo on Napkins
 - Logo on Desert
 - Exclusive Signage
- ◆ 10 minute presentation at the podium prior to luncheon.
- ◆ Company logo and video, with hyperlink and description, on DSI's Summit Website
- ◆ Company logo included on all on-site signage
- ◆ One (1) 6 foot table top display in networking area: WIFI, power, grey linen table cloth and two chairs included
- ◆ Four complimentary (4) Client Passes
- ◆ One (1) full-page flyer (designed and provided by sponsor) that will be included in the Summit attendee folder that is distributed on-site
- ◆ Company logo and information included on intermission slide
- ◆ Complete attendee list provided on site





PLATINUM SPONSORSHIP

*Also known as our “Industry Thought Leadership” Sponsorship.
2 Sponsorship Opportunities are available for this event.*

- ◆ Deliverables:
 - ◆ Sponsorship of a 30 minute general session. Subject is to be aligned with the theme of the Summit:
 - ◆ Four complimentary (4) Sponsor Passes
 - ◆ One (1) 6 foot table top display area in networking space: WIFI, power, grey linen table cloth and two chairs included
 - ◆ Company logo included on all on-site signage including exclusive signage in session room
 - ◆ Company logo and mention on pre-summit marketing: including email campaigns, press releases and news alerts
 - ◆ Company logo, with hyperlink and description, on event website
 - ◆ Company logo and information included on intermission slide
 - ◆ One (1) full page flyer (designed and supplied by sponsor) that will be included in the Summit attendee folder that is distributed on site
 - ◆ Complete attendee list provided on site



DIAMOND SPONSORSHIP

- ◆ Introduction of all speakers
- ◆ Morning welcome
- ◆ After lunch and day's end reflections/roundups (two per day- 5minutes each)
- ◆ Multimedia onsite Video Package included (2-3 min video provided by sponsor that will run during networking breaks in conference room)
- ◆ Company logo on badges
- ◆ Company logo and mention on pre-summit marketing: including email campaigns, press releases and news alerts
- ◆ Company logo, with hyperlink and description, on DSI's Summit Website
- ◆ Company logo included on all on-site signage
- ◆ One (1) 6 foot table top display area in networking area: WIFI, power, table cloth and two chairs included
- ◆ Five (5) Sponsor Passes
- ◆ One (1) full-page flyer (designed and provided by sponsor) that will be included in the Summit attendee folder that is distributed on-site
- ◆ Company logo and information included on intermission slide if video option is not taken
- ◆ Complete attendee list provided on site





ADDITIONAL STAND ALONE OPPORTUNITIES

After Action / White Paper Report

Please call us to inquire for more details .

Multimedia Sponsorship

DSI believes in the use of new media to reach, connect, and network with your target audience.

Our innovative multimedia sponsorships allow companies to submit 2-4min informational videos, commercials, or other visual messaging you may already have on file to be shown during the actual conference proceeding. Messages are shown in-between speaking sessions or before / during networking opportunities. Multimedia messages are also supplemented with an information advertisement within every attendee's registration booklet. Or, get your message in every attendee's pocket. After your video message concludes, a direct email is sent to every attendee with more information, links, and ways to connect during the conference proceeding.

One (1) Complimentary Attendance Pass offered.

Networking Break

Only 1 Per Day | 2 Offered In Total

Exclusive company logo display throughout food & beverage area . Ability to place company logo on napkins. Ability to place company brochures on high tops. Pre-break recognition of members of Sponsorship Team at the podium. (1) Complimentary Attendance Pass offered.

Cocktail Reception

Please call us to inquire for more details

We welcome any suggestions you may have or requests towards sponsorship opportunities



Event Experience During Dedicated Networking Breaks



Sponsorship Bundles & Custom Packages

Interested in sponsoring multiple events and/or creating a custom sponsor package? We offer bundled sponsorship package discounts and are happy to work with you to create a customized package to meet your organization's individual needs.

Please inquire for details.



Defense Strategies Institute Sponsorship Prospectus

Contact Stefan Koopman

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