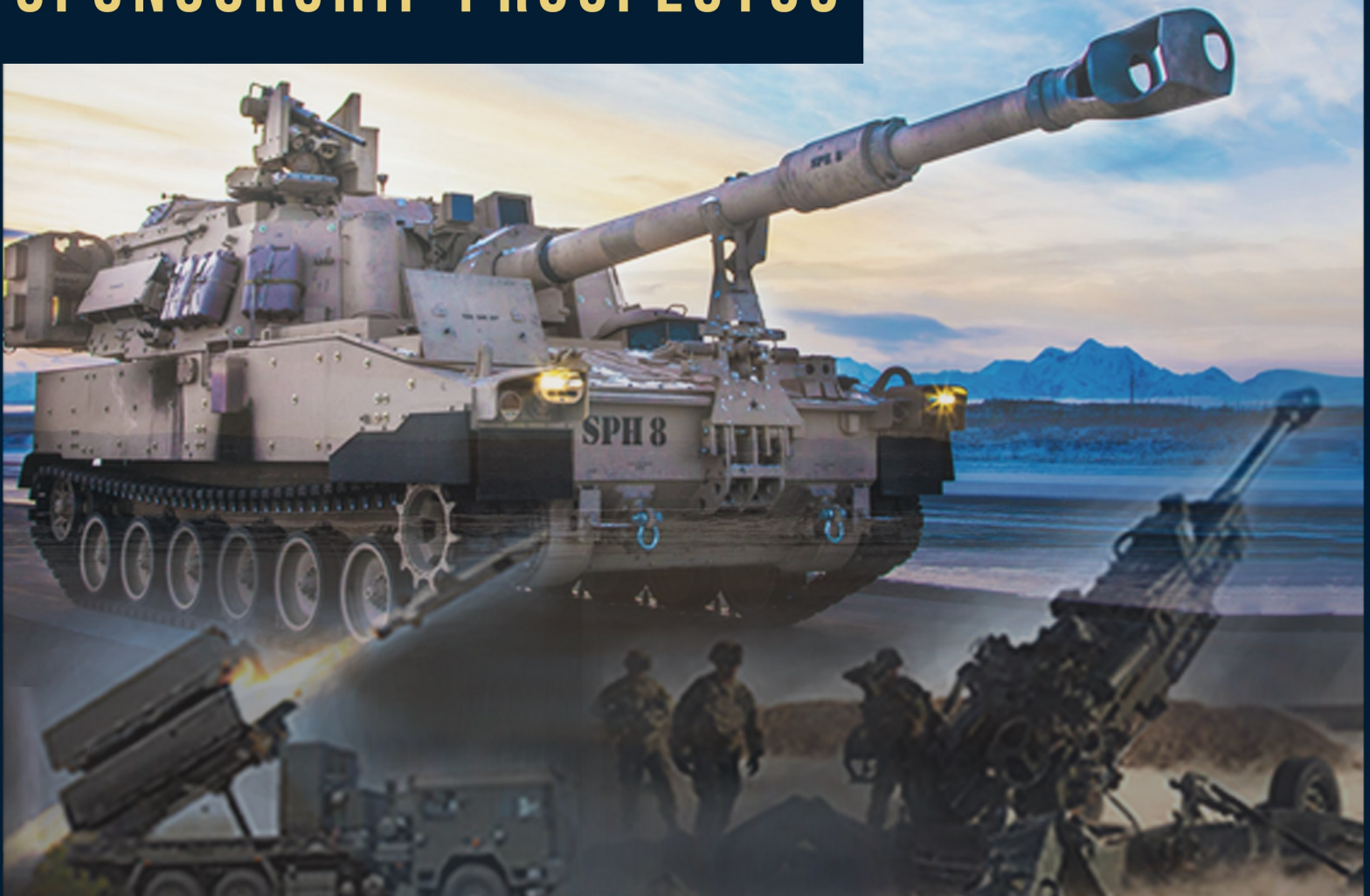


ASDEvents
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JOINT FIRES SUMMIT

SPONSORSHIP PROSPECTUS



MODERNIZING THE STRIKE FORCE FOR SUSTAINED ALL-DOMAIN DOMINANCE
FEBRUARY 21-22, 2024 | JACKSON CENTER | HUNTSVILLE, AL

Contact us on customerservice@asdevents.com or visit www.ASDEvents.com/event.asp?id=24363

JOINT FIRES SUMMIT

EVENT OVERVIEW

The 2024 Joint Fires Summit will bring together the DoD, Military Services, Industry, & Academia to discuss how they are currently working toward delivering cutting-edge surface-to-surface fires systems that will significantly increase range and effects over currently fielded US and adversary systems.

The 2024 Joint Fires Summit will focus on the technologies and policies necessary to modernize weapons systems and processes across the joint force as well as to develop and field cutting edge fires and strike capabilities to meet the growing challenges of strategic competition across the globe. These efforts are part of a growing priority as potential enemies continue to invest in their defense capabilities while also developing hypersonic and other standoff weapons systems.

WHO ATTENDS:

Government and military leaders, solution providers, industry leaders, program executives, academic labs, and the fires and artillery community at large.

TOPICS OF DISCUSSION



Driving Army Modernization Efforts through Advanced Air & Missile Defense Capabilities



Providing Strategic Deterrence, Global Strike, and Combat Support to increase Fires Capabilities



Expediting Delivery of Critical Capabilities to Advance Fires Modernization Priorities



Delivering Integrated Air Warfighting Capability to Meet the Needs of Modern and Future Operation Environments

JOINT FIRES SUMMIT

COMPANIES AND ORGANIZATIONS TO EXPECT:

**NORTHROP
GRUMMAN**



American Ordnance
*We do what we say.**

Viasat



**Torch
TECHNOLOGIES**

**Raytheon
Missiles & Defense**

DEVCOM
AVIATION &
MISSILE CENTER



MILTOPE

**RADIANCE
TECHNOLOGIES**

Hanwha Defense

and many more!

PREVIOUS ATTENDEES INCLUDED:

- Director Army Fires BD, Viasat
- Senior Vice President, ELLWOOD Group, Inc.
- SM/SME, Mission Command Training Program
- Mission Architect and Technical Director, BAE Systems
- Director, ACM Fires Cells and Targeting, Army Futures Command, Fires CDID
- Fires SME, T2S Solutions, LLC
- Sr. Director, Business Development, General Dynamics Ordnance and Tactical Systems
- Physical Chemist, Army DEVCOM AvMC TDD
- IDF/MDO/M&S Analyst, Trideum
- Director, Business Development, Karman - Space & Defense
- Space Requirements, Branch Chief, US Army Space and Missile Defense Command (SMDC)
- Executive Vice President, Dayton Aerospace, Inc
- Military Deputy to the Chief Architect, MDA, Redstone Arsenal
- Associate Director, Army ISR Initiatives, Raytheon Intelligence and Space
- CBO, Marvin Engineering Co., Inc
- President and General Manager, BlueHalo
- Sr. Joint Capabilities Analyst, N&NC/J82
- Ground Vehicles Portfolio Manager, OUSD A&S SW PWPM
- Director, Missile Systems and Advanced Electronic, General Atomics Electromagnetic Systems
- Business Development Lead, The Boeing Company
- Intelligence Targeting Officer, Army Multi-Domain Targeting Center
- VP Business Development - Army, Persistent Systems
- Chief Scientist, PeopleTec
- Chief, Intelligent Systems Branch, Weapons and Software Engineering Center (WSEC)
- Targeting Officer, AMTC
- Assistant Professor, Army University
- Director, DEVCOM
- Analyst, Torch Technologies
- SR FIRES SME, T2S APNT/S CFT
- Operational Analyst, Verity Integrated Systems

JOINT FIRES SUMMIT

AVAILABLE OFFERINGS INCLUDE:

EXHIBITOR—\$3,900

Showcase your technology with a tabletop exhibit.

- + 6-foot tabletop display area in networking space: WiFi, power, and two chairs
- + 2 complimentary all-access passes

GOLD SPONSOR—\$7,000

Present your solution to the audience with a 10 minute technology talk.

- + 10 minute technology talk on the main agenda
- + 3 complimentary all-access passes
- + Full-page flyer (provided by sponsor) included in on-site Symposium attendee guide

PLATINUM SPONSOR— \$9,000

Demonstrate your organization as a thought leader with a seat on one of our panel discussions or a 30-minute presentation on the main agenda.

- + Sponsorship of a 30 minute general session to be aligned with theme of Symposium or a seat on a panel discussion
- + 4 complimentary all-access passes
- + Full-page flyer (provided by sponsor) included in on-site Symposium attendee guide
- + Premium logo placement and sponsorship recognition in all event promotions

Exhibitors, Gold Sponsors and Platinum Sponsors all include the following:

- + One (1) 6-foot tabletop display area in networking space: WiFi, power, and two chairs
- + Company logo with hyperlink and description on Symposium website
- + Company logo included on on-site signage

All details subject to change

JOINT FIRES SUMMIT

AVAILABLE OFFERINGS INCLUDE:

DIAMOND SPONSOR—Call for Pricing

Cohost the event with us and give opening remarks each day.

- + Company logo on attendee badges
- + Company logo, with hyperlink and description, on event website
- + Exclusive in-room logo, on-site signage, seating at speakers only table
- + 5 complimentary all-access passes
- + Full-page flyer (provided by sponsor) included in on-site Symposium attendee guide

LUNCHEON SPONSOR—\$8,000

Exclusive sponsorship of one of two daily luncheons.

- + Company logo on branded event items, exclusive signage, all on-site signage
- + Premium logo placement and sponsorship recognition in all event promotions
- + 2 complimentary all-access passes
- + Full-page flyer (provided by sponsor) included in on-site Symposium attendee guide

COCKTAIL RECEPTION SPONSOR—\$10,000

Host the event delegation for a cocktail hour after Day 1 of the Symposium

- + 60 minute cocktail hour for event delegation
- + Company logo on branded items, exclusive signage, all on-site signage, and intermission slide during Day 1
- + 2 complimentary all-access passes
- + Full-page flyer (provided by sponsor) included in on-site Symposium attendee guide

NETWORKING SPONSOR—\$4,000

Exclusive sponsorship of one of three networking portions of the event.

- + Company logo on branded items, exclusive signage, all on-site signage
- + Premium logo placement and sponsorship recognition in all event promotions
- + 2 complimentary all-access passes
- + Full-page flyer (provided by sponsor) included in on-site Symposium attendee guide

JOINT FIRES SUMMIT

ADDITIONAL OFFERINGS INCLUDE:

LANYARD SPONSOR—\$8,000

Get your brand under the nose of every attendee.

- + Exclusive logo on all event lanyards distributed to all attendees
- + 2 complimentary all-access passes
- + Company logo, with hyperlink and description, on DSI's event website listed as the Lanyard Sponsor
- + Company logo included on all on-site signage indicating Lanyard Sponsor

SHOW GUIDE SPONSOR—\$6,000

Get your message across with a two-page spread and coveted back cover ad in the event show guide.

- + Prominent two-page spread in show guide, distributed to all attendees
- + Exclusive back cover ad in show guide
- + 2 complimentary all-access passes
- + Company logo, with hyperlink and description, on DSI's event website listed as the Show Guide Sponsor
- + Company logo included on all on-site signage indicating Show Guide Sponsor

TOTE BAG SPONSOR—\$6,000

This high-visibility opportunity provides an opportunity to keep attendees talking about you, even after the event concludes.

- + Customized reusable tote bag to be handed out to all attendees upon registration
- + Conference material and collateral inside tote bag for attendees
- + 2 complimentary all-access passes