



American Defense Alliance

2025 CONFERENCE PROSPECTUS

Sponsorship & Exhibit Opportunities



Connecting Industry to Government Procurement Opportunities

www.americandefensealliance.org | marketing@americandefensealliance.org | (771) 474-1077



2025

American Defense Alliance Upcoming Conferences

MARCH
11-12

2025 SOUTHEAST DEFENSE PROCUREMENT CONFERENCE

Atlanta, Georgia | Hilton Atlanta Downtown

JUNE
10-11

2025 NAVY & MARINE CORPS PROCUREMENT CONFERENCE

Norfolk, Virginia | Norfolk Waterside Marriott



WHY SPONSOR OR EXHIBIT?

The American Defense Alliance has a proven track record of delivering premier defense procurement conferences that are highly regarded across the industry. Our team's contribution towards annual events have attracted thousands of influential leaders from Congress, the Military, Government, and the Business Sector. At our conferences, you'll find numerous opportunities to connect and network directly with key decision-makers and industry experts.

Our General Sessions offer targeted information that will be impactful to your business. In addition, we offer networking opportunities with a Networking Luncheon in the Exhibit Hall and exclusive VIP Networking Reception available to Speakers, Sponsors, Exhibitors, and VIPs.

Enhance the visibility of your products and services to hundreds of industry professionals, government officials, and military personnel.

Host a Matchmaking Table to foster collaboration, creating a platform for your business to form valuable partnerships, discuss contracting and/or subcontracting opportunities, and explore joint ventures that align with the needs of your company.

EMPOWER INNOVATION
FORGE MEANINGFUL CONNECTIONS
UNLOCK NEW OPPORTUNITIES

Schedule a meeting with the American Defense Alliance Team!
Let us help you make the most of being a Sponsor or Exhibitor!
Contact us: marketing@americandefensealliance.org or (771) 474-1077



Sponsorship Opportunities

EXCLUSIVE



PLATINUM

\$10,000

1 Available
per Event

- Event Access:** (5) Sponsor Passes
- Lanyard Sponsor:** Exclusive Company Logo on Lanyards
- Name Badge Sponsor:** Company Logo on Name Badges
- Speaking Opportunity:** 20-Minute Speaking Session
- VIP Introductions:** Strategic Introductions to Key Speakers and VIP Guests
- Exhibit Space:** 8'x10' Exhibit Space Strategically Placed in Exhibit Hall
- Matchmaking Host:** Invitation to Host a One-on-One Matchmaking Session
- Sponsor Spotlight Email:** (2) Promotional Emails Sent to all Registered Attendees
- Attendee List:** Receive Attendee List with Contact Information
- Brand Visibility:** Prime Logo Placement on all Conference Material
- Recognition:** Acknowledgement during Key Moments of the Conference
- Media Coverage:** Inclusion in Promotional Materials and Social Media Mentions
- Photos and Videos:** Photos and Videos of your Participation





Sponsorship Opportunities

GOLD

\$7,000

2 Available
per Event

Event Access: (4) Sponsor Passes

Speaking Opportunity: 15-Minute Speaking Session

VIP Introductions: Strategic Introductions to Key Speakers and VIP Guests

Exhibit Space: 8'x10' Exhibit Space Strategically Placed in Exhibit Hall

Matchmaking Host: Invitation to Host a One-on-One Matchmaking Session

Sponsor Spotlight Email: (1) Promotional Email Sent to all Registered Attendees

Brand Visibility: Prime Logo Placement on all Conference Material

Recognition: Acknowledgement during Key Moments of the Conference

Media Coverage: Inclusion in Promotional Materials and Social Media Mentions

Photos and Videos: Photos and Videos of your Participation

SILVER

\$5,000

3 Available
per Event

Event Access: (3) Sponsor Passes

Speaking Opportunity: 10-Minute Speaking Session or Panel Seat

Exhibit Space: 8'x10' Exhibit Space Strategically Placed in Exhibit Hall

Matchmaking Host: Invitation to Host a One-on-One Matchmaking Session

Brand Visibility: Prominent Logo Placement on all Conference Material

Recognition: Acknowledgement during Key Moments of the Conference

Media Coverage: Inclusion in Promotional Materials and Social Media Mentions

Photos and Videos: Photos and Videos of your Participation

BRONZE

\$3,000

5 Available
per Event

Event Access: (2) Sponsor Passes

Speaking Opportunity: 5-Minute Speaking Session or Panel Seat

Exhibit Space: 8'x10' Exhibit Space in Exhibit Hall

Matchmaking Host: Invitation to Host a One-on-One Matchmaking Session

Brand Visibility: Logo Placement on all Conference Material

Media Coverage: Inclusion in Promotional Materials and Social Media Mentions

Photos and Videos: Photos and Videos of your Participation



Email us at marketing@americandefensealliance.org
to discuss which Sponsorship Opportunity will be
most beneficial for your company!



Sponsorship Opportunities

VIP NETWORKING RECEPTION

\$3,500

1 Available per Event

Event Access: (2) Sponsor Passes

VIP Networking Reception Hosting: Exclusive Host of the VIP Networking Reception

Speaking Opportunity: Provide Welcoming Remarks at the VIP Networking Reception

Exhibit Space: 8'x'10' Exhibit Space Strategically Placed in Exhibit Hall

Matchmaking Host: Invitation to Host a One-on-One Matchmaking Session

Brand Visibility: Prime Logo Placement on all Conference Material

Recognition: Acknowledgement during Key Moments of the Conference

Media Coverage: Inclusion in Promotional Materials and Social Media Mentions

Photos and Videos: Photos and Videos of your Participation

NETWORKING LUNCHEON

\$2,500

2 Available per Event

Event Access: (2) Sponsor Passes

Network Luncheon Hosting: Host of the Networking Luncheon

Exhibit Space: 8'x'10' Exhibit Space Strategically Placed in Exhibit Hall

Matchmaking Host: Invitation to Host a One-on-One Matchmaking Session

Brand Visibility: Prominent Logo Placement on all Conference Material

Recognition: Acknowledgement during Key Moments of the Conference

Media Coverage: Inclusion in Promotional Materials and Social Media Mentions

Photos and Videos: Photos and Videos of your Participation

SMALL BUSINESS

\$1,500

15 Available per Event

Event Access: (2) Sponsor Passes

Exhibit Space: 8'x'10' Exhibit Space in Exhibit Hall

Brand Visibility: Logo Placement on all Conference Material

Photos and Videos: Photos and Videos of your Participation

Explore our discounted Sponsorship Opportunities available when you Register for Multiple Events. Inquire about Sponsorship Opportunities available without an Exhibit Space at a reduced rate.

ADDITIONAL SPONSOR PASSES NOT INCLUDED IN YOUR PACKAGE CAN BE PURCHASED FOR \$395 EACH



Exhibit & Attendee Passes

TABLE-TOP EXHIBIT SPACE

\$1,250

50 Available per Event

Event Access: (1) Exhibitor Passes

Exhibit Space: 8'x10' Exhibit Space Strategically Placed in Exhibit Hall

Brand Visibility: Logo Placement on all Conference Material

Recognition: Acknowledgement during Networking Breaks at the Conference

Media Coverage: Inclusion in Promotional Materials and Social Media Mentions

Photos: Photos of your Participation

Exhibit Details: The configuration of Exhibitor Areas varies by event and may encompass locations such as the General Session room, Pre-Function Areas, or a dedicated Exhibit Hall. For detailed information about each event, please reach out to us directly. Exhibitor Spaces are designed for table-top displays only, with no carpeting or pipe and drape required. Each Exhibitor will receive a 6' Table and Chairs. An Exhibit Space display area accommodates up to 8'x10'. We recommend using a maximum of (2) Pop-up Banners or (1) Backdrop. Please note that Electrical Services and other add-on items, including Internet Connections are not part of the Exhibit Space and will need to be purchased separately. A comprehensive Exhibitor Document will be available for download on the Event Page of our website. Inquire about Discounted Exhibitor Opportunities.

VIP ATTENDEE PASS

\$550

100 Available per Event

Event Access: (1) VIP Attendee Pass, Access to General Sessions and Exhibit Area

VIP Networking Reception: Access to the VIP Networking Reception

Matchmaking Sessions: Onsite Sign-up for Matchmaking Sessions

Food: Breakfast & Buffet Lunch

Post-Event: Access to Photos, Videos, and Speaker Presentation Slides

ATTENDEE PASS

\$495

200+ Available per Event

Event Access: (1) Attendee Pass, Access to General Sessions and Exhibit Area

Matchmaking Sessions: Onsite Sign-up for Matchmaking Sessions

Food: Breakfast & Buffet Lunch

Post-Event: Access to Photos, Videos, and Speaker Presentation Slides

**SPECIAL TABLE-TOP EXHIBIT RATES FOR GOVERNMENT AGENCIES,
MILITARY COMMANDS, AND NON-PROFIT ORGANIZATIONS.**

**COMPLIMENTARY REGISTRATION IS AVAILABLE FOR GOVERNMENT
OFFICIALS AND MILITARY PERSONNEL. LIMITED AVAILABILITY.**



Register Online: www.americandefensealliance.org

About Us

The American Defense Alliance is dedicated to the critical mission of supporting U.S. National Security and our Warfighters by informing the private-sector Defense Industrial Base of Federal acquisition requirements and priorities, and facilitating connections between Small Businesses, Diversity Suppliers, and Prime Contractors, enabling them to collaborate effectively in identifying, pursuing, and performing Government contracts.

Our Commitment

At American Defense Alliance, we are committed to fostering a robust and diverse defense industrial base. We believe that by empowering businesses of all sizes and backgrounds, we can enhance the capabilities and resilience of our national defense infrastructure. Through our events, resources, and networks, we strive to create an environment where innovation thrives, partnerships flourish, and the American defense industry continues to lead on the global stage.

What We Do

- Provide Actionable Intelligence on Upcoming Acquisition Opportunities
- Organize Industry-Leading Events and Conferences
- Facilitate Networking Between Small Businesses and Prime Contractors
- Offer Guidance on Government Contracting Processes and Requirements
- Promote Innovation and Technological Advancement in the Defense Sector

Follow Us

American Defense Alliance Social Media

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