

2025  
**SOUTHEAST  
DEFENSE  
PROCUREMENT  
CONFERENCE**  
Atlanta, Georgia

**March 18-19, 2025**

*Presented by American Defense Alliance*



# Sponsorship & Exhibitor Prospectus



**American Defense Alliance**  
***Connecting Industry to Government Procurement Opportunities***

# 2025 SOUTHEAST DEFENSE PROCUREMENT CONFERENCE

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## SPONSORSHIP

Join us for an exclusive opportunity to network with key leaders.  
We are pleased to offer the following Sponsorship Opportunities.

### Gold Sponsor

**\$7,000**

- Event Access:** (4) Sponsor Passes. Additional Passes can be Purchased for \$395 each
- Speaking Opportunity:** 15-Minute Speaking Session for a Representative of your Company
- VIP Introductions:** Strategic Introductions to Key Speakers and VIP Guests
- Exhibit Space:** 8'x10' Exhibit Space Strategically Placed in Exhibit Area/Foyer. 6' Exhibit Table and Chairs
- Matchmaking Host:** Invitation to Host a One-on-One Matchmaking Session
- Sponsor Spotlight Email:** (1) Promotional Email sent to all Registered Attendees Pre-Conference Highlighting your Capabilities
- Brand Visibility:** Prime Logo Placement on all Conference Materials, including Banners, Marketing Emails, Website, and Programs
- Recognition:** Acknowledgement during Key Moments of the Conference
- Media Coverage:** Inclusion in Press Releases, Promotional Materials and Social Media Mentions. Photographs and Videos of your Participation

### Silver Sponsor

**\$5,000**

- Event Access:** (3) Sponsor Passes. Additional Passes can be Purchased for \$395 each
- Speaking Opportunity:** 10-Minute Speaking Session for a Representative of your Company
- Exhibit Space:** 8'x10' Exhibit Space Strategically Placed in Exhibit Area/Foyer. 6' Exhibit Table and Chairs
- Matchmaking Host:** Invitation to Host a One-on-One Matchmaking Session
- Sponsor Spotlight Email:** (1) Promotional Email sent to all Registered Attendees Pre-Conference Highlighting your Capabilities
- Brand Visibility:** Prominent Logo Placement on all Conference Materials, including Banners, Marketing Emails, Website, and Programs
- Recognition:** Acknowledgement during Key Moments of the Conference
- Media Coverage:** Inclusion in Promotional Materials and Social Media Mentions. Photographs and Videos of your Participation

### Bronze Sponsor

**\$3,000**

- Event Access:** (2) Sponsor Passes. Additional Passes can be Purchased for \$395 each
- Speaking Opportunity:** 5-Minute Speaking Session for a Representative of your Company
- Exhibit Space:** 8'x10' Exhibit Space Strategically Placed in Exhibit Area/Foyer. 6' Exhibit Table and Chairs
- Matchmaking Host:** Invitation to Host a One-on-One Matchmaking Session
- Brand Visibility:** Logo Placement on all Conference Materials, including Banners, Marketing Emails, Website, and Programs
- Recognition:** Acknowledgement during Key Moments of the Conference
- Media Coverage:** Inclusion in Social Media Mentions. Photographs and Videos of your Participation



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## SPONSORSHIP

Join us for an exclusive opportunity to network with key leaders.  
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### VIP Networking Reception Sponsor

**\$3,500**

**Event Access:** (2) Sponsor Passes. Additional Passes can be Purchased for \$395 each

**VIP Networking Reception Hosting:** Exclusive Host of the VIP Networking Reception on March 18 from 5:30 PM - 7:30 PM

**Speaking Opportunity:** Provide Welcoming Remarks at the VIP Networking Reception

**Exhibit Space:** 8'x10' Exhibit Space Strategically Placed in Exhibit Area/Foyer. 6' Exhibit Table and Chairs

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

**Brand Visibility:** Prime Logo Placement on all Conference Materials, including Banners, Marketing Emails, Website, and Programs

**Recognition:** Acknowledgement during Key Moments of the Conference

**Media Coverage:** Inclusion in Promotional Materials and Social Media Mentions. Photographs and Videos of your Participation

### Networking Luncheon Sponsor

**\$2,500**

**Event Access:** (2) Sponsor Passes. Additional Passes can be Purchased for \$395 each

**Networking Luncheon Hosting:** Host of the Networking Luncheon

**Exhibit Space:** 8'x10' Exhibit Space Strategically Placed in Exhibit Area/Foyer. 6' Exhibit Table and Chairs

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

**Brand Visibility:** Prominent Logo Placement on all Conference Materials, including Banners, Marketing Emails, Website, and Pro-

**Recognition:** Acknowledgement during Key Moments of the Conference

**Media Coverage:** Inclusion in Promotional Materials and Social Media Mentions. Photographs and Videos of your Participation

### Small Business Sponsor

**\$1,500**

**Event Access:** (2) Sponsor Passes. Additional Passes can be Purchased for \$395 each

**Exhibit Space:** 8'x10' Exhibit Space Strategically Placed in Exhibit Area/Foyer. 6' Exhibit Table and Chairs

**Brand Visibility:** Logo Placement on all Conference Materials, including Banners, Marketing Emails, Website, and Programs

**Recognition:** Acknowledgement during Key Moments of the Conference

**Media Coverage:** Photographs 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. For more information and to secure your sponsorship, contact: [marketing@americandefensealliance.org](mailto:marketing@americandefensealliance.org)

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## TABLE-TOP EXHIBIT SPACE & ATTENDEE PASSES

### Table-Top Exhibit Space

**\$1,250**

**Event Access:** (1) Exhibit Pass. Additional Passes can be Purchased for \$395 each  
**Exhibit Space:** 8'x10' Exhibit Space Strategically Placed in Exhibit Area/Foyer. 6' Exhibit Table and Chairs  
**Brand Visibility:** Logo Placement on select Conference Materials, including Marketing Emails and Website  
**Recognition:** Acknowledgement before Networking Breaks at the Conference  
**Media Coverage:** Photographs and Videos of your Participation

### Attendee Pass

**\$495**

(1) Attendee Pass  
Access to General Sessions  
Access to Exhibit Area  
Onsite Sign-up for Matchmaking Sessions  
Breakfast & Buffet Lunch  
Post-Event Access to Photos, Videos, and Speaker Presentation Slides

### VIP Attendee Pass

**\$550**

(1) VIP Attendee Pass  
Access to General Sessions  
Access to Exhibit Area  
Onsite Sign-up for Matchmaking Sessions  
Breakfast & Buffet Lunch  
Post-Event Access to Photos, Videos, and Speaker Presentation Slides  
Access to VIP Networking Reception on March 18, 2025 from 5:30 PM - 7:30 PM

Explore our discounted Exhibitor Opportunities available when you Register for Multiple Events.  
For more information and to secure your Sponsorship, contact: [marketing@americandefensealliance.org](mailto:marketing@americandefensealliance.org)

[www.americandefensealliance.org](http://www.americandefensealliance.org)



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## Our Goal

The American Defense Alliance is dedicated to the critical mission of supporting U.S. National Security and our Warfighters. We serve as a vital bridge between the private-sector Defense Industrial Base and Federal acquisition requirements and priorities. Our goal is to facilitate meaningful connections between Small Businesses, Diversity Suppliers, and Prime Contractors, enabling them to collaborate effectively in identifying, pursuing, and performing Government contracts.

## 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

## 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.



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