DEFENSE MAINTENANCE & LOGISTICS EXHIBITION

CO-LOCATED WITH THE 2019 DEPARTMENT OF DEFENSE MAINTENANCE SYMPOSIUM

12.09.19  DECEMBER 9–11, 2019
SPokane, WASHINGTON

SAE.ORG/DMLE
THE DECISION-MAKERS PROTECTING AMERICA ARE HERE

Connect with decision-makers and industry leaders shaping the current and future state of DoD maintenance at the Defense Maintenance and Logistics Exhibition (DMLE). Here you’ll showcase your products and services directly to maintenance professionals with the clear directive to achieve defense readiness recovery and zero unscheduled downtime.

With an exhibit and a complimenting high-profile sponsorship you will reach maintenance providers, military service members and officers, DoD equipment providers and DoD contractors.

SPONSOR

Enhance your presence and build brand recognition among the DMLE audience.

The Defense Maintenance and Logistics Exhibition Sponsorship Program offers a variety of high visibility packages to meet any budget. Become a sponsor today and be recognized for your commanding position as a leader in the industry.

EXHIBITION HOURS

**Dedicated Networking Hours in Exhibit Hall**

<table>
<thead>
<tr>
<th>Monday 12.9.19 Noon – 7 p.m.</th>
<th>Tuesday 12.10.19 7 a.m. – 6 p.m.</th>
<th>Wednesday 12.11.19 7 a.m. – 2 p.m.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lunch* Noon – 1 p.m.</td>
<td>Continental Breakfast* 7–8 a.m.</td>
<td>Continental Breakfast* 7–8 a.m.</td>
</tr>
<tr>
<td>Welcome Reception* 4:30–7 p.m.</td>
<td>Lunch* Noon – 2 p.m.</td>
<td>Lunch* Noon – 2 p.m.</td>
</tr>
<tr>
<td></td>
<td>Reception* 4–6 p.m.</td>
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</tr>
</tbody>
</table>
DoD Maintenance Symposium attendees have final purchase decision-making authority, influence, recommend or create specifications for purchases. 76% of attendees impact the buying process.

SPONSORSHIP MENU

All Sponsors will receive the following deliverables in addition to those listed for each package:

- Logo on the DMLE webpage with a hyperlink to company URL
- Logo in sponsor section of printed DMLE Exhibitor & Sponsor Directory*, and mobile app directory
- Logo on all-sponsor appreciation signage displayed onsite*

Deliverable Notes

* Pending signed contract, payment, and necessary materials are received prior to applicable deadlines.
** Full Conference Registration includes access to DOD Maintenance Symposium, and Defense Maintenance & Logistics Exhibition, and Exhibition networking functions (Continental Breakfasts, Lunches, and Receptions).

*Sponsor Recognition*, unless specified, may either be in the form of company name in text or logo, dependent upon spacing, collateral or promotion type, and at the discretion of SAE.
PLATINUM SPONSOR

Attendee Bag | $30,000 Exclusive Rate
– Company logo on the Attendee Bag available to attendees
– Opportunity to provide literature for inclusion in the Attendee Bag (Deadline: August 1, 2019)
– (2) full conference registrations

GOLD SPONSOR

Networking Reception | $15,000 each
2 opportunities, or co-sponsor options
Monday, December 9
Tuesday, December 10 (Exhibit Hall)
– Sponsor recognition throughout Exhibit Hall. SAE to determine type and quantity of signage and/or branding – examples include tabletop signs, beverage napkins, etc.
– (2) full conference registrations

Electronics Charging Locker | $12,000 Exclusive Rate
– (2) Branded charging lockers in exhibit hall – will accommodate smart phones and/or tablets
– Sponsor logo will appear on branded locker wrap
– Sponsor may provide video (no audio), to loop on monitor on top of locker
– (2) full conference registrations

Lanyards | $12,500 Exclusive Rate
– Company logo on Lanyards available to attendees
– (2) full conference registrations

Networking Lunch | $10,000 each
3 opportunities
Monday, December 9
Tuesday, December 10
Wednesday, December 11
– Sponsor recognition throughout Exhibit Hall. SAE to determine type and quantity of signage and/or branding – examples include tabletop signs, beverage napkins, etc.
– (1) full conference registration
SILVER SPONSOR

**Branded Giveaway** | $10,000 each
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Up to 2 opportunities

- Company logo on branded item (EX: reusable water bottles, portable chargers, earbuds, etc) distributed to attendees in the Exhibit Hall. SAE will work with sponsor to identify branded item(s), but SAE will have final approval.

Package price may need to be adjusted pending specific item(s) selected, but will be customized per sponsor.

**Notepad and Pen** | $10,000 Exclusive Rate
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- Company logo on Notepad and Pens available to attendees
- (1) full conference registration

**Continental Breakfast** | $8,500 each
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2 opportunities
Tuesday, December 10
Wednesday, December 11

- Sponsor recognition throughout Exhibit Hall. SAE to determine type and quantity of signage and/or branding – examples include tabletop signs, beverage napkins, etc.
- (1) full conference registration

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**MEET AND NETWORK WITH INTERESTED PROSPECTS**

Some of the primary reasons attendees cite for attending the DoD Maintenance Symposium, include:

- Meeting with a new or current supplier
- Learning about new products or equipment for purchase
- Networking with peer attendees and exhibitors
2019 Sponsorship Menu

ATTENDEES TO THE DMLE HAIL FROM GOVERNMENT AND INDUSTRY

- **71%** of attendees represent government and military sectors
- **25%** of attendees are from industry
- **4%** of attendees represent research and development organizations
**BRONZE SPONSOR**

**DMLE Exhibitor & Sponsor Directory | $6,000 Exclusive Rate**

Must be a current 2019 DMLE exhibitor – minimum booth commitment of 10’x10’

- Company recognition on the DMLE Exhibitor & Sponsor Directory distributed to attendees
- Company logo on cover of directory
- Company ad on back spread of floor plan (specs to be provided)
- Company logo printed on floor plan fold out, showcasing booth location

**Conference Supporter | $5,000 each (multiple opportunities)**

- (1) full conference registration
- Logo on the DMLE webpage with a hyperlink to company URL
- Logo in sponsor section of printed DMLE Exhibitor & Sponsor Directory*
- Logo on all-sponsor appreciation signage displayed onsite*

**ADVERTISING OPPORTUNITIES**

<table>
<thead>
<tr>
<th>Exhibitor/Sponsor Directory</th>
<th>Exhibitor/Sponsor</th>
<th>Non-Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>*Back Cover</td>
<td>$3,000</td>
<td>$6,000</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$2,000</td>
<td>$4,000</td>
</tr>
<tr>
<td>Inside Full Page</td>
<td>$750</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

* Not Available if Exhibitor and Sponsor Directory is sold

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**TO DISCUSS THE VAST ARRAY OF SOLUTIONS AVAILABLE TO HELP MEET YOUR COMPANY’S GOALS, CONTACT:**

Vanessa Reddick  
Event Sales and Development  
+1.724.772.7591 | +1.724.713.7729  
Vanessa.Reddick@sae.org
EXHIBIT RATES AND INFORMATION

STANDARD EXHIBIT:

Industry Rate: $2,950 USD per 10’ x 10’ display space, plus $250 per exposed corner

Government Rate: $2,750 USD per 10’ x 10’ display space, plus $250 per exposed corner

PREMIER LOCATION EXHIBIT:

Prime locations throughout the exhibition hall are indicated on the floor plan with a “P” next to the booth number.

Industry Rate: $3,950 USD per 10’ x 10’ display space

Government Rate: $3,750 USD per 10’ x 10’ display space

RATES INCLUDE:

- Draped 8’ back wall and 3’ side rails (excluding Islands or bulk space)
- Booth identification sign (excluding Islands or bulk space)
- Two (2) Full Conference Booth Personnel Registrations per 10’ x 10’ (Includes access to: DoD Maintenance Symposium sessions, food and beverage functions, and Exhibit Hall)
- Additional Full Conference Booth Personnel Registrations may be secured at a discounted rate. Contact Vanessa Reddick directly at vanessa.reddick@sae.org for rate information and additional requirements.
- Company listing and profile in either the printed Event Guide* and/or electronic Exhibitor Directory as applicable*

*Contract and profile must be received prior to print deadline if applicable

SEE EXPO FLOOR MAP LOCATED ON INSIDE BACK COVER TO CHOOSE YOUR SPACE
CONTRACT FOR EXHIBIT SPACE

Exhibit Contact and Company Information
As it should appear in Directory listing(s) as applicable:

Company Name: ____________________________
Address: ___________________________________
City / State / Zip: ____________________________
Country: ___________________________________
Web URL: ___________________________________
Contact Name: _______________________________
Title: _______________________________________
Direct Number: (required) _____________________
Mobile Number: ______________________________
Email: (required) _____________________________

Bill-to Contact and Information
☐ Same as Exhibit Contact and Company Information

Company Name: ____________________________
Address: ___________________________________
City / State / Zip: ____________________________
Country: ___________________________________
PO# (if applicable): ___________________________
Contact Name: _______________________________
Department: _________________________________
Direct Number: (required) _____________________
Mobile Number: ______________________________
Email: (required) _____________________________

Signature: __________________________________ Date: ______________________________
(required to process contract)

PAYMENT TERMS
Completion and submission of this form constitutes agreement of accompanying Terms and Conditions.

Payment Terms: Exhibitor must enclose a 50% deposit minimum with this executed agreement to officially secure requested space(s). Exhibitor also agrees to remit the balance of the exhibit fee by August 2, 2019.

For all executed agreements after August 2, 2019, the exhibitor must enclose 100% of the total exhibit fee.

Standard
Industry Rate: $2,950.00 per standard 10’x10’ exhibit space plus $250 per exposed corner.
Government Rate: $2,750.00 per standard 10’x10’ exhibit space plus $250 per exposed corner.

Premier Location Exhibit
Premier locations throughout the exhibit hall are indicated on the floor plan with a “P” next to booth #.
Industry Rate: $3,950.00 per standard 10’x10’ exhibit space
Government Rate: $3,750.00 per standard 10’x10’ exhibit space

Choice Booth Number Booth Dimensions Total Sq.Ft. Rate per Sq.Ft. Total Exhibit Fee
First 1 10’ x 10’ 100 $29.50 3,050
Second 2 10’ x 10’ 100 $29.50 3,050
Third 3 10’ x 10’ 100 $29.50 3,050

PAYMENT METHODS
Type of Payment: ☐ Credit Card ☐ Check* ☐ Wire/ACH Bank Transfer**
Credit Card Type: ☐ Visa ☐ Amex ☐ Discover
Card Number: _______ _______ _______ _______ _______ _______ _______ _______ _______
Expiration Date: _____ / _____
Amount: $_____________________
Signature: (required to process) ____________________________________________

NO REFUNDS WILL BE ISSUED AFTER AUGUST 2, 2019

COMPLETE CONTRACT AND MAIL TO:
SAE International
Accounts Payable
400 Commonwealth Drive
Warrendale, PA 15096-0001

* Checks Made Payable to SAE International
** Contact SAE Customer Service directly at:
+1.877.606.7323 (U.S. and Canada only)
+1.724.776.4970 (Outside U.S. and Canada)
EXHIBIT TERMS AND CONDITIONS

1. Booth Construction and Services
Exhibition booths and other material intended for use within the Exhibit Space must comply with SAE Show Management Rules and Regulations which are in effect at the time this contract is signed.

Booth plans must be submitted to SAE Show Management for approval no less than ninety (90) days prior to the opening day of the exhibition. Products, Demos, Services, etc. displayed within an exhibitor’s assigned footprint must be relevant to the general theme, topic(s), and audience of Event, as determined by SAE.

2. Installation and Dismantling of Exhibits
Installation and dismantling of exhibits may not begin before the specified starting times and must be completed by specified completion times.

3. Cancellation or Reduction of Exhibit Space
In the event of an exhibition space cancellation, SAE must receive written notice of such cancellation. If more than one-hundred and twenty (120) days prior to the opening day of the exhibition, then SAE shall retain a service charge equal to 50% of the rental cost of the space. If a cancellation takes place less than one-hundred and twenty (120) days prior to the opening day of the exhibition, the exhibitor is liable for 100% of the rental cost of the space.

In the event of an exhibit space reduction, SAE must receive written notice of such reduction. If more than one-hundred and twenty (120) days prior to the opening date of the exhibition, then SAE shall retain a service charge equal to 50% of the rental cost of the space not used.

4. Space Payment
Payments due are per the Payment Terms described in the Exhibit Space contract. At the time the contract is signed a 50% deposit is due. The balance of the contract is due no later than one-hundred and twenty (120) days prior to the opening of the exhibition, Failure by the exhibitor to pay the total rental cost by the due date may be considered a cancellation of exhibit space by SAE Show Management and may result in the exhibitor being prohibited from participation in the exhibition. Purchase orders will not be recognized as an acceptance of the Exhibit Space Contract. Exhibits may not be erected unless the total rental cost has been received by SAE.

5. Sub-Leasing
Exhibitor shall not allow any other corporation or firm or its representatives to use the space allotted to the exhibitor, nor shall the exhibitor display articles not manufactured or normally sold by the exhibitor.

Co-participation by any other corporation or firm or its representatives in space assigned to the original applicant must be authorized by written permission from SAE and shall incur an additional charge of 25% of the total-cost for exhibit space for each additional participant.

Sub-leasing or multiple company sharing of exhibit space is subject to the following conditions:

1. National Government, Trade Associations and Manufacturers’ Representatives may contract for a multiple company exhibit
2. Minimum space allocation shall be 100 square feet per company represented.
3. All co-tenants agree to be bound by the terms and conditions of this contract.

6. Termination or Interruption of Exhibition
In the event the site where the exhibition is to be held, in the sole determination of SAE, becomes unfit for occupancy or is substantially interfered with because of picketing, strike, embargo, injunction, act of war, act of God, act of terrorism, fire, emergency declared by any government agency, or by virtue of any ordinance or law of any Municipal, State, or Federal governmental agency or act beyond the control of SAE, this agreement may be terminated by SAE.

In the event of such termination, the exhibitor waives all damages against SAE.

7. Liability and Indemnification
Neither SAE nor the management of the site shall be liable for damage, loss or destruction of the exhibits because of fire, theft, accident or other destructive causes, and exhibitors shall rent exhibit space at their sole risk. Neither SAE nor the management of the site nor any of their employees, agents, or servants shall be accountable or liable for accidents to exhibitors, their employees, agents or servants. The exhibitor shall be liable to and/or the site for any damage done to the building and/or the furniture and fixtures contained therein which shall occur through acts or omissions of the exhibitor, its employees, agents or servants.

The exhibitor hereby assumes the entire and full responsibility and liability for and agrees to indemnify and hold harmless SAE International, its officers, directors, members, staff and other representatives from and against any and all claims, suits, actions, damages, injuries (including without limitation, death at any time resulting therefrom), loss or expense (including without limitation, all attorney fees and other expenses of any arbitration or litigation) of any nature resulting from any injury or damage to any person or property which occurs within the exhibitor’s exhibit space or as the result of any act or omission of the exhibitor, its employees, agents or servants.

8. Restrictions
- Photo, video, or audio recording of sessions or materials presented in sessions without written permission from SAE are prohibited.
- Attendees must be permitted to bring camera equipment onto the exhibit floor. Exhibitors must retain the right to restrict photography of their products or displays and such decisions are within the discretion of the exhibitor and are not controlled by SAE International.
- Booths must be staffed by technical specialists who are qualified to discuss engineering details of the development and products/applications of their company. Competitive products/applications may not be displayed, referenced, or otherwise employed for comparative purposes.
- Outboarding Policy: Exhibitors must not schedule, foster, or conduct outside activities that would take qualified attendees away from the event without written consent from show management. This includes, but not limited to, scheduling of private functions, cocktail parties, special events, receptions, conferences, open houses, news conferences, or other activities of interest of the exhibitor, their employees, or agents.
- Outboarding Policy rules will be made available in the Exhibitor Service Manual.
- Exhibitors may not have any media outlets (radio, television, etc.) broadcast from their booth or any other conference area without the expressed written consent of SAE International.
- Any distribution of literature or samples must be limited to the exhibitor’s booth, technology salon or hospitality suite.
- While SAE encourages the display and demonstration of relevant technologies and products within its exhibit / display area(s), direct cash sales and transactions are prohibited from occurring within the exhibit / display area(s).

9. Insurance
The Exhibitor must, at own expense, obtain and maintain comprehensive general liability insurance, on an occurrence-based policy, with a limit of not less than $1,000,000 per occurrence/$2,000,000 aggregate combined single limit bodily injury/propery damage (including products and completed operations coverage and host liquor liability), Automobile Liability insurance no less than $1,000,000 combined single limit and Workers’ Compensation (statutory limits) coverage. Exhibitor agrees to add SAE International as an additional insured on its General Liability policy.

10. Interpretations and Amendments
SAE reserves the right to interpret these regulations as it deems proper to ensure the success of the exhibition and to further the educational purposes of SAE International. The exhibits are intended to supplement the information disseminated at the technical sessions.

11. Value Added Tax (VAT)
When applicable, SAE is required to charge VAT to all exhibiting companies, except for any exhibiting companies who are themselves VAT registered in the country hosting the event and who are able to prove this to the satisfaction of SAE. The appropriate percentage rate of VAT will therefore be added at the checkout in addition to the net exhibit fees stated and will be payable to SAE at the same time. If you are a business entity, you may be eligible to obtain a refund of this VAT from the European country’s government by submitting a valid claim under the 13th Directive (non-EU business entity) or under the Refund Directive (EU business entity not VAT registered) within the statutory deadline. Further information can be obtained from the local tax authorities.

12. Consent to Use of Images
Please note that photographs and video taken by or on behalf of SAE of event activities and attendees shall be the property of SAE. By registering for the event you consent to the use by SAE of any photograph or video in which you appear, including for promotional purposes, in print, digital, or other format, without notice or compensation to you.

Updated February 2019
JOIN THESE 2019 DMLE EXHIBITORS

ADS Inc
AeroChief LLC
AFLCMC Advanced Tech & Training Ctr
Andromeda Systems Inc
Astronics Test Systems
Autodesk Inc
Av-Dec
Aviation Week Network/Informa Media
Caterpillar Defense
CTG
Defense Logistics Agency
Dit-MCO International
East/West Industries Inc
Graphic Products
HHI Corporation
IFS
J Chadwick Company
Kimball Midwest
Letterkenny Army Depot
Lockheed Martin Corp
NUWC DET FEO Norfolk
PTC
QuantiTech Inc
Realization Technologies
Reef Industries
Rhinestahl Corporation
Snap-On Industrial
SSPC
SurClean Inc
Teradyne
The Lighthouse For The Blind Inc
Thermal Wave Imaging Inc
Transhield Inc
TriboTEX
US Air Force Sustainment Center
USMC TMDE
Weapons & Software Engrg Ctr
WIN MS

SHOW FLOOR 50% SOLD.
SECURE YOUR SPACE TODAY!

For more information, contact:
Vanessa.Reddick@sae.org  |  +1.724.772.7591  |  +1.724.713.7729