

# Defense Maintenance & Logistics Exhibition

Next Generation Materiel Readiness Forged through Data Advantage, Technology, and Innovation.  
December 18-20, 2023 | San Diego, CA

The Defense Maintenance & Logistics Exhibition is co-located with the DOD Maintenance Symposium. Due to federal government regulations, no sponsorship items can be placed outside of the exhibit hall entrance.

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 listing
- 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 .....(SOLD: Lockheed Martin)

- Company logo on the Attendee Bag available to attendees
- Opportunity to provide literature for inclusion in the Attendee Bag (Deadline: August 4, 2023)
- (2) full conference registrations

Networking Reception.....\$25,000 each

**Monday, December 18 or Tuesday, December 19**

- Sponsor recognition throughout Exhibit Hall and on Exhibit Hall Entrance Unit under the meal function
- Verbal recognition as the reception sponsor
- 1-color sponsor logo on beverage napkins
- Sponsor logo on signage to be placed around the hall during the selected reception.
- Opportunity to place promotional brochures on the tables during that function.
- (2) full conference registrations
  - Note: SAE will determine type and quantity of signage and/or branding.

## Gold Sponsor

Networking Lunch .....\$20,000 each

**Monday, December 18; Tuesday, December 19; or Wednesday, December 20**

- Sponsor recognition throughout Exhibit Hall and on Exhibit Hall Entrance Unit under the meal function
- Verbal recognition as the lunch sponsor
- 1-color sponsor logo on beverage napkins
- Sponsor logo on signage to be placed around the hall during the selected lunch.
- Opportunity to place promotional brochures on the tables during that function.
- (1) full conference registration
  - Note: SAE will determine type and quantity of signage and/or branding.

Water Bottles & Stations.....\$20,000

- Logo recognition on multiple water bubblers throughout the exhibit hall and/or conference center
- SAE to provide water bottle with 1 color logo imprint – with input from sponsor on style, color etc.
- Table tent signage with logo recognition at water bottle stations(s)
- (1) full conference registration

**Lanyards.....(SOLD: Collins Aerospace)**

- Company logo on Lanyards available to attendees
- (2) full conference registrations

**Knowledge Bar .....(SOLD: LMI)**

- Branding as the Exclusive sponsor of the Knowledge Bar on the exhibit floor
- Sponsor logo located on the backwall
- Includes a 20-minute speaking slot in the Knowledge Bar
- Opportunity to display company brochures within the Knowledge Bar

**Silver Sponsor**

**Branded Giveaway.....\$10,000 per giveaway  
(2 opportunities, 1 SOLD: Collins Aerospace)**

- Company logo on branded item (EX: luggage tags, 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.
  - *Note: Package price may need to be adjusted pending specific item(s) selected but will be customized per sponsor.*

**Product Showcase.....\$10,000**

- Branding as the Exclusive sponsor of the Product Showcase area on the exhibit floor
- Sponsor logo located on the backwall of the Demo area
- Opportunity to display company brochures within the space
- Ability to order catering for the space at the sponsors expense

**Continental Breakfast .....\$10,000 each  
Tuesday, December 19 or Wednesday, December 20**

- 1-color sponsor logo on beverage napkins
- Sponsor logo on signage to be placed around the hall during the selected
- Opportunity to place promotional brochures on the tables during that function.
- (1) full conference registration
  - *Note: SAE will determine type and quantity of signage and/or branding.*

**Meeting Room Rental.....\$10,000 (multiple opportunities, 1 SOLD:Amentum)**

- 10'x15' Meeting Room space on the exhibit floor for (3) days
- (1) Round Table and (10) chairs
- Based on rental, will be recognized as a Silver level sponsor on appropriate signage and webpage.
  - *Note: Any additional needs (electrical, A/V, catering, etc.) will be at the sponsors expense*

**Bronze Sponsor**

**DMLE Exhibitor & Sponsor Directory .....(SOLD: C3.AI, Inc.)**

*\*Must be a 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

**Aisle Signs.....\$7,500 Exclusive Rate**

- Sponsor logo on all aisle signs that indicate the aisle number
- Half page ad in the Exhibitor Directory

**DMLE Supporter**

**DMLE 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\*

**Product Showcase Theater Demo Timeslot.....\$1,500 each (multiple opportunities)**

*\*Must be a current exhibitor to participate – minimum booth commitment of 10'x10'*

- 30-minute time slot for video or PowerPoint presentations and small demonstrations.
- The Product Showcase Demo Area is a designated area on the show floor where exhibiting organizations can promote and showcase their product to attendees. Availability will depend on demand and daily exhibition schedule.
  - *Note: This area is a 20x20 carpeted space with theater seating, a 50" monitor, laptop, a microphone, and speakers. We cannot add additional electricity or AV in this area.*

**Customized Promotional Signage in Exhibit Hall.....Call for Pricing (multiple opportunities)**

- We can create a signage package for you. Whether you need directional arrows guiding people to your booth, column wraps with company fun facts, banners that introduce a new product or remind people about an existing product or service. We can work together to find the right solution for you.
  - Advertising Banners
  - Floor Clings or Directional Stickers
  - Column Wraps
  - Bathroom Stall Advertisements

**Exhibit Space**

**Standard Exhibit Space**

Industry Rate: \$3,250 per standard 10'x10' exhibit space PLUS \$250 per exposed corner.

Government Rate: \$2,750 per standard 10'x10' exhibit space PLUS \$250 per exposed corner.

**Premier Exhibit Space** - Premier locations throughout the exhibit hall are indicated on the floor plan with a "P" in front of booth #.

Industry Rate: \$4,250 per standard 10'x10' exhibit space PLUS \$250 per exposed corner.

Government Rate: \$3,750.00 per standard 10'x10' exhibit space PLUS \$250 per exposed corner.

**Booth Package Inclusions:**

- 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 & beverage functions, and Exhibit Hall)
- Additional Full Conference Booth Personnel Registrations may be secured at a discounted rate. Contact sales rep directly 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)

## Advertising Opportunities

Ads will appear only in the *DMLE Exhibitor & Sponsor Directory*. All ads include 4C.

	Exhibitor/ Sponsor Rate	NON Exhibitor/ Sponsor Rate	Sold
<i>Back Cover</i>	\$3,000	\$6,000	N/A: <b>SOLD: C3.AI, Inc.</b>
<b>Inside Front Cover</b>	\$2,000	\$4,000	N/A: <b>SOLD: Merlin Embedded</b>
<b>Inside Full Page</b>	\$750	\$1,500	

### Custom Packages

Don't see exactly what you're looking for? Custom packages are available! Work with our team to create the best package to meet your business needs. Our team will build and price out a package to meet both your marketing and attendance needs, combining opportunities listed, exhibit space and discounted bulk registration for your staff to attend and access the DoD Maintenance Symposium.

**To discuss the vast array of solutions available to help meet your company's goals, contact:**

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**Event Sales Specialist**  
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