DEFENSE MAINTENANCE & LOGISTICS EXHIBITION

DECEMBER 18–20, 2023
SAN DIEGO CONVENTION CENTER, SAN DIEGO, CA

Don’t Miss Out
Opportunities Abound

SAE.ORG/DMLE
EXHIBIT AND SPONSORSHIP OPPORTUNITIES

The future is taking shape—Reserve your exhibit space and sponsorship co-located with DoD’s premier maintenance event.
ON THE FRONT LINES OF INNOVATION
CO-LOCATED WITH THE DoD MAINTENANCE SYMPOSIUM

The Defense Maintenance Logistics Exhibition (DMLE) and the co-located DoD Maintenance Symposium are packed with information the entire DoD sustainment community needs to keep up to date on current maintenance challenges and successes.

PUT YOURSELF FRONT AND CENTER

Take action by securing a booth and/or sponsorship at the DMLE, and be part of the interactions on trends, technical insights, and relevant topics in the military maintenance community.

HIT YOUR TARGET WITH A BOOTH AND/OR A SPONSORSHIP AND:

- Engage with high-level DoD maintenance and sustainment personnel
- Interact with individuals and other supplier companies
- Create opportunities for expanded business
- Establish contacts with potential customers
- Participate in the DoD Maintenance Symposium as an attendee
DoD Maintenance Symposium attendees have final purchase decision-making authority, influence, recommend or create specifications for purchases.

76% OF ATTENDEES IMPACT THE BUYING PROCESS

ENGAGE WITH THE RIGHT AUDIENCE

Discover and collaborate with individuals and companies driving next generation materiel readiness, including:

- Defense logistics and resource managers
- Program managers involved in lifecycle and product support
- Military and civilian maintainers, including executives, supervisors, technicians and international counterparts
- Production, process, and information systems specialists
- Researchers and product development representatives
- Original equipment manufacturers
- Industry maintainers and product support providers
- Engineers—maintenance, software, and in-service and process/industrial professionals who drive to effective DoD maintenance operations
TOP COMPANIES REPRESENTED AT THE DMLE

This open platform for military maintenance professionals lets you directly collaborate with other companies involved in military and commercial maintenance technology, information systems, and management processes to drive improved effectiveness and efficiency. This opportunity will allow you to showcase your latest solutions and build brand recognition in front of top military leaders.

Join these companies who have already reserved space on the exhibit floor:

AFC DEVCOM
AFSC Software Enterprise
American Federation of Gov. Employees
Andromeda Systems Inc
Artemis Electronics LLC
Astronics Test Systems
Atmospheric Plasma Solutions
Carnegie Mellon University
Clayton Assoc/Carcoon America
Cocoon Inc
Crestwood Technology Group
Defense Logistics Agency
DMG MORI Federal Services
DoD ATEA (AFLCMC/XA-AT)
Durabook Federal, Inc
GasTOPS Inc
Immersion Consulting
J CHADWICK CO
MDS Coating Technologies Corp
Miltope Corporation
NCMS
Rhinestahl Corporation
SAE Group
South-Tek Systems LLC
Systems Innovation Engineering
Teradyne Inc
Tesseract
Transhield Inc
USAF Rapid Sustainment Office
Waldorf University
EXHIBIT AND SPONSORSHIP INFORMATION
Enhance your presence and build brand recognition. Become a sponsor or exhibitor today and be recognized for your commanding position as a leader in the industry.

STANDARD EXHIBIT
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 LOCATION EXHIBIT
Industry Rate: $4,250 per standard 10’x10’ exhibit space

Government Rate: $3,750.00 per standard 10’x10’ exhibit space

Deliverables:
- 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*

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

<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>

* N/A if Exhibitor & Sponsor Directory is sold

RESERVE YOUR PLACE

CUSTOM SPONSORSHIP PACKAGES AVAILABLE
We have a variety of high-visibility packages to fit your needs—and budget.

CONTACT THE SALES TEAM
Eddie Pail, Event Sales Specialist
eddie.pail@sae.org | +1.724.772.4204 | +1.724.612.2973
64% OF ATTENDEES HAVE OVER 16 YEARS OF INDUSTRY EXPERIENCE

REACH A SEASONED AND QUALIFIED AUDIENCE

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.

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
PLATINUM SPONSOR

Attendee Bag | FROR: 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 | FROR: AWS and C3 AI
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.

Lanyards | FROR: Collins Aerospace
- Company logo on Lanyards available to attendees
- (2) full conference registrations

Knowledge Bar | FROR: 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
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

SILVER SPONSOR

Branded Giveaway | $10,000 per giveaway (2 opportunities available)
1 FROR: 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 each
- 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 each (multiple opportunities)
- 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 | $7,500 Exclusive Rate**
- “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
Our team is here to help develop an exhibit and sponsorship package that meets your goals and objectives.

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

Eddie Pail, Event Sales Specialist
eddie.pail@sae.org | +1.724.772.4204 | +1.724.612.2973

REQUEST MORE INFORMATION