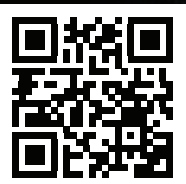




# DEFENSE MAINTENANCE & LOGISTICS EXHIBITION

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

**Don't Miss Out**  
**Opportunities Abound**



**SAE.ORG/DMLE**

Co-located with the 2023 Department of Defense Maintenance Symposium

# 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**

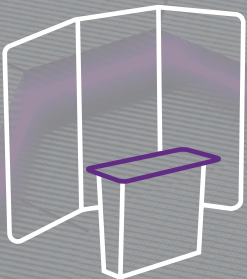
The Defense Maintenance Logistics Exhibition (DMLE) and the co-located DoD Maintenance Symposium are packed with information the entire DoD sustainment community needs to keep up to date on current maintenance challenges and successes.

## **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.

Exhibitor/Sponsor Directory	Exhibitor/Sponsor	Non-Exhibitor
*Back Cover	\$3,000	\$6,000
Inside Front Cover	\$2,000	\$4,000
Inside Full Page	\$750	\$1,500

\* 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](mailto:eddie.pail@sae.org) | +1.724.772.4204 | +1.724.612.2973

**REQUEST MORE INFORMATION**