WHO IS ADL?

ADL INITIATIVE

The Advanced Distributed Learning (ADL) Initiative is a government program reporting to the Deputy Assistant Secretary of Defense for Force Education and Training (DASD(FE&T)), under the Office of the Assistant Secretary of Defense for Readiness.

ADL MISSION

The ADL Initiative bridges across Defense and other Federal agencies to encourage collaboration, facilitate interoperability, and promote best practices for using distributed learning to provide the highest-quality education, training, informal learning, and just-in-time support; tailored to individual needs and delivered cost-effectively, anytime and anywhere, in order to increase readiness, save resources, and facilitate interorganizational collaboration.

www.adlnet.gov

NTSA | NATIONAL TRAINING & SIMULATION ASSOCIATION

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2101 Wilson Blvd., Suite 700
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TrainingSystems.org

Federal E-learning Science & Technology

i³FEST

innovation • instruction • implementation

Advanced Distributed Learning

FUTURE LEARNING ECOSYSTEM

Defense | Government | Industry | Academia

26–28 August 2019
Hilton Alexandria Mark Center
Alexandria, Virginia

EXHIBITORS

Make a big impact with your marketing dollars by exhibiting at iFest 2019. The attendees you want to do business with are all in one place, under one roof and focused on connecting with suppliers who can deliver training solutions. Throughout the year, NTSA conducts a strategic marketing campaign that delivers core professionals to your booth so you can:

• Generate sales leads
• Identify and meet new customers in diverse domains
• Boost awareness of your company brand among the people that count the most

• Introduce new technologies to the marketplace

Exhibiting at iFest 2019 delivers the most value for your support marketing dollars. Review some of the FREE support services:
• Company and profile listing in the event program
• Sponsorship and advertising opportunities to maximize your exposure

$1,600 PER EXHIBIT DISPLAY (TABLETOP)
Rate includes: 6' table, 2 side chairs and 2 full registrations

SPONSORSHIPS

All iFest sponsorships include: Logo on event signage | Logo in onsite program | Sponsor ribbon on company conference badges

GOLD SPONSOR • $5,000
• Exhibit display
• 4 full registrations
• ½ page insert in the program
• Recognition from the podium at opening ceremonies

SILVER SPONSOR • $2,500
• Exhibit display
• 2 full registrations
• ¼ page insert in the program
• Recognition from the podium at opening ceremonies

BRONZE SPONSOR • $2,000
• Exhibit display
• 1 full registration
• ¼ page insert in the program
• Recognition from the podium at opening ceremonies

OPENING RECEPTION SPONSOR
$10,000 EXCLUSIVE OR 2 @ $5,000
• Exhibit Display
• Company logo on signage at the reception
• 10 complimentary exhibit passes for the reception
• Recognition from the podium at opening ceremonies

BREAKFAST • $1,250 PER DAY
Located in high traffic session space, your company will be recognized for providing breakfast to the attendees.
• Company logo on signage at breakfast
• Ability to provide cups/napkins for increased exposure

MOBILE PHONE APP • UP TO $4,000
iFEST Mobile Phone App is an exclusive opportunity for one lucky exhibitor. This year, all mobile phone users will have the chance to opt into the application and download the complete schedule, floor plan and conference information, sponsored by participating companies.
• 1 full registration
• Company logo on mobile app splash screen

BEVERAGE BREAKS • $1,000 PER BREAK
Located in high traffic session space, your company will be recognized for providing generous refreshments to the attendees.
• Company logo on signage at coffee break
• Ability to provide cups/napkins for increased exposure

MEETING BAG SPONSOR • $1000
These popular tote bags are reusable, and will be distributed to each attendee as they pick up their badge onsite.
These tote bags are carried throughout the event with your promotional item inside and your logo on the front. This gives you a great advertising exposure both during and after the event. Benefits include:
• Tote bags with company name or logo distributed to each attendee (sponsor provides up to 300 branded tote bags)
• Promotional item distributed to each conference attendee inside the tote bag (sponsor provides up to 300 promotional items)

TOPICS OF INTEREST TO BE DISCUSSED AT iFEST 2019

• Learning Science for the Future
• Specifications and Standards: Development, Gaps, and Governance
• Learner Profiles in Practice
• Innovations in Course Catalogs and Activity Registries
• xAPI Profiles for DoD
• Competency and Credentialing Management
• Cyber Security and PII

AGENDA

This is a working agenda and is subject to change, full details can be found at www.trainingsystems.org

MONDAY, 26 AUGUST 2019
0800-1930   Exhibits, Keynote Speakers, Networking

TUESDAY, 27 AUGUST 2019
0800-1900   Exhibits, Special Events, Plenaries, Posters, Networking

WEDNESDAY, 28 AUGUST 2019
0800-1330   Exhibits, Presentations, Networking

FOR MORE INFORMATION, CONTACT:
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