**NTSA** NATIONAL TRAINING AND SIMULATION ASSOCIATION
THE VOICE OF THE TRAINING & SIMULATION COMMUNITY

**Federal E-learning Science & Technology**

# i³FEST

*innovation • instruction • implementation*



ADL — Advanced Distributed Learning

# i³FEST
## VIRTUAL EXHIBITS and SPONSORSHIPS

August 30 – September 1, 2021 • TrainingSystems.org/iFEST

**NDIA**

# *i*FEST SPONSORSHIPS

## AUDITORIUM BANNER SPONSORSHIP
### $2,500 (LIMIT 4)

Sponsorship includes the following:
- Prominent Banner displayed on the Auditorium of the virtual platform.
- Virtual Booth (Standard Booth included)
  » Company description, product categories, company URL, company logo, press releases, online product showcase, social media links and highlighted listing.
  » Ability to upload one videos, one digital PDF (flyer, ad)
  » Real time chat ability during conference hours
  » Ability to meet attendees via video chat
  » Ability to request a meeting with opted in attendees
- 2 full Conference registrations (max)
- Company logo and special recognition on the Conference website with a link to corporate homepage
- Post Show attendee list (names, company names and titles only)

## GOLD SPONSORSHIP
### $2,500

Sponsorship includes the following:
- Virtual Booth (Standard Booth included)
  » Company description, product categories, company URL, company logo, press releases, online product showcase, social media links and highlighted listing.
  » Ability to upload one videos, one digital PDF (flyer, ad)
  » Real time chat ability during conference hours
  » Ability to meet attendees via video chat
  » Ability to request a meeting with opted in attendees
- 2 full Conference registrations (max)
- Company logo and special recognition on the Conference website with a link to corporate homepage
- Post Show attendee list (names, company names and titles only)

## eBAG SPONSORSHIP
### $2,500

Sponsorship includes the following:
- Virtual Booth (Standard booth included)
  » Company description, product categories, company URL, company logo, press releases, online product showcase, social media links and highlighted listing.
  » Ability to upload one videos, one digital PDF (flyer, ad)
  » Real time chat ability during conference hours
  » Ability to meet attendees via video chat
  » Ability to request a meeting with opted in attendees
- 2 full Conference registrations (max)
- Company logo and special recognition on the Conference website with a link to corporate homepage
- Post Show attendee list (names, company names and titles only)

## PREMIER SPONSORSHIP
### $10,000 (EXCLUSIVE) OR 2 CO-SPONSORS $5,000 EACH

Sponsorship includes the following:
- Virtual Booth with Premier labeling (Large Booth included)
  » Company description, product categories, company URL, company logo, press releases, online product showcase, social media links and highlighted listing.
  » Ability to upload 2 videos, 2 digital PDFs (flyers, ads)
  » Real time chat ability during conference hours
  » Ability to meet attendees via video chat
  » Ability to request a meeting with opted in attendees
- 4 full Conference registrations (max for Exclusive only)
- 2 full Conference registrations (max for Co-Sponsors only)
- Logo featured on opening slide prior to the start of Welcome Event Kickoff
- 30 second video played prior to Welcome Event Kickoff (Exclusive sponsor only)
- A logo banner at the entrance of the virtual platform (provided by sponsor)
- Logo on Know-Before-You-Go email
- Logo rotation in auditorium
- Company logo and special recognition on the Conference website with a link to corporate homepage
- Post Show attendee list (names, company names and titles only)

## ATTENDEE LOUNGE SPONSORSHIP
### $3,000

Sponsorship includes the following:
- Virtual Booth (Standard Booth included)
  » Company description, product categories, company URL, company logo, press releases, online product showcase, social media links and highlighted listing.
  » Ability to upload one video, one digital PDF (flyer, ad)
  » Real time chat ability during conference hours
  » Ability to meet attendees via video chat
  » Ability to request a meeting with opted in attendees
- 2 full conference registrations (max)
- Company logo prominently displayed on the main page of the Attendee Lounge
- Company logo and special recognition on the Conference website with a link to corporate homepage
- Post Show attendee list (names, company names and titles only)

## VIRTUAL LOBBY BANNER SPONSORSHIP
### $3,000 – 3,500 (DEPENDING ON BANNER LOCATION)

Sponsorship includes the following:
- Prominent Banner displayed on the opening page of the virtual platform.
- Virtual Booth (Standard Booth included)
  » Company description, product categories, company URL, company logo, press releases, online product showcase, social media links and highlighted listing.
  » Ability to upload one videos, one digital PDF (flyer, ad)
  » Real time chat ability during conference hours
  » Ability to meet attendees via video chat
  » Ability to request a meeting with opted in attendees
- 2 full Conference registrations (max)
- Company logo and special recognition on the Conference website with a link to corporate homepage
- Post Show attendee list (names, company names and titles only)

## COFFEE BREAK SPONSORSHIP
### $2,500

Sponsorship includes the following:
- Company logo displayed during the break (Date and times of breaks TBD)
- Virtual Booth (Standard Booth included)
  » Company description, product categories, company URL, company logo, press releases, online product showcase, social media links and highlighted listing.
  » Ability to upload one video, one digital PDF (flyer, ad)
  » Real time chat ability during conference hours
  » Ability to meet attendees via video chat
  » Ability to request a meeting with opted in attendees
- 2 full Conference registrations (max)
- Company logo and special recognition on the Conference website with a link to corporate homepage
- Post Show attendee list (names, company names and titles only)

## REGISTRATION SPONSORSHIP
### $3,000

Sponsorship includes the following:
- Company logo or banner featured in the footer of the Conference registration page
- Sponsor recognition on the email instructions for the Conference login
- Logo on Know-Before-You-Go email
- Logo on attendee registration email confirmation
- Virtual Booth (Standard Booth included)
  » Company description, product categories, company URL, company logo, press releases, online product showcase, social media links and highlighted listing.
  » Ability to upload one videos, one digital PDF (flyer, ad)
  » Real time chat ability during conference hours
  » Ability to meet attendees via video chat
  » Ability to request a meeting with opted in attendees
- 2 full Conference registrations for Exclusive Sponsor (max)
- Company logo and special recognition on the Conference website with a link to corporate homepage
- Post Show attendee list (names, company names and titles only)

## HELP DESK SPONSORSHIP
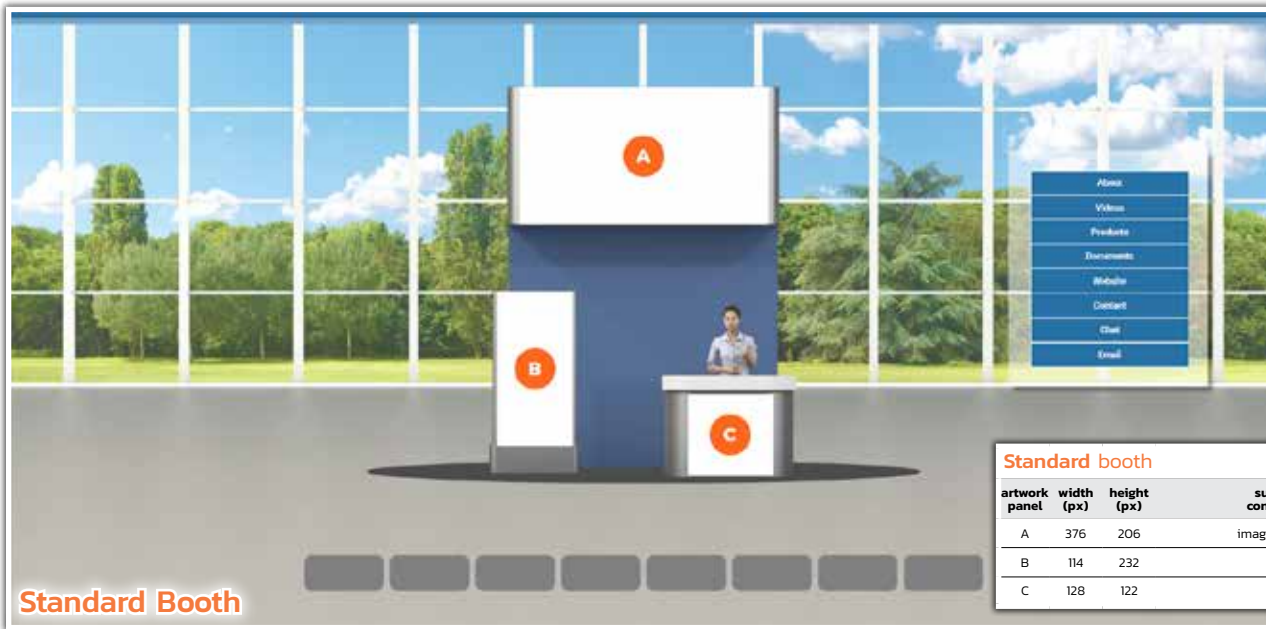### $2,500

Sponsorship includes the following:
- Logo on Know-Before-You-Go email
- Logo on Help Desk section of virtual platform
- Virtual Booth (Standard Booth included)
  » Company description, product categories, company URL, company logo, press releases, online product showcase, social media links and highlighted listing.
  » Ability to upload one videos, one digital PDF (flyer, ad)
  » Real time chat ability during conference hours
  » Ability to meet attendees via video chat
  » Ability to request a meeting with opted in attendees
- 2 full Conference registrations (max)
- Company logo and special recognition on the Conference website with a link to corporate homepage
- Post Show attendee list (names, company names and titles only)

# *i*FEST VIRTUAL BOOTH OPTIONS

| Promote your products & services 24/7/365 | Increase your online leads by 3 - 4 times | Increase traffic to your eBooth by 4 - 5 times | Maximize ROI by generating high quality new leads | Enhance web exposure and search engine performance |
|---|---|---|---|---|

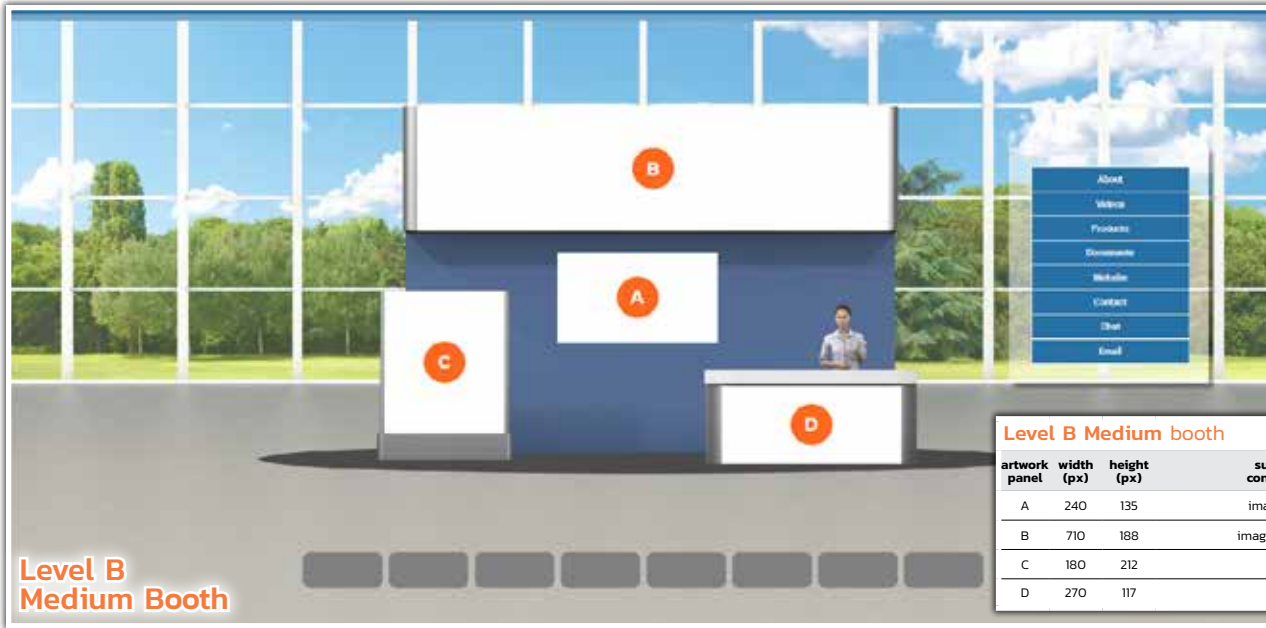| LISTING OPTIONS | eDirectory Upgrade Levels | | |
|---|---|---|---|
| | Standard Booth Package $1600 (Small Booth) | Level B Upgrade $2000 (Medium Booth) | Level C Upgrade $2400 (Large Booth) |
| **Company Name, Address, Description, Booth Number, Email Exhibitor Button, Sales Contacts** | ✔ | ✔ | ✔ |
| **Networking Channels** | Unlimited | Unlimited | Unlimited |
| **Social Media Links** Link to your social media accounts. | ✔ | ✔ | ✔ |
| **Website URL** Drive traffic to your website. | ✔ | ✔ | ✔ |
| **Company Logo** Increase your brand recognition | ✔ | ✔ | ✔ |
| **Company Profile (characters)** Introduce your company to make a great first impression. | 1,000 | 1,000 | 1,000 |
| **Product Categories** Choose categories that attendees search for. | Unlimited | Unlimited | Unlimited |
| **Online Product Showcase** Engage attendees with detailed product descriptions along with full color images. | 1 | 1 | 2 |
| **Customized Customer Invitation Service** | ✔ | ✔ | ✔ |
| **Press Releases** Brand Messaging get more coverage by sharing the latest news about your company. | 1 | 1 | 2 |
| **Document Upload** | 1 | 1 | 2 |
| **Videos** Engage attendees with a video on the online profile. | 1 | 1 | 2 |

# *i*FEST EXHIBITOR IMAGE SPECS

## Standard Booth

- You may choose which artwork panels to include or not include.
- It is important that images be sized exactly as specified in the table below

### Standard booth

| artwork panel | width (px) | height (px) | supported content type | suported file format(s) |
|---|---|---|---|---|
| A | 376 | 206 | image (required) | JPG / PNG |
| B | 114 | 232 | image | JPG / PNG |
| C | 128 | 122 | image | JPG / PNG |

## Level B Medium Booth

- You may choose which artwork panels to include or not include.
- It is important that images be sized exactly as specified in the table below

### Level B Medium booth

| artwork panel | width (px) | height (px) | supported content type | suported file format(s) |
|---|---|---|---|---|
| A | 240 | 135 | image, video | JPG / PNG / MP4 |
| B | 710 | 188 | image (required) | JPG / PNG |
| C | 180 | 212 | image | JPG / PNG |
| D | 270 | 117 | image | JPG / PNG |

## Level C Large Booth

- You may choose which artwork panels to include or not include.
- It is important that images be sized exactly as specified in the table below

### Level C Large booth

| artwork panel | width (px) | height (px) | supported content type | suported file format(s) |
|---|---|---|---|---|
| A | 240 | 135 | image, video, animated gif | JPG / PNG / GIF / MP4 |
| B | 680 | 177 | image (required) | JPG / PNG |
| C | 134 | 200 | image | JPG / PNG |
| D | 134 | 299 | image | JPG / PNG |
| E | 260 | 112 | image | JPG / PNG |