



# MODSIM WORLD 2023

MAKE IT  
HAPPEN  
2023

## EXHIBIT/SPONSORSHIP PROSPECTUS

# EVENT SPONSORSHIPS

## PLATINUM

\$10,000

- 2 – Exhibit displays
- 8 – Full conference badges
- Logo on signage
- Logo on event website
- Full-page ad in program
- Logo in program
- Recognition at opening ceremony

## GOLD

\$5,000

- 1 – Exhibit display
- 4 – Full conference badges
- Logo on signage
- Logo on event website
- 1/2-page ad in program
- Logo in program
- Recognition at opening ceremony

## SILVER

\$2,500

- 1 – Exhibit display
- 2 – Full conference badges
- Logo on signage
- Logo on event website
- 1/4-page ad in program
- Logo in program
- Recognition at opening ceremony

## BRONZE

\$2,000

- 1 – Exhibit display
- 1 – Full conference badge
- Logo on signage
- Logo on event website
- 1/4-page ad in program
- Logo in program
- Recognition at opening ceremony

## TRACK SPONSOR

\$3,000

- 2 – Full conference badges
- Opportunity to make opening remarks in track session (must be relevant to session topic)
- Logo on signage
- Logo on event website
- Logo in program
- Recognition at opening ceremony

## CONTRIBUTING SPONSOR

\$1,500

- 1 – Full conference badge
- Logo on signage
- Logo on event website
- Logo in program
- Recognition at opening ceremony



## EXHIBIT SELECTION

Generate sales leads, build an industry presence, demonstrate new technologies, and meet new customers and industry-wide experts.

Upgrade to a sponsorship and receive an exhibit display as part of the package! Review the many opportunities on the sponsorship page.

## SPACE RENTAL FEES

### EXHIBIT DISPLAY (SIZE 8X8)

\$1,600

- Rate includes: 6' Table, 2 Side Chairs, Standard Electricity, and 2 Full Conference Badges



# SPONSORSHIP OPPORTUNITIES

## OPENING RECEPTION \$5,000

**Benefits include:** (EXCLUSIVE OPPORTUNITY)

- Exhibit display
- Logo on event website
- Company logo on promotional signage at the on-site Reception area
- 10 Complimentary Exhibit passes for Reception
- Recognition from the podium at Opening Ceremonies
- Company name in the registration confirmation email, with reminder about your company hosting the Opening Reception
- Sponsor ribbon on company conference badges

## REGISTRATION \$5,000

**Benefits include:** (EXCLUSIVE OPPORTUNITY)

- Company logo or banner featured on the Conference registration page
- Logo on Know-Before-You-Go email
- Logo on attendee registration email confirmation
- 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)

## WI-FI \$2,000

**When each MODSIM World attendee goes to connect to Wi-Fi, your company logo will be right next to the password information they need. Take advantage of this opportunity to broaden the reach of your brand.** (EXCLUSIVE OPPORTUNITY)

**Benefits include:**

- Logo on signage
- Logo on event website
- Logo on the back of the conference badges with the Wi-Fi password
- Recognition from the podium
- Sponsor's name on the MODSIM Wi-Fi network connection (based on hotel capabilities)
- Wi-Fi landing page connected to sponsor website (based on hotel capabilities)

## MEETING BAG \$2,000

**These popular and reusable tote bags will be distributed to each attendee to carry throughout the event with your promotional item inside and logo on the front, boosting your brand's exposure.** (EXCLUSIVE OPPORTUNITY)

**Benefits include:**

- Logo on event website
- Logo in program
- Tote bags with company name or logo distributed to each attendee (sponsor provides up to 500 branded tote bags)
- Promotional item distributed to conference attendees inside the tote bags (sponsor provides up to 500 promotional items)

## LANYARDS \$2,000

**Brand your company name on the most prominent item during the conference. Your logo will be included on the lanyards, showing your support of this important event.** (EXCLUSIVE OPPORTUNITY)

**Benefits include:**

- Logo on event website
- Logo in program
- Sponsor ribbon on company conference badges

## STEM \$1,500

**STEM supports and promotes activities encouraging interest and pursuits in Science, Technology, Engineering, and Mathematics. Help support the future of our industry through student tours, scholarships, and many other education activities.** (3 AVAILABLE)

**Benefits include:**

- Logo on signage
- Logo in program
- Logo on event website
- Sponsor ribbon on company conference badges

## BEVERAGE BREAKS \$500 PER BREAK

**Benefits include:** (4 AVAILABLE)

- Located in the high-traffic session space, your company will be recognized for providing generous refreshments to attendees.
- Logo on signage at coffee break
- Logo in program
- Ability to provide cups/napkins for increased exposure (must be provided by the sponsor in advance)
- Sponsor ribbon on company conference badges

## WHO WILL ATTEND?

- Decision-makers, including CEO, CFO, COO, & CTO
- Marketing and Business Developers
- Executive Directors
- Operations IT and Professionals
- Modeling & Simulation Professionals
- Government Leaders & Officials
- Procurement & Business Developers
- Healthcare Professionals
- Educators/Teachers/Students
- Warfighters
- Homeland Security Professionals
- First Responders
- Trainers
- Manufacturers
- Cyber Specialists
- Research Scientists
- Software Developers
- IT Professionals

## VISION

MODSIM World will become the premier international conference and exposition for collaboration and transfer of M&S knowledge, new research, development, and applied technology across all public and private sectors.



## MISSION

- Promote the initiation, development, and research of M&S among all organizations internationally.
- Share the latest technical expertise, knowledge, applications, and capabilities of M&S technology by academia, industry, and government.
- Promote cooperation among academia, industry, and government, applying M&S technology to help organizations anticipate and prepare for the future.
- Improve M&S technology to reduce its implementation costs by academia, industry, and government.
- Support planning, decision-making, and real-time operations management with state-of-the-art computer software and development expertise utilizing M&S.
- To foster the transfer of leading-edge M&S technology and knowledge from the military community to the medical, transportation, homeland security, and other relevant communities.

## WHY NORFOLK?

How big is the M&S industry in the U.S. and, more importantly, how big is it inside the Norfolk and entire Hampton Roads area?

While military commands have been the primary M&S customers, private sector firms have been the chief developers and providers of M&S technology. The Virginia Economic Development Partnership (VEDP) estimates that Virginia's M&S industry employs 11,300 people in the private sector and about 2,800 in the government and military, with 4,800 of those employees located in the Hampton Roads area. Over half the M&S companies in Virginia are located in the Hampton Roads area, with an economic impact of \$1.7 billion annually.

In June 2007, the U.S. House of Representatives approved House Resolution 487, which identified M&S as a National Critical Technology. This resolution was a result of the work of the M&S Congressional Caucus, which is now led by Congressman Bobby Scott, Virginia 3rd District. The resolution establishes that M&S is important to national security; there is little doubt that a variety of powerful private and public organizations located in the Hampton Roads area are interested in the M&S field, not the least because it is seen as important to future progress. An interesting item to note is that, in the U.S. alone, business firms, state and local governments, universities, medical schools, and non-profit organizations may spend as much as \$25 billion annually on M&S activities.