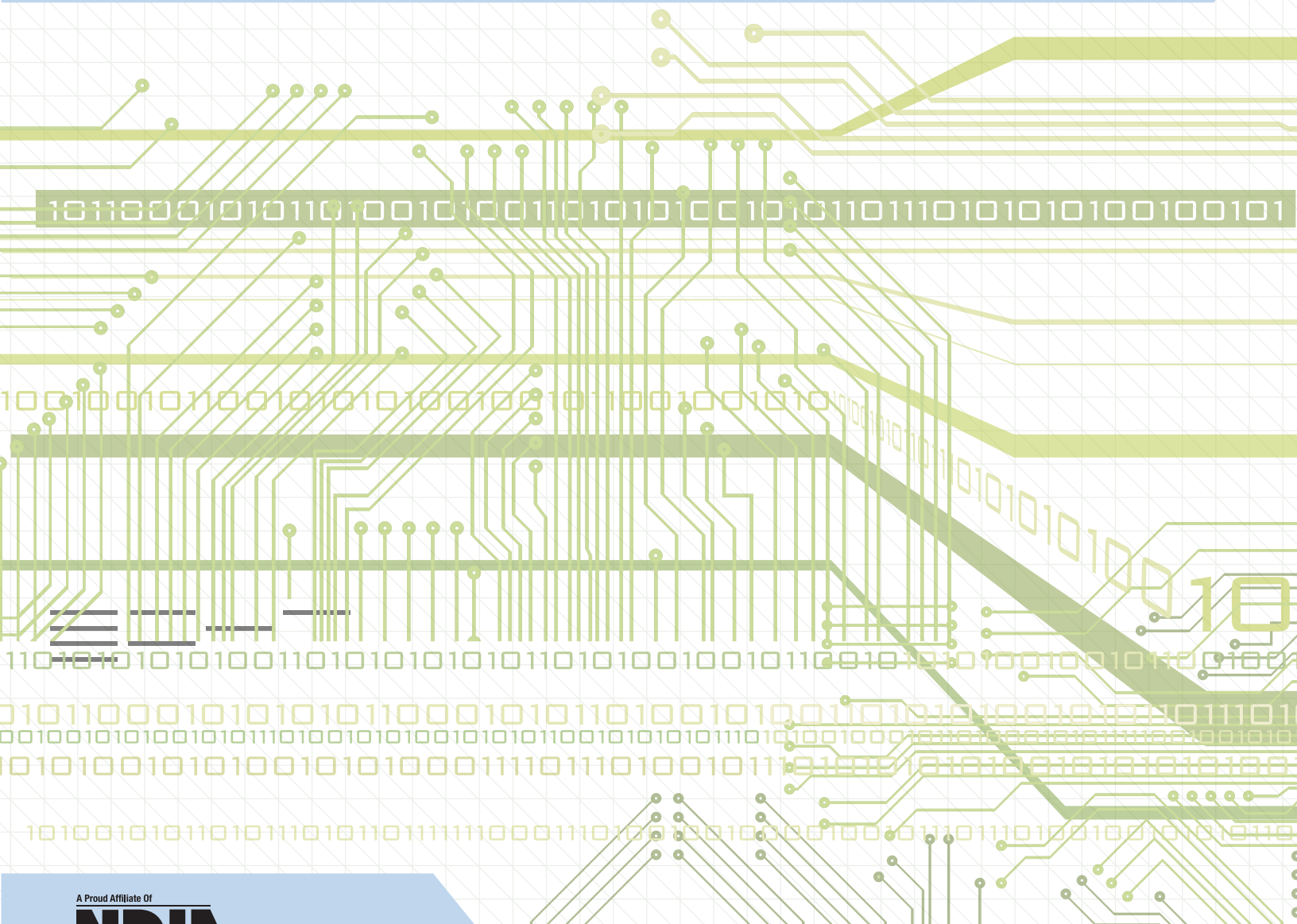




**D E F E N S E
I N T E L L I G E N C E
I N F O R M A T I O N
E N T E R P R I S E**



DI2E Plugfest is the only event for the defense community that actively demonstrates the evolving Defense Intelligence Information Enterprise. The Plugfest is a solutions-oriented day where Government attendees can see for themselves how your solutions align to the DI2E vision and provide interoperable and reusable capabilities in the context of the DI2E Framework.

DI2E Plugfest provides a cloud-based environment of networked, interoperable and reusable components, where vendors are able to deploy and show their solutions to provide flexible, agile and data-driven capabilities to Warfighters.

The Top 5 Reasons Companies Sponsor DI2E Plugfest

1. Enhanced Credibility

DI2E Plugfest is one of the few opportunities in today's limited conference climate where you can connect with customers and prospects to build trust and establish rapport. By getting involved as a sponsor you are seen as dependable and supportive participant committed to the DI2E vision. Participating in Plugfest is important, but standing out in the crowd by being a sponsor will highlight you and your business with a captive audience.

2. Highly Targeted Marketing

The audience at Plugfest are the people you want to reach. They are existing customers and business partners as well as potential new customers and business partners. The marketing messages leading up to Plugfest go out to a wide distribution of parties from across the country engaged in ISR and general defense business.

3. Leveraged Presence

The majority of people who attend Plugfest are active participants in the ISR business, will are well connected with others with similar interests. A good showing in front of them means the real chance to be recommended to their connections as well.

4. Community Exposure

DI2E Plugfest marketing efforts make sure the event is well attend and generally successful. When you decide to sponsor, your brand automatically gets the benefit of being promoted throughout the process. Combined with your organic efforts this provides extended, integrated exposure and visibility in the DoD intelligence and ISR market.

5. Brand Awareness & Recognition

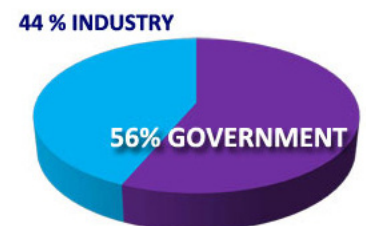
Logo placement in a variety of places such as flyers, e-mail, brochures, websites, PR campaigns, signage, etc. will add to increase brand awareness and associate your brand with the event. Being recognized as a sponsor will communicate that you support and value the audience.

Who Attends?

The DI2E Plugfest is being coordinated with the DI2E Enterprise Focus Team (EFT), which is working to coordinate the Plugfest with the DI2E Teams week meetings.

The entire DI2E community will participate in Plugfest this year. Including the Integration Board, The ARchitecture Framework Action grou, the Implementation Action Group, The International Partner Action Group and the Seven DCGS programs of record.

In 2013 the majority of attendees were from Government. There were 52 government organizations in attendance, at a time when Government and industry were still coming to grips with the effects of the 2013 sequestration action. These organizations included all of the key leaders of the Defense intelligence enterprise including OUSD(I), OUSD (AT&L), DNI, DIA, NRO and all of the military services who a building the ISR systems of tomorrow. You can expect an even better turnout in 2014 as there is pent-up demand for meaningful interaction.



SELECT FROM AVAILABLE SPONSORSHIPS

STEP 1 - Build your Sponsorship Level

You may select one or more sponsorships items that fit within your marketing program objective. The total amount of sponsorships selected determines what level of DI2E Plugfest sponsor your company achieves. Platinum level is the highest, providing the greatest opportunity for exposure and brand recognition.

DI2E Plugfest Lunch

\$7,500 (Exclusive)



This is your company's opportunity to showcase your brand at the central networking event of DI2E Plugfest. By sponsoring the lunch you raise your visibility and drive additional afternoon traffic to your display in the Showcase. As the exclusive DI2E Plugfest Networking lunch sponsor you may place a company branded pop-up display at the entrance to the lunch, and your company logo is prominently placed on the signage for the lunch area. By selecting this sponsorship your company reaches the Platinum Level with additional benefits for the DI2E Plugfest.

DI2E Plugfest Registration

\$3,000 (One available)

As the exclusive sponsor of the DI2E Plugfest registration area your logo is imprinted on lanyards/badge holders for the event, and on signage welcoming attendees to the registration area. By selecting this sponsorship you automatically become a Silver Level sponsor of the DI2E Plugfest.



DI2E Plugfest T-shirt

\$3,000 (One Available)

The DI2E Plugfest T-shirt is given away to each attendee who participates in the QR Code scan to generate live data used in plugfest for heat maps, etc. Your logo will be imprinted on the T-shirt along with a QR Code unique to your company. By selecting this sponsorship you automatically become a Silver Level sponsor of the DI2E Plugfest.



DI2E Plugfest Command Center

\$2,500 (multiple available)

As a sponsor of the DI2E Enterprise Focus Team Command Center your logo is prominently featured on the signage identifying the command center on the Showcase floor. By selecting this sponsorship you automatically become a Silver Level sponsor of the DI2E Plugfest.

DI2E Vendor Showcase

\$1,250 (multiple available)

As a sponsor of the DI2E Plugfest Vendor showcase your logo is prominently displayed on signage identifying sponsors, in the on-site program and on the web site. By selecting this sponsorship you automatically become a Mission Partner Level sponsor of the DI2E Plugfest.



DI2E Plugfest Networking Breakfast

\$750

As a sponsor of the morning networking breakfast prior to the opening remarks your company logo is prominently displayed in the refreshments area.

DI2E Plugfest Morning Networking Break

\$750

As a sponsor of the morning networking break your company logo is prominently displayed in the refreshments area.

DI2E Plugfest Afternoon Networking Break

\$750

As a sponsor of the afternoon networking break your company logo is prominently displayed in the refreshments area.

DI2E Promotional Email Blast

\$750 (Two available)

This sponsored item is only available to those companies who are Silver, Gold or Platinum Sponsors (amount counts towards those levels). Your content inviting attendees to visit your display at the Plugfest will be delivered by email to all registered attendees in the two weeks prior to the DI2E Plugfest. Sponsor to provide company content, one email per sponsor. Emails are sent from AFEI.

Material In-Kind

Vendors may provide DI2E Plugfest logo branded items, including company logos, for all attendees such as notebooks and pens, event bags, etc. Items must be approved by AFEI ahead of time and agreed value will be applied to achieving sponsorship levels.

Estimated Quantity for any material In-kind would be 300-400 pieces, quantity to be confirmed 30-45 days prior to DI2E Plugfest.

SPONSOR LEVELS

STEP 2 - Understanding your benefits

Once you have selected sponsorship items from the menu, compute the total amount to determine your sponsor level, and receive the additional benefits of that level. For example, if your selected sponsored items fall between \$1,250 and \$2,500, you will receive the sponsored benefits as a Mission Partner.

PLATINUM

\$7,500 +

Website Marketing

Company Logo:

Landing Page Primary, Right Column Top (160px width), Linked
Vendor Showcase Page, page top, (200 px), linked
Company description (75 words)

Promotional marketing

Event Email:

Promo company logo with tag line (Key Placement, above fold at 160 px width, right column)

NDIA Digital Newsletter:

Company mentioned in the NDIA newsletter, delivered to over 80,000 recipients

Press Release:

Single mention in PR Web press release prior to event

DI2E Plugfest Platinum Partner signature graphic (designed and given to vendor for web or print)

Onsite Marketing

- Lightning Round during Theater Sessions (timed 10 min) and listed in program
- Event Program with full-page feature
- Company DI2E Abstract - showcase service offerings (up to 25 words)
- Logo listed on sponsor page
- Dedicated signage for sponsor item(s) (location dependant upon sponsored item)
- Entrance Sign and inside Plugfest Showcase

GOLD

\$5,000 + (up to \$7,500)

Website Marketing

Company Logo:

Landing Page Primary, Right Column Top (140px width), Linked
Vendor Showcase Page, page top, (160 px), linked
Company description (75 words)

Promotional marketing

Event Email:

Logo recognition (Primary, below fold at 120 px width, right column)

NDIA Digital Newsletter:

Company mentioned in the NDIA newsletter, delivered to over 80,000 recipients

DI2E Plugfest Gold Partner signature graphic (designed and given to vendor for web or print)

Onsite Marketing:

- Lightning Round during Theater Sessions (timed 5 min) and listed in program
- Event Program with half-page feature
- Company DI2E Abstract - showcase service offerings (up to 25 words)
- Logo listed on Sponsors page
- Dedicated signage for each sponsor item(s) (location dependant upon sponsored item)
- Entrance Sign and inside Plugfest Showcase

SILVER

\$2,500 + (up to \$5,000)

Website Marketing

Company Logo:

Landing Page (Secondary Right Column middle ,120 px width), Linked Vendor Showcase Page, page middle (140 px), linked Company description (50 words)

Promotional Marketing

Event Email:

Logo recognition (Secondary, below fold at 120 px width, right column)
DI2E Plugfest Silver Partner signature graphic (designed and given to vendor for web or print)

Onsite Marketing:

- Lightning Round during Theater Sessions (timed 5 min) and listed in program
- Event program with quarter page feature
- Logo listed on Sponsors page
- Company DI2E Abstract - showcase service offerings (up to 25 words)
- Dedicated signage for each sponsor item(s) (location dependant upon sponsored item)
- Plugfest Entrance signage

MISSION PARTNER

\$1,250 + (up to \$2,500)

Website Marketing

Company logo:

Landing page bottom (tertiary bottom ,100 px width, right column)
Vendor Showcase page, listing on bottom page
Company description (25 words)

Promotional Marketing

DI2E Plugfest Mission Partner signature graphic (designed for Sponsor vendor for web or print)

Onsite Marketing

- Event Program: Logo listed on Sponsors page
- Plugfest Entrance signage
- Company DI2E Abstract - showcase service offerings (up to 25 words)

STEP 3 - SECURE YOUR SPONSORSHIPS

Reserve your place as a key player in the DI2E Plugfest. A sponsorship contract has been included in this prospectus. To create a sponsorship package that suits your marketing objectives and budget, please be sure to contact us with any questions. Sponsor benefits are not available until payment is received or payment arrangements are in place.

Sponsorship POC:

Tammy Kicker
tkicker@afei.org
(703) 247-9494.

Note: AFEI reserves the right to update, modify or cancel any sponsorship that has not been selected or for which no agreement is in place.