



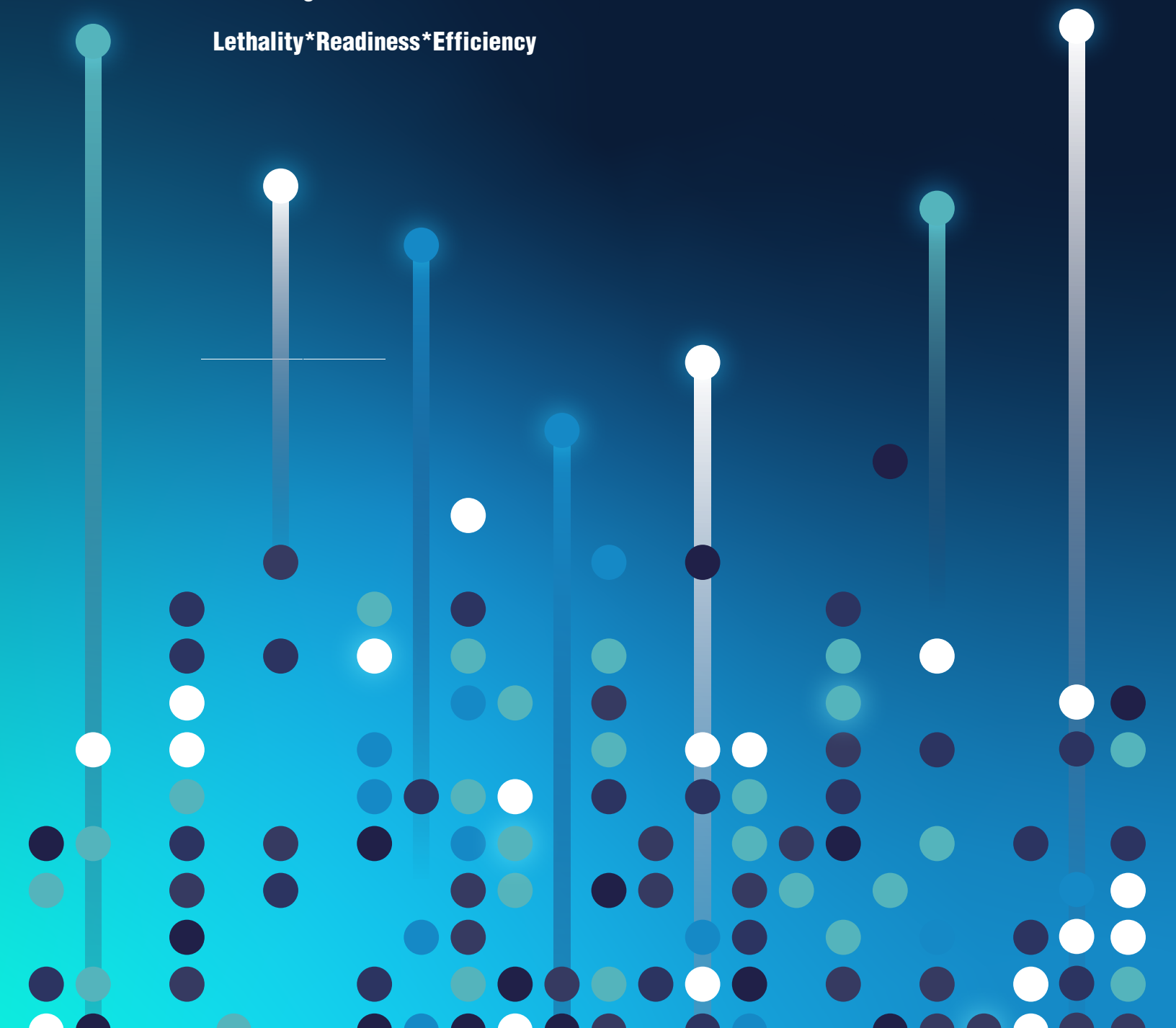
# DAFITC 2025

Department of the Air Force  
Information Technology &  
Cyberpower (DAFITC) :  
A Training and Education Event

**Lethality\*Readiness\*Efficiency**

## PARTNER OPPORTUNITIES

**08.25 - 08.27**  
Montgomery, Alabama



# PARTNERSHIP OPPORTUNITIES

AUGUST 25-27  
DAFITC.COM



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## MAXIMIZE YOUR IMPACT AT DAFITC 2025

Exhibiting remains one of the most effective ways to connect with the DAFITC audience—but it's just the beginning. DAFITC 2025 offers expanded opportunities to elevate your brand, engage with key decision-makers, and ensure your message resonates long after the event ends.

Whether you're looking to amplify your booth presence or participate without a physical space, we offer flexible partnership options designed to meet your strategic goals.

### **\*\*Explore what's new in 2025\*\***

From high-visibility branding packages to targeted engagement opportunities, there's a solution for every level of involvement. Don't miss your chance to be at the forefront of this year's DAFITC Training & Education event.

To learn more about partnership opportunities, or create a custom opportunity, contact Anne Phillips.

**ANNE PHILLIPS**  
**APHILLIPS@MC-2.COM**  
**678-398-2650**

ALL PARTNERSHIP OPPORTUNITIES WILL BE CONFIRMED ON A FIRST-COME, FIRST-SERVE BASIS.  
PARTNERSHIP PRICES INCLUDE PRINT PRODUCTION AND INSTALLATION OF ANY SIGNAGE WHEN  
ARTWORK IS PROVIDED.



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# PARTNERSHIP OPPORTUNITIES



## WI-FI PARTNER (EXCLUSIVE)

\$12,500

- PROVIDE ATTENDEES WITH WIFI THROUGHOUT THE CONVENTION CENTER DURING DAFITC
- YOUR COMPANY WILL BE LISTED IN EVENT DIGITAL AND PRINTED SHOW GUIDE THROUGHOUT THE CONVENTION CENTER
- QUARTER PAGE AD IN THE SHOW GUIDE AS OFFICIAL WIFI PARTNER
- TEN (10) EVENT BADGES (VALUE OF \$1,250)
- ENHANCED LISTING ON THE MOBILE APP

*\*PARTNER TO PROVIDE HIGH RESOLUTION LOGO (VECTOR AI/EPS OR 300DPI PNG/JPG)*

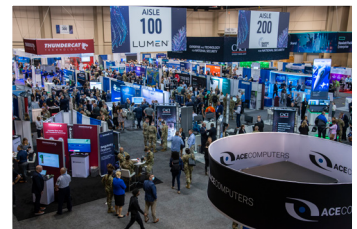


## EXHIBIT HALL PRESENTING PARTNER (EXCLUSIVE)

\$12,000

- TWO (2) PARTNER BANNERS (POSITIONED OUTSIDE THE EXHIBIT HALL)
- SIX (6) ADVERTISING SPACES, CENTER AISLE (TWO-SIDED)
- TEN (10) EVENT BADGES (VALUE OF \$1,250)
- ENHANCED LISTING ON THE MOBILE APP

*\*PARTNER TO PROVIDE HIGH RESOLUTION LOGO (VECTOR AI/EPS OR 300DPI PNG/JPG)*

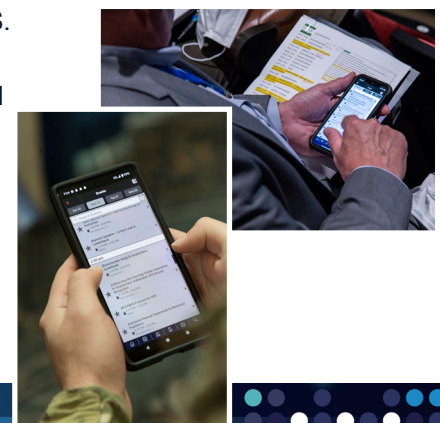


## MOBILE APP PARTNER (EXCLUSIVE)

\$8,000

- MOBILE APP FOR WEB, APPLE IPHONE, APPLE IPAD, AND ANDROID DEVICES.
- APP CONTAINS ALL EVENT INFORMATION INCLUDING THE AGENDA, SESSIONS, SPEAKERS, EXHIBITORS, AND OTHER PERTINENT INFORMATION
- YOUR LOGO ON THE APP SPLASH PAGE
- CALLED OUT IN SHOW GUIDE AS MOBILE APP PARTNER
- EIGHT (8) CONFERENCE BADGES (VALUE OF \$1,000)
- ENHANCED LISTING ON THE MOBILE APP

*\*PARTNER TO PROVIDE HIGH RESOLUTION LOGO (VECTOR AI/EPS OR 300DPI PNG/JPG)*





# PARTNERSHIP OPPORTUNITIES



**DAFITC  
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## OFFICIAL EVENT BAGS (EXCLUSIVE)

\$11,000

- EVENT BAGS ARE DISTRIBUTED TO 4500+ ATTENDEES.
- BAGS COME WITH 20% OF LOGO
- EIGHT (8) EVENT BAGS (VALUE OF \$1,000)
- ENHANCED LISTING ON THE MOBILE APP

\*PARTNER TO PROVIDE HIGH RESOLUTION LOGO (VECTOR AI/EPS OR 300DPI PNG/JPG)



## EVENT LANYARDS (EXCLUSIVE)

\$11,000

- PARTNER LANYARDS, WHICH ARE DISTRIBUTED TO ALL ATTENDEES
- BRANDED LANYARDS BOARDS WHERE LANYARDS ARE DISPLAYED
- EIGHT (8) EVENT BAGS (VALUE OF \$1,000)
- ENHANCED LISTING ON THE MOBILE APP

\*PARTNER TO PROVIDE HIGH RESOLUTION LOGO (VECTOR AI/EPS OR 300DPI PNG/JPG)



## WATER BOTTLE PARTNER (EXCLUSIVE)

\$8,000

- BRANDED WATER BOTTLES DISTRIBUTED TO ALL ATTENDEES WITH EVENT BAGS
- WATER BOTTLES COME WITH 20% COLOR LOGO
- ENHANCED LISTING ON THE MOBILE APP

\*PARTNER TO PROVIDE HIGH RESOLUTION LOGO (VECTOR AI/EPS OR 300DPI PNG/JPG)



## KEY CARD BRANDING - HOST HOTEL (EXCLUSIVE)

\$7,000

- KEY CARDS FOR HOST HOTEL SHOW WEEK – 4 COLOR LOGO
- SIX (6) EVENT BADGES (VALUE OF \$50)
- PARTNER TO SUPPLY THE KEY CARDS
- JULY 14 DEADLINE
- ENHANCED LISTING ON THE MOBILE APP

\*PARTNER TO PROVIDE HIGH RESOLUTION LOGO (VECTOR AI/EPS OR 300DPI PNG/JPG)



# PARTNERSHIP OPPORTUNITIES



**3 REMAINING**

## CONVENTION CENTER PERIMETER STREET POLE BANNERS (4 AVAILABLE) ————— \$5,000 (per street)

- FIVE (5) DOUBLE-SIDED 2'X5' POLE BANNERS (PER STREET)
- TALLAPOOSA STREET, BIBB STREET, COMMERCE STREET, OR MOLTON STREET
- FOUR (4) EVENT BADGES (VALUE OF \$500)
- PARTNER TO SUPPLY ARTWORK FOR BANNER(S) OR MC<sup>2</sup> WILL DESIGN FOR ADDITIONAL \$300 WITH 1 ROUND OF REVISIONS
- ENHANCED LISTING ON THE MOBILE APP

*\*PARTNER TO PROVIDE HIGH RESOLUTION LOGO (VECTOR AI/EPS OR 300DPI PNG/JPG)*



## DIGITAL POSTER (MULTIPLE AVAILABLE) ————— \$2,000

- DIGITAL LED POSTERS PLACED THROUGHOUT THE CONVENTION CENTER DURING DAFITC WITH YOUR MESSAGE IN THE GRAPHIC ROTATION, SEEN BY OVER 4500 CONFERENCE ATTENDEES.
- ENHANCED LISTING ON THE MOBILE APP

*\*PARTNER TO PROVIDE HIGH RESOLUTION GRAPHIC (320X1080; 300DPI PNG/JPG)*

**4 REMAINING**

## EXHIBIT HALL AISLE SIGNS (15 AVAILABLE) ————— \$1,000

- YOUR COMPANY'S NAME AND LOGO WILL BE DISPLAYED ON A (TWO-SIDED) AISLE SIGN HANGING IN THE EXHIBIT HALL
- ENHANCED LISTING IN MOBILE APP

*\*PARTNER TO PROVIDE HIGH RESOLUTION LOGO (VECTOR AI/EPS OR 300DPI PNG/JPG)*



# PARTNERSHIP OPPORTUNITIES

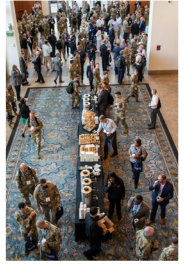


**1 REMAINING**

## HOSPITALITY: EARLY MORNING KEYNOTE COFFEE (3 AVAILABLE) ————— \$3,000 (per day)

- AVAILABLE TIMES: MONDAY MORNING, TUESDAY MORNING, AND WEDNESDAY MORNING
- LOCATED IN AUDITORIUM ATRIUM
- YOUR COMPANY LISTED ON THE SCHEDULE IN THE MOBILE APP
- ENHANCED LISTING ON THE MOBILE APP

*\*PARTNER TO PROVIDE HIGH RESOLUTION LOGO (VECTOR AI/EPS OR 300DPI PNG/JPG)*



## HOSPITALITY: MORNING EXHIBIT HALL COFFEE BREAK (2 AVAILABLE) ————— \$3,000 (per day)

- LOCATED IN THE EXHIBIT HALL: MONDAY MORNING AND TUESDAY MORNING
- SIGNAGE
- YOUR COMPANY LISTED ON THE SCHEDULE IN THE MOBILE APP
- ENHANCED LISTING ON THE MOBILE APP

*\*PARTNER TO PROVIDE HIGH RESOLUTION LOGO (VECTOR AI/EPS OR 300DPI PNG/JPG)*

## HOSPITALITY: AFTERNOON EXHIBIT HALL SNACK BREAK (2 AVAILABLE) ————— \$3,000 (per day)

- LOCATED IN THE EXHIBIT HALL: MONDAY AFTERNOON AND TUESDAY AFTERNOON
- SIGNAGE
- YOUR COMPANY LISTED ON THE SCHEDULE IN THE MOBILE APP
- ENHANCED LISTING ON THE MOBILE APP

*\*PARTNER TO PROVIDE HIGH RESOLUTION LOGO (VECTOR AI/EPS OR 300DPI PNG/JPG)*

## HOSPITALITY: AFTERNOON BREAKOUT SNACK BREAK (2 AVAILABLE) ————— \$3,000 (per day)

- LOCATED IN BOTH THE MONTGOMERY FOYER AND RIVER FOYER: MONDAY & TUESDAY AFTERNOON
- EACH TIME SLOT INCLUDES 2 STATIONS (ONE EACH: MONTGOMERY FOYER AND RIVER FOYER)
- YOUR COMPANY LISTED ON THE SCHEDULE IN THE MOBILE APP
- ENHANCED LISTING ON THE MOBILE APP

*\*PARTNER TO PROVIDE HIGH RESOLUTION LOGO (VECTOR AI/EPS OR 300DPI PNG /JPG)*

# PARTNERSHIP OPPORTUNITIES

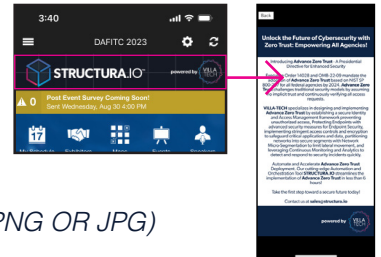


## MOBILE APP BANNER ADS

\$1,000

- INCLUDES BANNER AD AND FULL SCREEN LANDING GRAPHIC
- PARTNER TO PROVIDE GRAPHICS
- AD TO ROTATE IN MOBILE APP, LINKED TO EITHER EXHIBITOR LISTING OR SPLASH PAGE
- ENHANCED LISTING IN MOBILE APP

*\*PARTNER TO PROVIDE HIGH RESOLUTION LOGO (VECTOR AI/EPS OR 300DPI PNG OR JPG)*



## SHOW GUIDE AD

\$900 (half page)  
\$1500 (half page)

- SHOW GUIDE INCLUDES A LISTING OF ALL DAFITC EXHIBITORS, SHOW SCHEDULE AND SHOW FLOOR MAP
- ENHANCED LISTING IN MOBILE APP

*\*PARTNER TO PROVIDE HIGH RESOLUTION LOGO (VECTOR AI/EPS OR 300DPI PNG OR JPG)*

## FLYER INSERT FOR EVENT BAG

\$1,000

- PROVIDE 4500 COPIES OF A LITERATURE INSERT, ANY SIZE UP TO 8.5" X 11"
- DEADLINE TO RECEIVE INSERT IS AUGUST 15
- ENHANCED LISTING IN MOBILE APP

*\*PARTNER TO PROVIDE HIGH RESOLUTION LOGO (VECTOR AI/EPS OR 300DPI PNG OR JPG)*

## ENHANCED PARTNER LISTING IN MOBILE APP

\$300

- ENHANCED LISTING IN THE EXHIBITOR SECTION OF THE MOBILE APP
- MOBILE APP INCLUDES ALL EVENT INFORMATION INCLUDING THE AGENDA, SESSIONS, SPEAKERS, EXHIBITORS, AND OTHER OFFICIAL DAFITC INFORMATION
- INCLUDES HI-RES COLOR LOGO WITH CUSTOM COMPANY INFORMATION, CONTACT INFO, AND DESCRIPTION, AND THE ABILITY TO ADD PDFS AND/OR VIDEO LINKS

*\*PARTNER TO PROVIDE HIGH RESOLUTION LOGO (VECTOR AI/EPS OR 300DPI PNG OR JPG)*

ACCORDING TO THE 2013 DOD RELATIONS WITH NON-FEDERAL ENTITIES, ETHICS COUNSELOR'S DESKBOOK, PARA. VIII.A.3.C.2, "PROVIDING ADVERTISEMENT OPPORTUNITIES IN A PROGRAM, AS LONG AS THE AD IS CLEARLY INDICATED AS SUCH AND INCLUDES A DISCLAIMER THAT THE AD DOES NOT CONSTITUTE AN ENDORSEMENT BY DOD."



# BOOTH TRAFFIC ENHANCERS



## SIPS PACKAGE

\$900

DAFITC in Montgomery, AL is HOT. Bring attendees into your booths offering ice cold beverages. The SIPS package includes 100 Mini Cans of assorted Coke products, iced down in your booth ready for attendees to stop by and grab a cold refreshing beverage. Also will include a mention in the DAFITC Mobile app.

## COLD BREW PACKAGE

\$1500

Everyone loves a good pick me up, but sometimes a hot cup of coffee in the summer isn't refreshing. Attendees can stop by your booth and grab a can of specialty cold brew coffee. The COLD BREW package includes 100 Cans of Specialty Cold Brew Coffees, iced down in your booth ready for attendees to stop by and grab a cold refreshing pick me up. Also will include a mention in the DAFITC Mobile app.

## SMOOTHIE PACKAGE

\$1,300

Replenish. Recharge. Nourish and Balance. Add a nice boost to your booth with these Naked Fruit Juice Smoothies. The SMOOTHIE package includes 100 (10oz.) bottles of assorted Naked smoothies, iced down in your booth ready for attendees to stop by and recharge. Also will include a mention in the DAFITC Mobile app.

## BREAKFAST BOOST PACKAGE

\$1,400

Add morning Rizz with this Layered Yogurt Parfait cups. Made with house-made granola, vanilla yogurt, and topped with sliced fresh seasonal berries. This is sure to be a morning hit after the opening keynote! The BREAKFAST BOOST package includes 96 individual yogurt parfait cups perfect for grab and go. Also will include a mention in the DAFITC Mobile app.

## POPCORN PACKAGE

\$900

What is an Exhibit Hall Floor without Popcorn?! Attendees love a great show and some popcorn. The POPCORN package includes 96 single serving boxes of Fresh Popped Popcorn. Also will include a mention in the DAFITC Mobile app.

## ICE CREAM PACKAGE

\$1,250

A DAFITC FAVORITE! DAFITC attendees look forward to their afternoon ice cream escape. Let them escape to your booth for an afternoon indulge! This package includes 96 Ice Cream treats loaded into a freezer and will be placed in your booth. Also will include a mention in the DAFITC Mobile app.

