



MODSIM WORLD

Predicting and Solving the Problems of Tomorrow, Today



EXHIBIT/SPONSORSHIP PROSPECTUS

WHAT IS MODSIM WORLD?

MODSIM World is a multi-disciplinary and international Modeling and Simulation (M&S) event that provides a unique opportunity to learn about new M&S applications and practices across diverse domains.

MODSIM World was begun in 2007 by the Virginia Modeling and Simulation Partnership (formerly the Center for Public and Private Partnership), a non-profit organization that draws membership from the M&S industry and community leaders in both Norfolk and the entire Hampton Roads area.

Specific areas of focus vary from year to year based upon current events and interest levels. Focus areas for 2020 include Mixed/Augmented Reality, Cyber, Defense, Learning Science, and Homeland Security. These focus areas or “themes” cut across the universal and enduring conference tracks of Training and Education, Analytics and Decision-Making, Science and Engineering, and Visualization and Gamification.



WHY SHOULD YOU SUPPORT MODSIM WORLD 2020?

- Only industry-centric conference with broad coverage of the M&S industry
- Technology showcase where industry leaders demonstrate the latest in M&S technologies
- Unique opportunity to capture lessons learned and new technologies across diverse domains, including Defense, Healthcare, Manufacturing, Homeland Security, and Education
- Networking opportunities with leading M&S professionals from industry, government, and academia
- Hosted in Norfolk, VA, one of the largest regions in the world dedicated to M&S

EXHIBIT WHERE MULTI-DISCIPLINES CONVERGE

Make a big impact with your marketing dollars by exhibiting at MODSIM World 2020. The attendees with which you want to do business 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’s brand among the people that count the most
- Introduce new technologies to the marketplace



MULTIPLY YOUR MARKETING DOLLARS

Exhibiting at MODSIM World 2020 delivers the most value for your marketing dollars. Review some of the unparalleled and FREE support services:

- Company and profile listings on the MODSIM World 2020 website
- Company and profile listings in the official Exhibits & Conference Guide
- Access to pre-registered press list

MODSIM World 2020 Marketing Campaign will include:

- Print ads in industry publications
- Web banner ads on industry-specific sites
- Print brochures & postcards
- Multiple show press releases

Additional Resources

- Opportunities to receive post- and pre-show mailing lists
- Exhibitor bulletins with money-saving tips and information
- Exclusive Sponsorship and Advertising opportunities to maximize your exposure
- Online access to exhibitor manual
- National and international media exposure

Contact us to discuss MODSIM World & your marketing goals

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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

WI-FI \$2,000

When each MODSIM World attendee goes (EXCLUSIVE OPPORTUNITY)

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.

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 (EXCLUSIVE OPPORTUNITY)

distributed to each attendee to carry throughout the event with your promotional item inside and logo on the front, boosting your brand's exposure.

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 (EXCLUSIVE OPPORTUNITY)

prominent item during the conference. Your logo will be included on the lanyards, showing your support of this important event.

Benefits include:

- Logo on event website
- Logo in program
- Promotional items distributed to conference attendees inside the tote bags (sponsor provides up to 500 promotional items)
- Sponsor ribbon on company conference badges

OFF-SITE NETWORKING RECEPTION \$1,500

Get your company logo and name out in (EXCLUSIVE OPPORTUNITY)

front of MODSIM World attendees as they come together on Tuesday night to network and socialize. The off-site reception will be held in the Waterside District. The expected attendance is 100. As the exclusive sponsor, you will have the opportunity to make welcome remarks at the reception.

Other benefits include:

- Logo on event website
- Logo on signage
- One full conference badge
- Logoed cups/napkins (must be provided by the sponsor in advance)
- Recognition from the podium

STEM \$1,500

STEM supports and promotes activities encouraging (3 AVAILABLE)

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.

Benefits include:

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

PENS/NOTEPADS INSIDE CONFERENCE ROOMS \$1,000

Attendees are always taking notes, so gain (EXCLUSIVE OPPORTUNITY)

additional exposure by having your pen and notebook highlighting your logo ready for them to use!

Benefits include:

- Logo on event website
- Logo in program
- Pens/Notepads distributed inside meeting rooms for attendees to utilize (sponsor provides pens/notepads)
- 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.