

DEFENSE TECH WEEK

PRESENTED BY **DEFENSESCOOP**

SEPTEMBER 12 - 16, 2022

DEFENSE SCOOP PRESENTS DEFENSE TECH WEEK

The time to revolutionize defense technology is now. Senior leaders across the Department of Defense continue to hammer home the point that to stay apace with great power adversaries, the U.S. military must invest in data-driven emerging technologies and prepare for conflict that takes place in cyberspace as much as it does on a traditional battlefield. Join influential leaders and innovators at Defense Tech Week, the nation's premier week-long festival dedicated to technology's critical role in the future of modern U.S. defense and national security.

DEFENSE TECH WEEK BY THE NUMBERS

10,000

ATTENDEES

100+

COMMUNITY EVENTS

150

VIP SPEAKERS

DEFENSE TECH WEEK HAS PARTICIPATION FROM THE NATION'S TOP EXECUTIVES

59%

EXECUTIVES

41%

MID-LEVEL MANAGERS

AUDIENCE BREAKDOWN BY TYPE

70%

GOVERNMENT

30%

INDUSTRY EXECUTIVES

SPONSORSHIP LEVELS

UNDERWRITER - \$250K

PIPELINE ACCELERATION

- ▶ 10,000 qualified leads
- ▶ Tabletop exhibit in **DefenseTalks** partner pavilion
- ▶ Tickets to **DefenseTalks**
- ▶ 10 tickets to opening party

THOUGHT LEADERSHIP

- ▶ Speaking opportunity at **DefenseTalks**, the premier annual gathering of top C-level leaders from the gov tech community
- ▶ 2 thought leadership video interviews of your executives on FedScoop.com & featured in the FedScoop newsletter

DIAMOND SPONSORSHIP - \$150K

PIPELINE ACCELERATION

- ▶ 5,000 qualified leads
- ▶ Tabletop exhibit in **DefenseTalks** partner pavilion
- ▶ 10 tickets to **DefenseTalks**
- ▶ 10 tickets to opening party

THOUGHT LEADERSHIP

- ▶ Speaking opportunity at **DefenseTalks**, the premier annual gathering of top C-level leaders from the gov tech community
- ▶ 2 thought leadership video interviews of your executives on FedScoop.com & featured in the FedScoop newsletter

BRANDING

- ▶ Sponsorship of Festival's core festival events:
 - Opening party
 - **DefenseTalks**, a TED-like conference dedicated to addressing federal government tech priorities, trends, innovations, and challenges
- ▶ Logo on **Defense Tech Week** website, promotion, and social media
- ▶ Branding at **DefenseTalks** and all opening party event materials

BRANDING

- ▶ 50,000,000 impressions
- ▶ Branding included in 2-month citywide metro campaign, including king-size metrobus and Metrorail cars
- ▶ Sponsorship of Festival Week's core festival events:
 - Opening party
 - **DefenseTalks**, a TED-like conference dedicated to addressing federal government tech priorities, trends, innovations, and challenges
- ▶ Logo on **Defense Tech Week** website, promotion, and social media
- ▶ Branding at **DefenseTalks** and all opening party event materials

PLATINUM SPONSORSHIP - \$95K

PIPELINE ACCELERATION

- ▶ 3,000 qualified leads
- ▶ Tabletop exhibit in **DefenseTalks** partner pavilion
- ▶ 5 tickets to **DefenseTalks**
- ▶ 4 tickets to opening party

THOUGHT LEADERSHIP

- ▶ 1 thought leadership video interviews of your executives on FedScoop.com & featured in the FedScoop newsletter

BRANDING

- ▶ Sponsorship of Festival's core festival events:
 - Opening party
 - **DefenseTalks**, a TED-like conference dedicated to addressing cyber priorities, trends, innovations, and challenges
- ▶ Logo on **Defense Tech Week** website, promotion, and social media
- ▶ Branding at **DefenseTalks** and all opening event materials

DEFENSE

TALKS

PRESENTED BY **DEFENSESCOOP** | SEPTEMBER 14, 2022

DefenseTalks is the nation's premier gathering of the top uniformed and civilian leaders from the military and C-level leaders from the gov tech community. Join these top decision-makers as they discuss emerging technologies and their potential to revolutionize modern defense. Hear from the nation's foremost defense experts on military's push to Joint All Domain Command and Control, the development of artificial intelligence to bring speed and precision to battlefield operations, and how the services are bolstering their data management and analytics to support everything they do.

DIAMOND SPONSORSHIP - \$55K

PIPELINE ACCELERATION

- ▶ Registration list from **DefenseTalks** (1,000 leads)
- ▶ Tabletop exhibit in **DefenseTalks** partner pavilion
- ▶ 5 tickets to **DefenseTalks**

THOUGHT LEADERSHIP

- ▶ Speaking role at **DefenseTalks**, the premier annual gathering of top C-level leaders from the defense tech community
- ▶ Thought leadership video interview of your executive on FedScoop.com & featured in the FedScoop newsletter

BRANDING

- ▶ Branding at **DefenseTalks** (event program, website, onsite signage, and slideshow)

PLATINUM SPONSORSHIP - \$40K

PIPELINE ACCELERATION

- ▶ Registration list from **DefenseTalks** (1,000 leads)
- ▶ Tabletop exhibit in **DefenseTalks** partner pavilion
- ▶ 5 tickets to **DefenseTalks**

BRANDING

- ▶ Branding at **DefenseTalks** (event program, website, onsite signage, and slideshow)