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

PIPELINE ACCELERATION
► 10,000 qualified leads
► Tabletop exhibit in DefenseTalks partner pavilion
► Tickets to DefenseTalks

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 DefenseScoop.com & featured in the DefenseScoop newsletter

BRANDING
► 50,000,000 impressions
► Branding included in 2-month citywide metro campaign, including king-size metrobus and Metrorail cars
► Sponsorship of 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 on DefenseTalks event materials

DIAMOND SPONSORSHIP

PIPELINE ACCELERATION
► 5,000 qualified leads
► Tabletop exhibit in DefenseTalks partner pavilion
► 10 tickets to DefenseTalks

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 DefenseScoop.com & featured in the DefenseScoop newsletter

BRANDING
► Sponsorship of 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 on DefenseTalks event materials

PLATINUM SPONSORSHIP

PIPELINE ACCELERATION
► 3,000 qualified leads
► Tabletop exhibit in DefenseTalks partner pavilion
► 5 tickets to DefenseTalks

THOUGHT LEADERSHIP
► 1 thought leadership video interviews of your executives on DefenseScoop.com & featured in the DefenseScoop newsletter

BRANDING
► Sponsorship of 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 on DefenseTalks event materials

SPONSORSHIP LEVELS