

I/ITSEC 5K WALK, RUN OR ROLL SPONSORSHIP PACKAGES



Sponsorship Contact Shannon Burch, CEM
 NTSA Director of Exhibits & Sponsorships
Phone: (703) 247-9473 • **Email:** sburch@ntsa.org
 To register as a runner, please visit www.iitsec.org,
 under **Attendees** tab click on **Planning Your Stay**

TITLE \$7,500 (EXCLUSIVE)
 • Company logo displayed prominently on runners’ t-shirts
 • Company logo displayed prominently on event signage and digital media
 • Company logo/link displayed prominently on website
 • Acknowledgement from podium at event
 • Acknowledgement in all pre/post event press releases and media coverage
 • Three Race registrations and race t-shirts
 • Opportunity to present check to the charity beneficiary, at the conclusion of the race, with lead service principle

PLATINUM \$2,500 (5 AVAILABLE)
 • Company logo displayed on runners’ t-shirts
 • Company logo displayed on event signage and digital media
 • Company logo/link displayed on website
 • Acknowledgement from podium at event
 • Two Race Registrations and race t-shirts

GOLD \$1,000
 • Company logo displayed on runners’ t-shirts
 • Company logo displayed on event signage and digital media
 • Company logo/link displayed on website
 • One Race Registration and race t-shirt

SILVER \$500
 • Your company name listed on runners’ shirts
 • Company logo displayed on event signage and digital media

BRONZE \$250
 • Your company name listed on runners’ shirts

SWAG BAG SPONSOR \$3,000 (EXCLUSIVE)
 • Provide logo bags (subject to approval) for all participants
 • Ability to place item/flyer in race Swag Bag (item provided by sponsor, subject to approval)
 • Company logo displayed on runners’ t-shirts
 • Company logo displayed on event signage and digital media

WATER STATION SPONSOR \$1,000
 • Company must provide adequate volunteers to man station
 • Option to provide cups with your company logo
 • Company logo displayed on runners’ t-shirts
 • Company logo displayed on event signage and digital media

THE OFFICIAL VIDEO WALLS AT I/ITSEC



For further information
please contact
Shannon Burch, CEM
Phone: (703) 247-9473
Email: sburch@ntsa.org

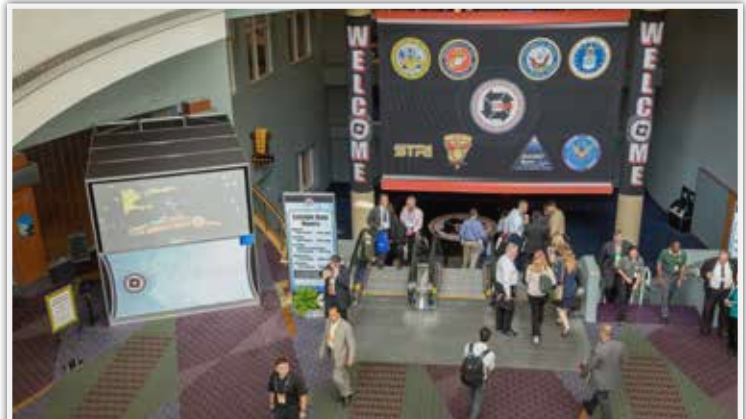
VIDEO SCREEN LOCATIONS

- 1) 8 x 12 feet, South A Entrance
- 1) 8 x 12 feet, South B Entrance
- 52” plasmas at Registration Lobby & Conference Areas

Video will be played a minimum 3 times an hour on all screens for the full 4 Days of the Show. Based on an 8 hour day

Cost of a 15 second slot:	\$1,250 – Showing over the 4 days
Cost of a 30 second slot:	\$2,250 – Showing over the 4 days
Cost of a 1 minute slot:	\$3,250 – Showing over the 4 days

Videos supplied should be uploaded to the FTP Site no later than the 1st of November 2022, upload details will be provided upon booking. Please book early as we only have a limited period of 20 minutes.





View sample videos from I/ITSEC at www.youtube.com/ntsatoday
Contact
Shannon Burch to secure your video sponsorship today at
Phone: (703) 247-9473
Email: sburch@ntsa.org

I/ITSEC-TV

Expand your market reach and leverage your brand among thousands of interested viewers during and after I/ITSEC 2022; reserve your spot now to appear on I/ITSEC-TV www.YouTube.com/NTSAToday.

SHARE YOUR STORY AT I/ITSEC-TV

I/ITSEC-TV is an exclusive YouTube Channel designed to highlight the newest products and services from the I/ITSEC Exhibit Floor, conference highlights and other related I/ITSEC videos. With almost a quarter million viewers so far in its short history, I/ITSEC TV is the ideal vehicle to spread your message to a key target audience.

The I/ITSEC News Teams will interview participating companies to create video news clips (maximum 3 minutes). Those clips will be uploaded and promoted to I/ITSEC attendees and exhibitors via an email recapping the daily events at I/ITSEC. The I/ITSEC-TV Channel will also be made available on the I/ITSEC Mobile App which will be distributed to all attendees and exhibitors.

I/ITSEC-TV NEWS STYLE INTERVIEW

\$1,500 (MAX 3 MINUTES)

For 2022 confirmed exhibiting companies only, the I/ITSEC news teams will conduct an in-person interview at your booth

during I/ITSEC exhibit hours. These featured news segments, will highlight your technology, company mission, and product advancements to the Training and Simulation community not only during the I/ITSEC show but all year round on I/ITSEC-TV. Your news segment sponsorship will include the following:

- Professional video editing
- Uploading to the I/ITSEC-TV website during I/ITSEC
- Your description with keywords and a link to your website
- Upon request a hi-res version of your video following I/ITSEC 2021 for you to display on your company website or other avenues you wish.

I/ITSEC-TV SPECIAL EVENT VIDEOS

\$1,500 PER VIDEO

In addition to broadcasting exhibitor segments, the I/ITSEC News teams will also video all special events that are happening the week of I/ITSEC; examples are Opening Ceremonies, Serious Games, I/ITSEC 5K and many other exciting events that your company can help support.

Sponsorship of the Special Event Videos will include the following:

- Company logo at start of each video
- Banner feed with your company logo along bottom of video for the duration of the special event video
- Your company name/website listed in the Comments section of the video posting.

OVERSIGHT BRIDGE SIGNAGE



Contact
Shannon Burch, CEM
for additional information
at sburch@ntsa.org
or 703-247-9473

The oversight bridge signage utilizes the multiple spaces in the high traffic walkway between the Hyatt (host hotel for I/ITSEC 2022) and the West Concourse of the OCCC. This sponsorship will provide exposure to your company to increase brand exposure and increase booth visits during your time at I/ITSEC 2022!

PRICE

\$3,500 for Prime Visibility Locations

\$3,000 for High Visibility Locations

INCLUSIONS

- Double-Sided Signage Installation
- 4-Color signage production (production is exclusive to OCCC)

GRAPHICS/SIZE

- Design size is 14”H x 91.625”W
- Artwork shall be provided in high res format in PDF, JPG or EPS
- Design can have bleeds
- Graphics will not alter any images provided by sponsor, art will be printed as received

Deadline:

Artwork must be received no later than October 25, 2022.

