

MAY 20-24, 2024

DEFENSE TECH WEEK

PRESENTED BY **DEFENSESCOOP**

Emerging technology and innovation are rapidly transforming the nature of modern defense. As the U.S. turns to advanced nations like China and Russia as its pacing threats, data-driven, digital capabilities and cyberspace operations will play an essential role in deterring and defending against threats from strategic competitors. Emerging technologies like drones and other autonomous systems and concepts like information and electronic warfare have taken center stage — alongside foundational investments in cybersecurity, cloud computing and artificial intelligence, and the wider push to Joint All-Domain Command and Control, or JADC2. Simply put: the ability to connect, sense, share information and take action in a rapid manner using advanced technology will be imperative in delivering decision advantage during this decisive time in our nation's history.

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**

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

DIAMOND SPONSORSHIP - \$150K

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

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

PLATINUM SPONSORSHIP - \$95K

PIPELINE ACCELERATION

- ▶ 3,000 qualified leads
- ▶ Tabletop exhibit in **DefenseTalks** partner pavilion
- ▶ 10 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