



OFFSET SYMPOSIUM

POWERED BY SECOND FRONT SYSTEMS

ACQUISITION **WARFARE**

Sponsorship Prospectus

OFFSET SYMPOSIUM 2021

Second Front Systems' Offset Symposium is the go-to event of the year for forging connections within the national security ecosystem and catalyzing meaningful change in the industry. Attendees hail from the venture-backed innovation ecosystem, traditional defense base, academia, and government to accelerate the development, adoption and scale of new capabilities for U.S. and Allied national security.

THIS YEAR'S THEME ACQUISITION WARFARE

This year's theme is Acquisition Warfare. Directly linked to the National Defense Strategy, this concept focuses on mechanisms for technological advances and organizational change to gain competitive advantage through agile acquisition. Acquisition Warfare demands continuous and secure access between commercial and government entities to develop and deploy technological innovations to compete in today's threat landscape.

BENEFITS OF SPONSORING & ATTENDING OS21

- Expand your presence in the government and defense markets
- Meet key thought leaders driving transformation within the industry
- Foster an engaging environment for idea sharing and collaboration
- Support a burgeoning tech and manufacturing community
- Create collisions and opportunities for lasting partnerships

LAST YEAR'S SYMPOSIUM

In 2020, the first all-virtual Offset Symposium was a resounding success as it attracted hundreds of attendees on the pressing topic of biosecurity. **440+** Virtual attendees, **15+** Biosecurity subject matter experts, **20** Keynotes, roundtables and panels

WHAT OUR SPONSORS HAVE TO SAY

“ As a long-time partner of Second Front Systems and the Offset Symposium, the Defense Entrepreneurs Forum (DEF) has consistently gained a wealth of opportunities stemming from participation in this event. As a community-based nonprofit focused on culture change and innovation in national security, our members thrive off of conversations and engagements that lead to strong relationships and collaborative action. The potential for DEF to pursue our mission and serve our community through this impact-driven partnership has been limitless!”

- **Michael Madrid**, Executive Director, Defense Entrepreneurs Forum

DETROIT
DECEMBER 7-9

4

KEYNOTES

35+

SESSIONS

2

FULL DAYS

400+

ATTENDEES

SPONSOR BANDS AND BENEFITS

	Support \$5,000	Tactical \$10,000	Operational* \$20,000	Strategic* \$50,000
Brand Awareness				
Logo, Link and Blurb on Website Sponsorship Page	✓	✓	✓	✓
Logo on Onsite Sponsor Signage	✓	✓	✓	✓
Company Named in Pre-Symposium Attendee Email		✓	✓	✓
Recognition in welcome and closing announcements			✓	✓
(1) Featured post on Second Front's LinkedIn pre or post-event*			✓	✓
Full-Color Ad in Printed Program Guide			Quarter-Page	One-Page
(1) Five to ten minute pre-keynote speech**				✓
Lead Generation				
Opportunity to include offer in virtual goodie bag	✓	✓	✓	✓
Opt-in attendee list		✓	✓	✓
(1) Customized video ad to be played when entire conference is present**			✓	✓
(1) Opportunity to provide a 30-Minute Sponsored session**				✓
Conference Passes				
Symposium Passes	2	4	10	20
20% Discount on Additional Passes	✓	✓	✓	✓

*Limited quantities **Limited and subject to steering committee approval