



Sponsorship Packages & Benefits*

June 1 - 4, 2023 • Washington, DC



Don't miss TruCon2023:

The national security conference focused on principled ideas and solutions to our country's most pressing national security issues. From the Truman member community to our national security institutions, policy leadership and beyond, we dare to believe in the big ideas.

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AUDIENCE

Veterans and active-duty military, frontline civilians, national security, cyber and other similar professionals.

In-person:

2,000 (500 attendees x 4 days)

Online:

1,500 (1,500 unique logins x 1 day)

GENERAL SCHEDULE

Thursday:

- Truman's New-Member Orientation, welcoming our Class of '23 with second-to-none education, professional development and other resources.
- Alumni Reunion.

Friday: Public Day/Reception, featuring

- Keynote Speaker.
- Panels and other on-the-record expert conversations.

Saturday & Sunday:

Off-the-record, Truman All-Member Weekend including briefings, discussions, awards and other need-to-know content specifically by and for our member community.

Throughout:

Photo booth, childcare, immersive experiences, after-hours social events, and more!

*Recognizing their budgetary investment in Truman's mission, benefits outlined here were created with cash sponsors in mind. Please contact development@trumancnp.org about bespoke promotional packages for in-kind support.

NOTE: Where possible, sponsors and exhibitors are strongly encouraged to avoid single-use plastics, non-biodegradable balloons and other items that are harmful to the environment.

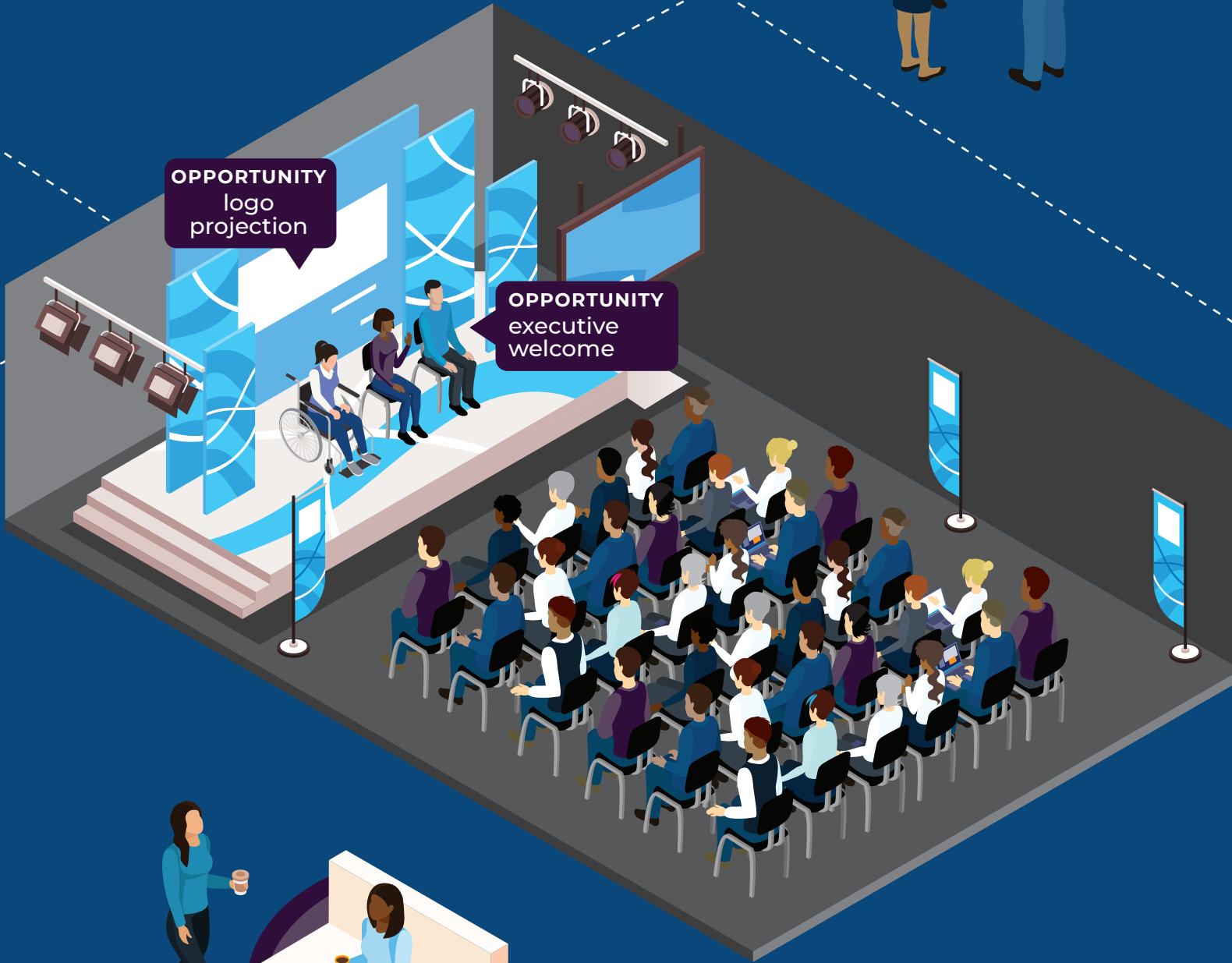
Elevate your brand, connect with your customers, feed your employee pipeline in meaningful, exciting ways.

OPPORTUNITY
logo on
t-shirt



OPPORTUNITY
logo
projection

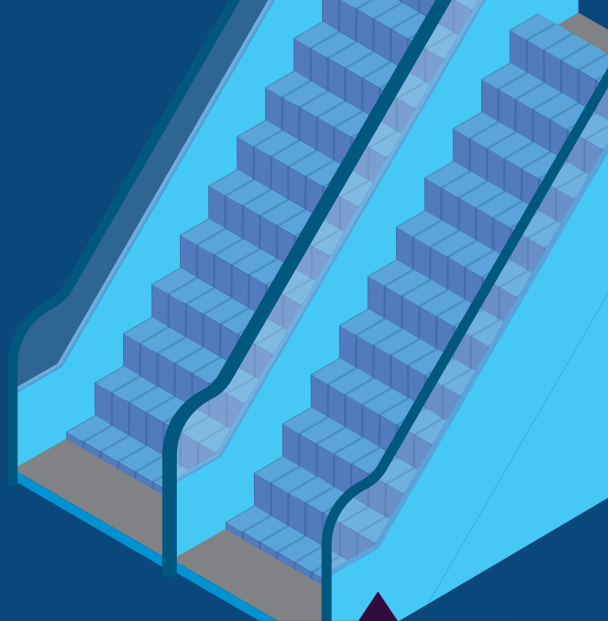
OPPORTUNITY
executive
welcome



OPPORTUNITY
lounge
sponsorship



OPPORTUNITY
product sampling,
couponing, giveaways



OPPORTUNITY
branded
escalator clings



OPPORTUNITY
logo on
signage



OPPORTUNITY
branded
swag bags



OPPORTUNITY
VIP meet and
greet



OPPORTUNITY
social media posts
and dynamic
event app



OPPORTUNITY
exhibit
space

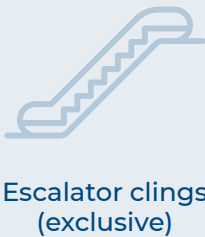
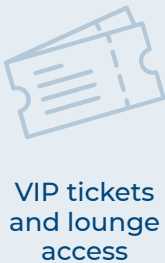


Title Sponsorship

THURSDAY - SUNDAY

Align your brand with the status and stature that can come only as Title Sponsor of TruCon2023. From the moment attendees arrive, through their last outbrief, they will have no doubt that your company supports the talented, smart, diverse community that is on the front lines of our country's principled national security and diplomacy efforts. This package features more RoI than each component purchased separately, and exclusive branding, connecting you directly with your potential customers.

BENEFIT HIGHLIGHTS INCLUDE



- INCLUDES:**
- 1** Opportunity for sponsor's executive to welcome in-person and live-stream guests (2,000 total) with personal message on Friday.
 - 2** Branded escalator "clings" to welcome attendees.
 - 3** Prominent Gobo logo projection in venue Thursday - Sunday
 - 4** Title Sponsor logo placement on all official marketing and signage including 2,000 e-invitations, website (3,000 hits), TruCon2023 mobile app, promotional/marketing pieces, livestream, main stage, breakouts, lounges, wayfinding signs throughout venue and post-event media.
 - 5** At least 9 social media posts (270k combined followers) including sponsorship announcement, 3 pre-event uplifts, 1 per day during TruCon, and post-event thank you.

- 6** Title sponsor logo placement on
 - 500 attendee lanyards (exclusive)
 - 500 event T-shirts
- 7** Prominent logo placement on 500 TruCon2023 swag bags, plus unlimited merchandise/voucher inclusion
- 8** Opportunity for giveaway or other marketing activity for in-person and livestream guests (2,000 total) on Friday.
- 9** Partner & Exhibitor Lounge: Complimentary access for 10
- 10** Complimentary Exhibitor A space (details p. 15)

\$200,000 Opportunities Available: 1



Member Experience Lead Sponsorship

THURSDAY - SUNDAY

Before official TruCon programming begins, join us on Thursday with your brand, products, and executive(s) if desired, to welcome Truman’s new member Class of ‘23 for orientation. On Saturday and Sunday, with TruCon in full swing during “All-Member Weekend,” workshops, break-outs and overall topics are off-the-record and a real “inside baseball” opportunity for our NatSec community to debate and discuss - in shorthand - the most pressing issues. This is also an incubator environment where some of our next greatest ideas, projects, and policies are born. This is an outstanding marketing opportunity to target veterans and active-duty military, frontline civilians, national security and cyber professionals, government employees and others on the frontlines of principled national security and diplomacy.

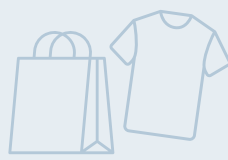
BENEFIT HIGHLIGHTS INCLUDE



Podium opportunities



Social media posts



Member Weekend Experience logo placement on swag bag & T-shirts



Gobo logo projection



Orientation welcome lunch

INCLUDES:

- 1 Opportunity for sponsor’s executive to welcome in-person guests with personal (in-person or video) messages at Thursday’s Orientation lunch, and Saturday and Sunday.
- 2 Opportunity for giveaway or other marketing activity for in-person guests at Thursday’s Orientation lunch, and Saturday and Sunday.
- 3 Member Experience Logo placement on all official marketing and signage including 2,000 e-invitations, website (3,000 hits), TruCon2023 mobile app, promotional/marketing pieces, breakouts, lounges.
- 4 Premium Gobo logo projection in venue Saturday - Sunday.
- 5 At least 6 social media posts (270k combined followers) including sponsorship announcement, 1 pre-event uplift, 1 per day Thursday, Saturday and Sunday, and post-event thank you.
- 6 500 TruCon2023 swag bags: unlimited merchandise/voucher inclusion
- 7 Member Experience logo placement on 500 event T-shirts
- 8 Complimentary Exhibitor A space (details p. 15)
- 9 Partner & Exhibitor Lounge (Saturday - Sunday): Complimentary access for 6

\$125,000 Opportunities Available: 1



Public Day Lead Sponsorships

FRIDAY



Member and Partner Lounges

FRIDAY - SUNDAY



Member Awards Ceremony

SATURDAY

INCLUDES:

- 1 Sponsor logo placement on official marketing and signage including 2,000 e-invitations, website (3,000 hits), TruCon2023 mobile app, promotional/marketing pieces, wayfinding signs.
- 2 At least 5 social media posts (270k combined followers) including sponsorship announcement, 1 pre-event uplift, 1 during TruCon, and post-event thank you.
- 3 500 TruCon2023 swag bags:
Up to 3 merchandise/voucher items
- 4 Sponsor logo placement on 500 event T-shirts
- 5 Partner & Exhibitor Lounge: Complimentary access for 4
- 6 Complimentary Exhibitor A space (details p. 15)

CHOOSE YOUR ACTIVATION

**Public Day Lead Sponsorships**

\$50,000

Total opportunities Available: 2

Align your brand with Truman national security community and principled foreign and domestic policy with this leadership package. Receive top-level branding and promotional consideration throughout TruCon's most-watched discussions that are live-streamed across the globe. Reach audiences far and wide who attend and tune in to learn from highly sought keynote speakers and experts.

- 1 Premium Gobo logo projection in venue Friday
- 2 Opportunity for giveaway or other marketing activity for in-person and livestream guests on Friday (2,000 total).
- 3 Drive your message to viewers across the globe through live-stream and post-event media coverage, including Truman's uplift and from independent sources totaling 1M impressions.

**Member Lounge, Partner Lounge**

\$50,000

Total opportunities Available: 2

TruCon2023 will feature a Member Lounge and a Partner Lounge. Regardless of your customer base, this is the ideal opportunity to have quality time with them as they recharge their devices, grab a snack or put their feet up between sessions. Use this as your space to sample products, conduct demos and network with both the national security community, and the partners that support it.

- 1 Opportunity for in-lounge giveaways or other marketing activity for in-person guests Friday - Sunday.
- 2 Opportunity to sample, demo, display own signage and other marketing materials throughout Member and Partner Lounges.
- 3 Opportunity to create custom experience with additional decor at own cost.

**Member Awards Ceremony**

\$50,000

Total opportunities Available: 1

Truman members work hard every day to move the needle in bending the moral arc of the universe toward justice. The TruCon Awards Ceremony is a premier opportunity to recognize their work and their impact, with celebration among their peers. Sponsoring the Member Awards Ceremony demonstrates your company's commitment to performance, excellence and success, and allows you to personally recognize individuals on the front lines of our security at home and abroad.

- 1 Logo Gobo projection throughout Awards Ceremony
- 2 Opportunity for sponsor's executive to participate in Awards ceremony as presenter.
- 3 Executive picture with award recipients for uplift on sponsor website, social, and other marketing.
- 4 Opportunity for giveaway or other marketing activity during Awards Ceremony.



Immersive Experiences

Select the immersive experience of your choice and connect with your target audience in a way that demonstrates your brand leadership. This package features the ideal advantage of aligning your product or service with experiences within TruCon, creating an active marketing experience approach, combined with an exhibit space. This creates a holistic experience for your audience and reinforces your impressions throughout TruCon.

- INCLUDES:

- 1** Sponsor logo placement on official marketing and signage including 2,000 e-invitations, website (3,000 hits), TruCon2023 mobile app, promotional/marketing pieces, wayfinding signs.
 - 2** At least 4 social media posts (270k combined followers) including sponsorship announcement, 1 pre-event uplift, 1 during TruCon, and post-event thank you.
 - 3** Sponsor logo placement on 500 event T-shirts
 - 4** 500 TruCon2023 swag bags: Up to 1 merchandise/voucher items
 - 5** Partner & Exhibitor Lounge: Complimentary access for 4
 - 6** Complimentary Exhibitor A space (details p. 15)

CHOOSE YOUR EXPERIENCE

- ☐

Keynote and Public Programming Livestream

Friday only

Reach at least 1,500 online viewers through Friday's livestream of TruCon's premier public programming featuring keynote, panels and other compelling content. Target audience: veterans, active-duty military, frontline civilians, national security professionals, US Government and more.

Includes prominent branding throughout the livestream; opportunity for giveaway or other marketing activity for livestream guests; five tickets to Friday morning in-person VIP Meet & Greet with keynote speaker (past keynote speakers include: Vice President Joe Biden, Secretary of State Antony Blinken, Secretary of State Madeleine Albright, Secretary of Homeland Security Janet Napolitano, and White House National Climate Advisor Gina McCarthy.)
- ☐

Onsite Childcare

Friday - Sunday

Meet your market where they are: with their kids. Sponsor the "Kids Corral" with childcare provided by a reputable, insured third party like "White House Nannies." Anticipated reach: up to 25 families over 3 days, kids ages up to 5.

Includes prominent branding throughout enclosed Kids Corral area; opportunity for giveaway or other marketing activity within Kids Corral.
- ☐

Mental Health and Wellbeing Resources

Friday - Sunday

With an audience of veterans and active-duty military, national security professionals, government employees and others in related high-stress careers, we take very seriously the importance of mental health and wellbeing. Connect with your target audience in a safe and supportive space as we partner to provide valuable resources to all TruCon attendees.

Includes prominent branding throughout enclosed Mental Health and Wellbeing space; opportunity for giveaway or other marketing activity within this space.
- ☐

Wargame/Simulation Experience

Friday - Sunday

One of TruCon's highlights is the three-day table-top/digital simulation experience where members draw on real-world and theoretical experience to "game-out" scenarios related to national security. What is the opponents' next move? Where will that lead? How will we defend, secure, and win?

Includes prominent branding throughout enclosed wargame/sim area; opportunity for giveaway or other marketing activity within this space.
- ☐

TruCon App

May 1 - June 30

Reach your audience where they live: on their phones! This package features the unique opportunity to reach beyond TruCon attendees and message to those who simply consider attending. The first-ever user-friendly TruCon app will go live 30 days prior to the event and serve as the single go-to source for program, registration, location and other key TruCon information.

Includes prominent branding on main app screens; opportunity for giveaway or other marketing activity within the app.

\$25,000 *Total opportunities Available: 5*

“Fun & Games” Sponsorships

Select the “Fun & Games” experience of your choice and connect with your target audience in a more casual, social setting. Whether it’s a reunion of long-ago friends, or an intellectual exchange over a frosty beverage, reaching your audience in these settings highlights your brand’s relatability as part of real life. Add some photo booth whimsy with branded frames, and the impressions you make can last a lifetime. This creates a holistic experience for your audience and reinforces the impressions throughout TruCon and beyond.

- INCLUDES:
- 1

Sponsor name on official marketing and signage including 2,000 e-invitations, website (3,000 hits), TruCon2023 mobile app, promotional/marketing pieces.

2

At least 3 social media posts (270k combined followers) including sponsorship announcement, 1 during TruCon, and post-event thank you.

3

Sponsor name on 500 event T-shirts

4

500 TruCon2023 swag bags:
Up to 1 merchandise/voucher items

5

Note: Exhibit Booth space is not included in Fun & Games sponsorship packages and may be purchased separately if desired.

6

Partner & Exhibitor Lounge: Complimentary access for 4

CHOOSE YOUR EXPERIENCE		
<input type="checkbox"/>	<div>Photo Booth</div> <div>Friday - Sunday</div>	<div>Available throughout TruCon, including during after-hours socials, the photo booth is a fantastic opportunity to brand some of the event's laughter-filled, long-lasting memories.</div> <div>Includes opportunity to provide sponsor's own brand-related props; branding on the booth and images.</div>
<input type="checkbox"/>	<div>Alumni Reunion/ Reception</div> <div>Thursday</div>	<div>Truman members identify with the year in which they are inducted and have an allegiance and identity associated with their “Class Year.” The Alumni Reunion provides a great opportunity to align your brand with the nostalgia, long-standing relationships and camaraderie that is part of this reception.</div> <div>Includes prominent branding throughout reunion space; opportunity for giveaway or other marketing activity during the reunion.</div>
<input type="checkbox"/>	<div>Friday After Hours</div> <div>Friday</div>	<div>After the excitement of Friday's keynote and many members seeing each other again for the first time, Friday's after-hours is an opportunity for meaningful topical conversation in a more casual, social setting.</div> <div>Includes prominent branding throughout after-hours space; opportunity for giveaway or other marketing activity during the after-hours event.</div>

\$10,000

Total opportunities Available: 3

Exhibit Booths

Join us in TruCon's new exhibit space, providing one-to-one opportunities with some of the best and brightest national security, cyber and other professionals in the country. Whether you want to strengthen your employment pipeline, your customer base, or both, this is a target-rich environment like no other.

Exhibitor A	\$5,000	<ul style="list-style-type: none"> Premium location 15'x10' space w/8' pipe & drape 1 draped 6' table 2 chairs 	<ul style="list-style-type: none"> 1 power drop 1 wastebasket Partner & Exhibitor Lounge: Complimentary Exhibitor access for 2
Exhibitor B	\$2,500	<ul style="list-style-type: none"> Excellent location 10'x10' space w/8' pipe & drape 1 draped 6' table 2 chairs 	<ul style="list-style-type: none"> 1 power drop 1 wastebasket Partner & Exhibitor Lounge: Complimentary Exhibitor access for 2
Exhibitor C	\$1,000	<ul style="list-style-type: none"> 10'x10' space w/4' pipe & drape 1 draped 6' table 2 chairs 	<ul style="list-style-type: none"> 1 power drop 1 wastebasket Partner & Exhibitor Lounge: Complimentary Exhibitor access for 2

Opportunities Available: unlimited



TruCon2022: By the Numbers



PRE-EVENT ADVERTISING IMPRESSIONS:

522,934



Advertising included Vox media outlets Intelligencer, Vox.com, NY Magazine, the Cut, and The Verge, with specified geotargeting in Washington D.C. DMV, Baltimore, Northern Virginia, and Richmond.

LIVESTREAM AUDIENCE

1,400 unique logins



nearly 22% of which returned multiple times. While our primary audience is within the U.S. our livestream reached a global audience, including from Poland, Germany, France, and India

INDEPENDENT COVERAGE INCLUDED:

- C-Span live-streamed, "Russia's Invasion of Ukraine and the Implications for World Order" on C-Span 2.
- The US Dept. of Defense livestreamed, "the 21st Century Security Innovation and Cyber Resilience for Times of Crisis" on Defense.gov
- Vox
- Politico
- The Guardian



NON-TRUMAN SOCIAL MEDIA UPLIFTS:

1,000,000+

impressions before
and during TruCon

TRUMAN TWITTER & INSTAGRAM:

more than
94,000
impressions

nearly
1,000
engagements

TRUCON WEBSITE HITS



3,000





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