



MULTI DOMAIN EFFECTS:
INTEGRATING DATA & DIGITAL

EXHIBITOR PROSPECTUS

AUGUST 24-27
2020

STRENGTHEN YOUR LEADERSHIP IN THE CYBER WORLD STRENGTHEN THE NATION IN THE PROCESS

For decades, the Air Force Information Technology & Cyberpower Education and Training Event has been a must-attend event for Air Force IT experts and companies who do business with them. With this year's event being virtual, and able to reach attendees nationwide, the AFITC is more important than ever.

This is a one-of-a-kind, highly-targeted opportunity to participate in cyber discussions and decisions that will affect our nation for years to come. Reserve your booth and your place in the future now.

7 Solid Reasons to Exhibit at the AFITC:

- Showcase cyber solutions the nation needs now.
- Impress IT decision-makers and influencers with your brand leadership.
- Network with other cyber thought leaders from government, academia, and business.
- Meet hundreds of existing and potential customers and secure high quality leads.
- Get an inside look at how the Air Force thinks and what they need from IT vendors.
- Participate in private/public dialogs exploring ways to combat malicious cyber activities.
- Contribute to the national security and economic viability of the country.

WHO ATTENDS?

AFITC attracts IT Developers, Users and Managers throughout the Air Force Cyber Command group. Annually for live events, over 3000 attendees have participated in Montgomery for the opportunity to see the latest innovations in cyber technologies. For the 2020 event we expect a much larger audience due to the nature of a virtual event. Air Force leadership will make this event available to Cyber units, from the start of the event through 2021, at no cost. This includes access to training, lectures, and the exhibit hall. More than ever, this is the perfect opportunity to continue and start relationships with all new leaders and decision makers within the Air Force community.



SHOW HOURS

Monday	August 24, 2020	1100 – 1400 (live)
Tuesday	August 25, 2020	1100 – 1330 (live)
Wednesday	August 26, 2020	1100 – 1400 (live)
Thursday	August 27, 2020	1100 – 1330 (live)

*Exhibit Hall will remain open (with no live content) through October 2020.

VIRTUAL EXHIBIT SPACE PRICE

All Virtual Exhibit Spaces are \$2650

SHOW MANAGEMENT

The AFITC Education and Training Event 2020 is organized and managed by MC² (MC-squared). Please contact Anne Phillips for any information you may need.

Anne Phillips
Show Services Manager

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678-398-2650

VIRTUAL EXHIBIT SPACE INFO

All exhibitors can customize their booth space with:

- Logo
- Weblink
- Company Description
- Contact Form
- Videos
- Product / Demo links
- Document Upload
- Representative Live Chat (group & private) & Email
- Image Gallery
- Rotating Banner

Sample Branding & Content Opportunities



BECOME AN EXHIBITOR



PARTNER OPPORTUNITIES AVAILABLE

Exhibiting is the most direct way to partner with the AFITC, but there are many more ways to increase your visibility and get your message through to attendees, ensuring that the 2020 virtual event is your most successful and productive yet. Whether you already have a virtual booth or are looking for a larger presence, there are support opportunities to meet your goals.

Diane Manuel

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