



DAFITC 2023

**Digitally Transforming
the Air & Space Force:
Investing for Tomorrow's Fight**

Exhibitor Prospectus

08.28 - 08.30

Montgomery, Alabama

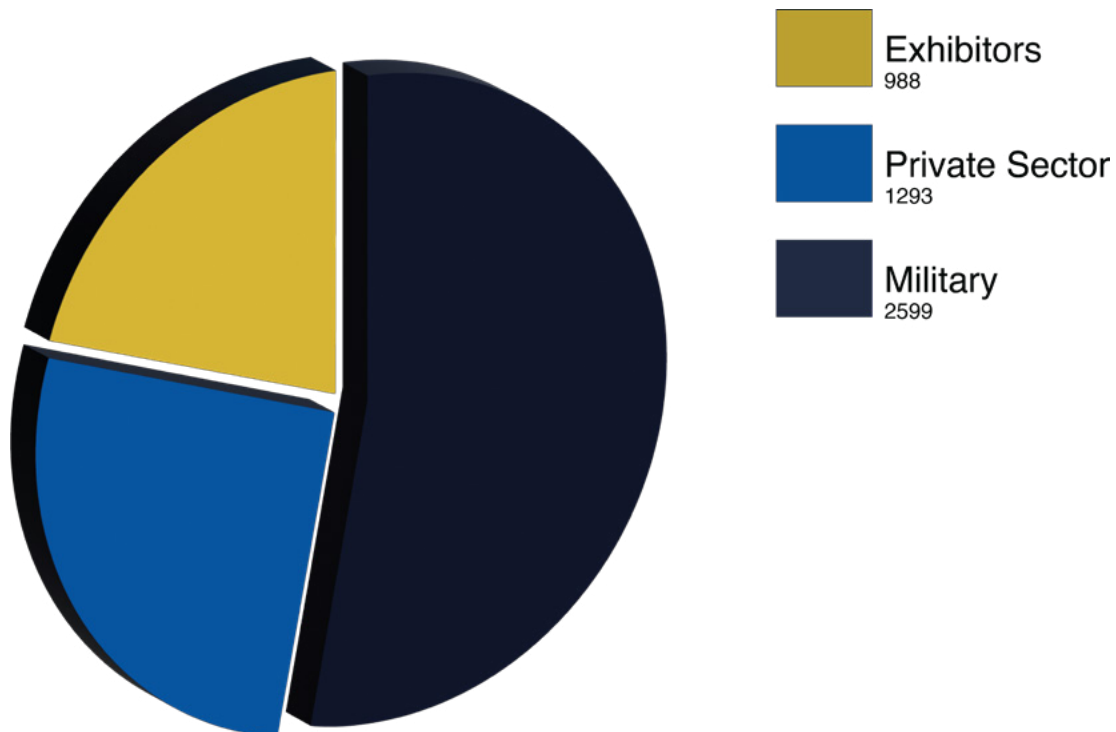
TREMENDOUS MARKETING OPPORTUNITY!

This year's DAFITC event will be held at the Renaissance Montgomery Hotel & Spa at the Convention Center on August 28-30, 2023. No other event offers such an opportunity to reach existing and potential customers while also gaining critical exposure to the Department of the Air Force Staff, attendees and other DoD agencies. As an exhibitor and/or partner, you can promote awareness of your products and services and connect with key prospects in one place!



DAFITC WILL PUT YOU IN TOUCH WITH THIS IMPORTANT AUDIENCE:

Total Estimated Attendance



Agencies in attendance include Space Force, Air Force, DoD, Navy, Air National Guard, Marines, GSA, FBI, and the Army with over 107 bases represented.

WHY DO THE ATTENDEES COME?

- DAFITC brings together cyber professionals, AU students and academics, decision makers, users, providers, program managers, requirements generators, contracting officers, acquisition managers, and finance managers for two and a half days with the common goal of advancing the effectiveness, thought, and dialogue for the Nation and Department of the Air Force's approach to cyberpower and use of IT.
- This annual Department of the Air Force conference promotes a dialogue between the Department of the Air Force, commercial businesses, academia, and civil society to generate strategies and processes aimed at leveraging the capabilities and overcoming challenges of an increasingly digital world.
- A major goal will be to help forge a path for future cyber strategies and initiatives that will help maintain America's leadership in this critical domain
- This is the year's largest IT and Cyber conference and continuing education event within the Department of Defense, and it brings Airmen and Guardians together with IT and Cyber leaders throughout the military, as well as thought leaders within industry and academia.



**DAFITC
2023**

WHY EXHIBIT AT DAFITC?

- Showcase cyber solutions that tackle the most pressing issues facing the IT and cyber security community.
- Capture thousands of qualified leads generated each year at DAFITC.
- Meet with existing and potential customers while also gaining critical exposure to the Department of the Air Force staff, attendees and other DoD agencies.
- Network with other cyber thought leaders from the government and industry sectors.
- Get an inside look at how the Department of the Air Force thinks and what they need with direct communication from those on the front lines of rapidly evolving IT and cyber landscape.
- Participate in private/public dialogs exploring ways to combat malicious cyber activities while gaining a deeper understanding of the industry landscape.
- Contribute to the national security and economic viability of the country.

In addition to exhibiting, consider maximizing your presence through an elite partnership that will drive your marketing goals in an integrated fashion. We offer many a la carte branding opportunities that, in today's highly competitive and fast changing marketplace, can help you expand your reach.

KEY DATES

INSTALL

8/26 Saturday 0800 - 1700

8/27 Sunday 0800 - 1700

SHOW HOURS *(tentative)*

8/28 Monday 0930 - 1630

8/29 Tuesday 0930 - 1630

8/30 Wednesday 0900 - 1200

DISMANTLE

8/30 Wednesday 1400 - 1800

8/31 Thursday 0800 - 1200



SHOW LOCATION

DAFITC takes place in Montgomery, Alabama at the Renaissance Montgomery Hotel and Spa at the Convention Center.



EXHIBITING AT DAFITC

We offer three exhibit booth options:

10'x10' Booth	\$2,950
20'x20' Booth	\$11,800
20'x30' Booth	\$17,700

NOTE: Exhibit Hall is not carpeted.

Included with each inline 10' x 10' exhibit space:

- An 8'-high draped backwall and 3'-high side rails
- Standard booth identification sign
- One standard 6' skirted table
- Two chairs, one wastepaper basket
- Two booth representative badges
- Listing in DAFITC Trade Show Guide, Mobile Event App, DAFITC website and on-site event signs
- Pre- and Post-event marketing emails to attendee list (DAFITC executed and approved). Pre-event and follow-up "thank you" correspondence to attendees will list all partners.s.

***The list above does NOT apply to island, 20x20, and 20x30 booths. However, 20x20 booths do receive 8 booth representative badges, and 20x30 booths receive 12 booth representative badges.*

MC² will provide all contracted exhibitors with an Exhibitor Services Kit containing information and pricing on shipping, drayage, labor for installation and dismantling, furniture, and other items exhibitors may require.

SHOW MANAGEMENT

DAFITC Training and Education Event 2023 is organized and managed by MC² (MC-squared).

Please contact Anne Phillips for any information you may need.

Anne Phillips
Show Services Manager

aphillips@mc-2.com
678-398-2650

ELITE PARTNERSHIPS

Be part of the elite tier of partners. Select from a variety of a la carte options to provide more exposure on the show floor and throughout the event. Whether you already have a booth and are looking for a larger presence, or you can't make this year's event and don't want to be stuck on the outside looking in, there are partnership opportunities to meet your needs. Contact Trina Jordan to explore your partnership options.

Trina Jordan
CEM

tjordan@mc-2.com
678-398-2624

For more information about DAFITC, visit [**DAFITC.com**](https://DAFITC.com).



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