



DAFITC 2024

Reoptimizing IT & Cyber:
Posturing the DAF for
Great Power Competition

EXHIBITOR PROSPECTUS

08.26 - 08.28

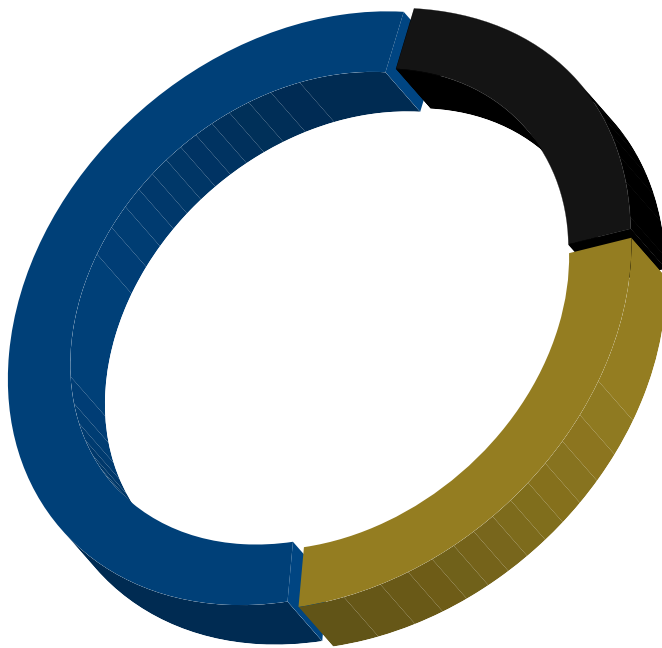
Montgomery, Alabama

WINNING THE GREAT CYBERPOWER COMPETITION

DAFITC is the year's largest IT and Cyberpower event within the Department of Defense. Exhibiting in 2024 is a win-win scenario. It enables you to outperform your competition while protecting our national interests on a global scale.



OPTIMIZING YOUR CONNECTIONS



-  Military
-  Private Sector
-  Exhibitors

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

Visit [www.dafitc.mil](#) for the latest information.

This year, approximately 2,500 Military leaders will gather with 1,300 private sector and academic attendees and 1,000 exhibitors to shape our nation's IT approach, learn about the latest trends and threats, and fortify our cyberpower leadership.

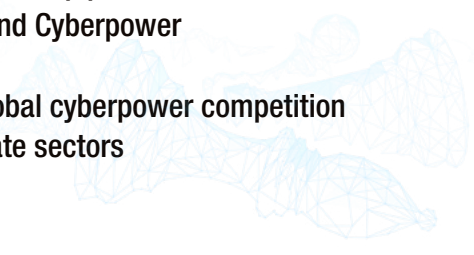
These decision-makers and influencers include program managers, users, requirement generators, acquisition managers, finance managers, and contracting officers. This robust audience gives exhibitors a unique opportunity to impact our Defense structure and security in just 3 days of intense activities and networking.



WHY DAFITC IS A MUST-EXHIBIT OPPORTUNITY

Exhibiting at DAFITC puts you and your solutions at the forefront of our nation's security and economic viability because here, you can:

- Meet with existing customers and prospects you already have in the pipeline
- Make new contacts with those on the front lines of military IT and Cyberpower
- Capture new leads within this qualified DoD community
- Understand the changes our nation is making in response to global cyberpower competition
- Network with cyber thought leaders in both the public and private sectors
- Participate in our efforts to combat malicious cyber activities
- Introduce solutions that can advance our national leadership



OPTIMIZE YOUR SOLUTIONS; EXHIBIT AT DAFITC

The Renaissance Montgomery Hotel & Spa at the Convention Center offers nearly 50,000 sq. ft. of exhibit space which can accommodate a wide variety of booth sizes and designs.

10 x 10	Booth	\$3400
20 x 20	Booth	\$13,600
20 x 30	Booth	\$20,400

ALL EXHIBIT SPACES INCLUDE,

- Listing in DAFITC Trade Show Guide, Mobile Event App, and DAFITC website, and on-site event signs
- Pre- and Post-Event marketing emails to attendee list (DAFITC approved and executed)
- An Exhibitor Services Kit containing information and pricing on shipping, drayage, additional furniture, and labor for installation and dismantling
- One standard booth identification sign

EACH 10X10 INLINE BOOTH INCLUDES:

- An 8'-high draped backwall and 3'-high side rails (No carpet)
- One standard booth identification sign
- One standard 6' skirted table
- One wastepaper basket
- Two chairs
- Two booth representative badges

EACH 20X20 BOOTH INCLUDES:

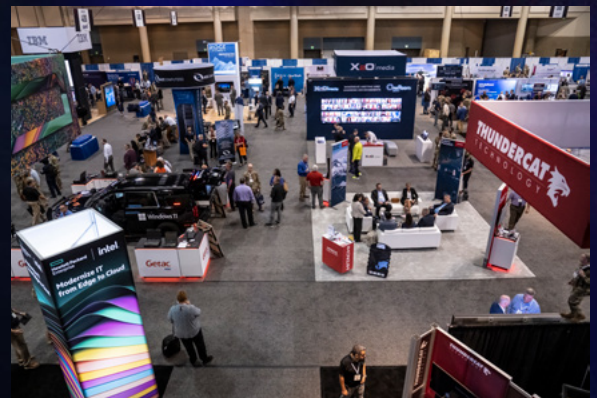
- 6 additional booth representative badges (8 total)

EACH 20X30 BOOTH INCLUDES:

- 10 additional booth representative badges (12 total)

For more information, contact:

Anne Phillips
Show Services Manager
aphillips@MC-2.com
678-398-2650



KEY DATES

INSTALL

8/24 Saturday 0800 - 1700
8/25 Sunday 0800 - 1700

SHOW HOURS (tentative)

8/26 Monday 0930 - 1630
8/27 Tuesday 0930 - 1630
8/28 Wednesday 0900 - 1400

DISMANTLE

8/28 Wednesday 1400 - 1800
8/29 Thursday 0800 - 1200



EXPAND YOUR IMPACT: OPTIMIZE YOUR PARTICIPATION

To maximize your marketing investment and reach, consider one of the DAFITC Partnership opportunities that put your brand front and center. For more information, contact:

Anne Phillips
Show Services Manager
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678-398-2650





Exhibit Hall Floor Plan

500	502	504	506	508	510	512	514	518	520	522	524	526	528	530	536	538	540	542	544	546	548	550	552	556	558	560	562	564	571	
403																													570	
401				507	509	511	513	517	519	521	523											549	551	553	557	559	561	563	565	569
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303																													470	
301				407	409	411	413	417	419	421	423				340			346				449	451	453	457	459	461	463	465	469
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203																														
201								317	319	321	323				240			246			349	351	353	357	359	361	363	365	369	
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103																														
101								217	219	221					140			146			249	251	253	257	259	261	263	265	269	
100	102			108	110	112	114	118	120	122											150	152	154	158	160	162	164	166	168	

ENTRANCE

August 26 - 28, 2024