

AVIATION WEEK 

Defense

CONFERENCE

May 13-14, 2025
National Press Club
Washington, D.C.

*ADAPTING TO THE SPEED
OF RELEVANCE*

Conference Sponsorship Options

The Aviation Week Network 2025 Defense Conference – where the theme “Adapting to the Speed of Relevance” is the forefront for strategic defense discussions. The conference will bring together military and civilian leaders, industry experts, scholars, and Allies for knowledge exchange in a collaborative setting.

Delegates will delve into the challenges facing leaders in areas of geopolitical threats, building a stronger industrial base, and the latest innovative trends.

Whether you are a new start-up looking to expose your ideas, the latest innovative products on the cutting-edge of the next generation or the traditional organization looking to share best practices and demonstrate partnership as a beacon for collective strategies, this is the conference for you to meet, network and mentor with industry leaders.



Key product strategies & market developments



Network with senior attendees from the aviation supply chain



2-day conference and superb networking opportunities

FEATURING

20
YEARS

AVIATION WEEK 
**PROGRAM EXCELLENCE
AWARDS**

Premium Sponsor: \$20,500 *(Only one available per event)*

- Reference as the 'Premium Sponsor' organization in all communications and top billing of logo placement
- Opportunity to make keynote address and have a panel moderator/speaker on the conference agenda (subject to availability on the agenda and approval of the conference producer)
- Exclusive sponsorship of one element of the event (see list)
- 6 delegate places at the event and 50% discount on any additional delegate places
- Full page profile in the digital event guide with 3 executive profiles
- Full page advert in the digital event guide
- Top Leaderboard banner on Event Website (728 x 90)
- Opportunity to distribute promotional materials at the event (material to be pre-approved by Aviation Week Network)
- Logo to be featured on all marketing and promotional materials related to the event, both pre and post event and online
- Formal acknowledgment in conference session by Conference Producer

Gold Sponsor: \$12,000

- Reference as the 'Gold Sponsor' in all communications and second billing of logo placement
- Exclusive sponsorship of one element of the event (see list)
- 3 delegate places at the event and 30% discount on any additional delegate places
- Full page profile in the digital event guide
- Full page advert in the digital event guide
- Logo to be featured on all marketing and promotional materials related to the event, both pre and post event and online
- Formal acknowledgment in conference session by Conference Producer
- Opportunity to have a panel moderator on the conference agenda (subject to availability on the agenda and approval of the conference producer)

Sponsor: \$7,500

- Reference as the 'Sponsor' in all communications and third billing of logo placement
- 2 delegate places at the event and 30% discount on any additional delegate places
- Half page profile in the digital event guide
- Half page advert in the digital event guide
- Logo to be featured on all marketing and promotional materials related to the event, both pre and post event and online
- Formal acknowledgment in conference session by Conference Producer

Elements for Exclusive Sponsorship



⚡ Cocktail Reception: \$5,500

2 available

Sponsor the cocktail hour on Day 1 or 2 of the conference that brings all attendees together in a relaxed environment. Unwind and network with fellow delegates over drinks to develop key business relationships.



⚡ Delegate Lunch: \$4,500

2 available

A great opportunity to host and network with all attendees over a relaxed buffet lunch



⚡ Refreshment Breaks: \$5,500

Host the networking breaks during the conference, which offers multiple opportunities to enhance a sponsors' brand



⚡ Sponsored Session: \$11,500 2 available

Premium Sponsor: Free of Charge

Gold Sponsor: \$5,750

Sponsor and run a specialist 30 minute session on an agreed topic as part of the main conference agenda (subject to approval by our conference producer and availability of a slot on the program)

Elements for Exclusive Sponsorship



➤ **Badges & Event Registration:** \$5,500
Add impact to your brand by sponsoring the registration and having your logo on the conference badges, worn by every attendee



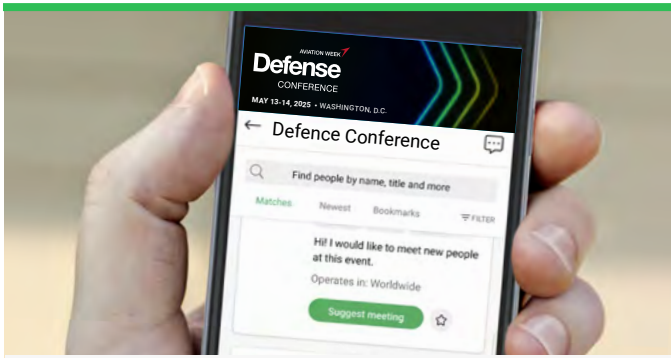
➤ **Digital Event Guide:** \$3,500
Opportunity to sponsor the attendee guide which is available to all attendees digitally and our wider database online post event, includes a full page advert and branding on every page

➤ **Have an exclusive element idea you would like to sponsor?**
Contact your account rep for bespoke opportunities

"The Aviation Week organizers did an excellent job attracting some of the best analysts in the aerospace industry to this event and managing the time allowed to get the most information and thought-provoking issues on the floor for discussion."

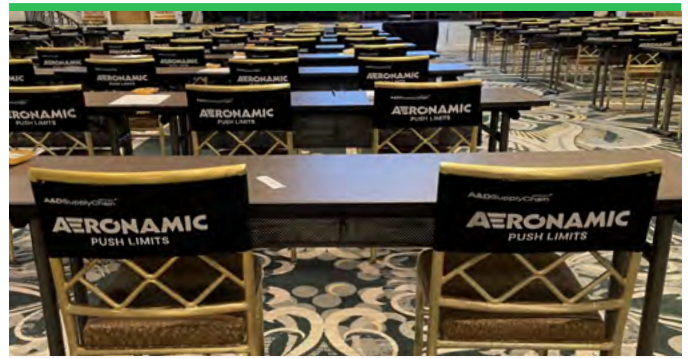
Henry Hart
Director, Customers
LeFiell Manufacturing Company

Branding & Visibility



Event App: \$5,700

Put your brand in prime placement on the official app for the event



Conference Chair Covers: \$5,000

Put your logo on the chair covers in the conference room for impactful branding



Lanyards: \$2,500

Gain exposure to every attendee by sponsoring the event lanyard, worn by all delegates, speakers and sponsors



Bags: \$3,500

Get your brand carried around the conference by sponsoring the delegate bags, available to every attendee



Notepads: \$2,500

Get your branding on the notebooks given out at the conference, a reusable item with a long lasting brand impact



Pens: \$1,500

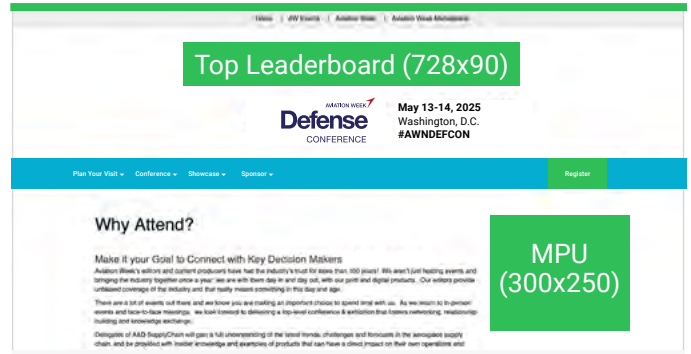
Get your branding on the pens given out at the conference, available for all attendees



⚡ Digital Event Guide Advertisement*

Back Cover	\$1,600
Inside Front Cover	\$1,600
Inside Back Cover	\$1,000
Full Page	\$500

*Upgrade your advert with the assistance of our Designer for an extra \$100.



⚡ Website Advertising

Top Leaderboard (728x90)	\$1,000
MPU (300x250)	\$500

*5 slots available for each position

⚡ Audience Extension

The Defense Conference offers exhibitors the ability to use audience extension to expand brand awareness. We can now target Defense Conference prospects and attendees while they search the internet and interact on social media with our audience extension program. This opportunity increases brand exposure and adds additional influence to your online marketing campaign prior to the event and you can also target prospects you didn't connect with, after the event. You provide the creative, we take care of the rest!

What is Audience Extension, and How Can it Help You?



A Potential Customer visits the Defense Conference Website.

2



Ad campaign is activated – viewers are now “cookie’d” to allow for your brand’s ads to be displayed on other sites.

3



Your Ads are served to potential customers on websites they visit in their daily browsing.

Audience Extension uses cookies to track visitors of one site and reach those same visitors with ads on other sites. Now you can retarget & advertise directly to website visitors & conference attendees pre-show, post-show & year-round!

Specs: Universal Ad Package Compliant Sizes

The Universal Ad Package is a set of four web banner creative sizes that are accepted and available almost universally across the web. We highly recommend including these sizes in your Campaign. The sizes are (in pixels, width x height): 300 x 250, 728 x 90, 160 x 600, 180 x 150.

Specs: Smart Phone Mobile Sizes

If your prospects are predominantly interacting with your website on their mobile devices, you'll want to include mobile banner sizes in your campaigns. The sizes are (in pixels, width x height): 320 x 100, 320 x 50.

Package Options Impressions/Cost

50,000	\$5,100
100,000	\$6,700
150,000	\$7,800

Three Unique Opportunities to Showcase Your Brand at the Program Excellence Awards

May 13, 2025 • Cocktails and Awards Dinner

Celebrating its 20th year, Aviation Week Network's Program Excellence Awards highlight exceptional achievements in aerospace and defense project management.

Developed by industry experts, the awards showcase leadership, innovation, and disciplined processes, with the goal of identifying best practices in how projects are managed and implemented across the industry.



Awards Dinner Chair Covers: \$5,000

Put your logo on the chair covers for the awards dinner for impactful branding



Awards Program Menu Sponsor: \$1,500

Put your logo and company profile or ad on the Awards Menu



Attendee Gift at all Seats: \$1,750

Sponsor to provide with approval of Aviation Week

Contact To enquire about a sponsorship opportunity, please contact your account representative:

All Americas/Canada



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"This conference was a great place to network and learn about current issues impacting the Aerospace Supply Chain Industry."

Director of Supply Chain,
Moeller Aerospace USA

Europe/Asia/Africa/Middle East



Defne Alpay

Manager, Exhibit Sales
+44 (0) 7712 829859
defne@accessgroup.aero





Contract Package/Item: _____

Company Name: _____
(as it will appear in print)

Contact Name: _____

Contact Title: _____

Address: _____

City: _____ State: _____

Postal Code: _____ Country: _____

Phone: _____ Mobile: _____

Email: _____

Your URL Address: _____

This link will be used on the event site to link back to your company site.

I have read and agree to abide by the *Sponsorship/Added Value Guidelines and Terms & Conditions*
<https://events.aviationweek.com/en/exhibitor.html>

Signature: _____ Date: _____

Payment: Please fill out information below regarding billing instructions. If same as above, you may leave blank.

An invoice from Informa will be sent under separate cover.
100% payment is due upon receipt of invoice.

Total Payment: \$ _____

Finance Contact: _____

Company: _____

Address: _____

City: _____ State: _____

Postal Code: _____ Country: _____

Phone: _____ Mobile: _____

Email: _____

Aviation Week Representative: _____

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