



## Exhibitor Prospectus

<b>Cyber Tech Day:</b>	<b>NDIA Cyber Day for Los Alamos &amp; New Mexico DOD:</b>	<b>Thursday, June 17, 2021</b>
<b>Cyber Tech Day:</b>	<b>Sandia National Laboratories:</b>	<b>Tuesday, June 22, 2021</b>

### **About the Virtual Event Environment:**

Federal Training Partnership, in conjunction with Sandia and the National Defense Industrial Association (NDIA) Southwest Chapter - invites technology companies to exhibit during the Virtual Sandia and Los Alamos National Lab Cyber Tech Series. This Series will be attended by personnel from throughout the Sandia and Los Alamos communities. The program will bring together solution providers for a virtual event that transforms the standard in-person event into a technology-driven, streamlined experience that maximizes value. The virtual environment is designed to provide laboratory attendees with the information and technology solutions they need in today's environment.

### **What are the benefits of exhibiting at this virtual program?**

In this virtual environment, exhibitors will be able to:

- Interact with new and existing laboratory customers
- Share product information
- Generate leads
- Learn about competitors
- Expand reach to customers who are not able to meet in-person given the current limitations

**Analytics & Reporting:** An important piece of the virtual environment is the data that exhibitors will receive, including who attended, how long they were in the event, which documents they downloaded, which sessions they attended, what questions they asked, and more! The more content you provide in your booth—such as information sheets, videos, or Web links – the more attention you will get from attendees and the more data you will receive after the event.

**Increased Event ROI With our On-Demand Feature:** Extend the life of your exhibit booth presence by hosting it virtually, allowing attendees to register and consume content anytime, even after the conclusion of the 'live' event.

**Personalized Event Experience:** This interactive virtual experience will promote meaningful dialogue between the exhibiting company and event attendees, fostering knowledge transfer and collaboration.

## Sample Exhibit Booth



### **About the Sandia | NDIA Los Alamos Cyber Tech Series:**

Federal Training Partnership is proud to announce the 2021 Cyber Tech Series taking place with Sandia National Laboratories and the NDIA Southwest Chapter. This exciting exhibit opportunity will be limited to **30 top technology companies**. This event will allow companies to interact with hundreds of Sandia and Los Alamos personnel and have access with key members of their community. The event will consist of an industry solutions exhibit that will allow networking among laboratory personnel and solution providers.

This unique program is the only technology show of its kind taking place in 2021 that will be targeting both SNL and LANL personnel. It will bring together hundreds of government personnel from both lab communities. This is an exclusive chance to network and collaborate with technology personnel from these locations. Also for the NDIA Los Alamos event on 6/24, the following organizations will also be invited to participate: we will also invite Cyber & IT Personnel to attend from Kirtland AFB, White Sands Missile Range, Holloman AFB, Cannon AFB, the New Mexico Army National Guard, the New Mexico Air National Guard, Fort Bliss, and DoD installations in Arizona, Nevada, and Utah

Requested technologies for exhibitors include: Cloud Security, Big Data, Internet of Things, Network Monitoring, Cybersecurity, Hardware, Software. This program is expected to draw hundreds of personnel from the Sandia community.

### **About Sandia National Laboratory:**

Sandia is part of the U.S. Department of Energy's complex of national laboratories. Keeping the U.S. nuclear stockpile safe, secure, and effective is a major part of Sandia's work as a multidisciplinary, national security, engineering laboratory. Sandia National Laboratories has a workforce of over 12,000 personnel, including: engineers, scientists, researchers, and technology specialists. SNL has an annual revenue budget of over \$3.1 billion.

### **About Los Alamos National Laboratory and NDIA Southwest:**

Los Alamos National Laboratory is a premier national security research institution, delivering scientific and engineering solutions for the nation's most crucial and complex problems. Their primary responsibility is ensuring the safety, security and reliability of the nation's nuclear deterrent. The mission at LANL emphasizes worker safety, effective operational safeguards & security, and environmental stewardship, while outstanding science remains the foundation of the Laboratory. In addition to supporting the Lab's core national security mission, LANL's work advances bioscience, chemistry, computer science, earth and environmental sciences, materials science, and physics.

The **NDIA Southwest Chapter** consists of over 1,500 members from Arizona, New Mexico, and Utah representing professionals, small and medium enterprises, and large defense contractors in a wide array of industries serving the Defense Industrial Base. The Chapter is committed to supporting NDIA programs and activities, to providing a means for liaison with federal government agencies and personnel, and facilitating education and collaborations in support of the Defense Industrial Base within the region. [www.ndiasw.org](http://www.ndiasw.org)

### Opportunities and Pricing:

#### **NDIA Cyber Day for Los Alamos & New Mexico DOD: 6/17/21**

- \_\_ Platinum Partnership Package: \$2,995
- \_\_ Gold Partnership Package: \$1,995
- \_\_ Silver Partnership Package: \$1,195

#### **Sandia National Laboratories Cyber Tech Day: 6/22/21**

- \_\_ Platinum Partnership Package: \$2,995
- \_\_ Gold Partnership Package: \$1,995
- \_\_ Silver Partnership Package: \$1,195

#### **Combined Event Series**

- \_\_ Platinum Partnership Package: ~~\$5,990~~ \$5,390 (10% discount)
- \_\_ Gold Partnership Package: ~~\$3,990~~ \$3,590 (10% discount)
- \_\_ Silver Partnership Package: ~~\$2,390~~ \$2,149 (10% discount)

#### Platinum Packages include:

- Virtual Booth
- Prominent signage in virtual event lobby
- On-demand speaking slot on event agenda
- 4 event passes for company personnel
- Company highlighted in dedicated event email to personnel
- Video, hand-outs and live person contact with booth visitors via live Q&A
- White-paper linked on post event attendee email
- First stop used as part of the virtual event gamification
- One-page company advertisement in downloadable exhibitor guide
- Company description in exhibitor guide – up to 80 words
- Attendee metrics – who looked at your company exhibit and what they downloaded
- Opt-in attendee list

#### Gold Packages include:

- Virtual Booth
- Prominent signage in virtual event lobby
- 3 event passes for company personnel
- Pre-event promotional activity to all personnel
- Video, hand-outs and live person contact with booth visitors via live Q&A
- White-paper linked on post event attendee email
- Company description in exhibit guide (up to 60 words)
- Attendee metrics – who looked at your company exhibit and what they downloaded
- Opt-in attendee list

#### Silver Packages include:

- Virtual Booth
- 2 event passes for company personnel
- Pre-event promotional activity to all personnel
- Video, hand-outs and live person contact with booth visitors via live Q&A
- Company description in exhibit guide (up to 40 words)
- Attendee metrics – who looked at your company exhibit and what they downloaded

## Reservation Contract – Sandia | NDIA Los Alamos Cyber Tech Series

\*Completed contracts should be sent to: [contract@federaltrainingpartnership.com](mailto:contract@federaltrainingpartnership.com) or fax to 800-858-3950

\*To pay online via the FTP payment portal, please use the following URL:

<https://www.federaltrainingpartnership.com/sandia-lanl-registration>

COMPANY NAME: \_\_\_\_\_

Charge credit card \$ \_\_\_\_\_ for Sandia NDIA Los Alamos Both Events (Please Circle) exhibitor package.

Charge credit card \$95 for \_\_\_\_\_ extra company rep passes.

MC VISA AMEX Expiration: \_\_\_\_\_ / \_\_\_\_\_ CSC/Security Code : \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Card Holder Signature: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Telephone: ( \_\_\_\_\_ ) \_\_\_\_\_

Email: \_\_\_\_\_

CC Billing Address: \_\_\_\_\_

Street City State Zip

**Binding Contract.** This contract when signed by industry partner and accepted and executed by Federal Training Partnership, constitutes a legally binding agreement and is binding to their perspective representatives.

**Payment Terms.** Advance payment is required for any partnership packages and/or sponsorship.

**Cancellation by Partner.** Cancellations must be in writing and shall become effective when received by Federal Training Partnership. In order to receive a refund of any funds, written notice must be received by Federal Training Partnership no later than 60 days prior to the conference date. Industry Partner will receive no monies refunded within 60 days of conference date.

**Attendance.** Federal Training Partnership makes no representations or warranties with respect to the demographic make-up, volume of exhibitors and/or number of attendees at this conference.

**Displays, Decorations, Conduct.** Displays, decorations, signage may not damage any part of the conference venue. Industry Partner shall be solely responsible for all damage resulting from any of the above actions.

**Security.** Industry Partners are responsible for securing the safety of their exhibits, marketing materials, and electronics.

**Liability.** Industry Partner agrees that Federal Training Partnership, the government hosting organization, the venue, its owners and its management company, and their respective employees are not liable for any theft, damage or loss to property or for any injury that may occur to the partner, its agents, employees. The Industry Partner assumes the entire responsibility and liability for losses, damages, and claims arising out of activities in the venue premises or at the conference and will indemnify, defend, and hold harmless Federal Training Partnership and its employees from any such losses.

**Conference Cancellation and Postponement.** Federal Training Partnership, the government, the sponsoring/hosting organization, in their sole individual discretion, reserve the right to cancel or postpone this event at any time without any liability for the fulfillment of this contract and all fees paid by Industry Partner shall, in the sole discretion of Federal Training Partnership, be either credited to a future conference or refunded on a prorated basis (minus any direct costs and overhead expenses). If the conference or part thereof is cancelled or postponed for any reason beyond the control of Federal Training Partnership such as, but not limited to, damage or destruction to venue buildings, war, riots, strikes, fire, floods, weather, termination by sponsoring/hosting organization, acts of government, terrorism, or acts of God, or the breach or termination of the venue contract, then Federal Training Partnership is not obligated to refund any fees. In any such case, credits from the event postponement or cancellation must be used within 12 months of the original postponement/cancellation dates. After 12 months a credit on account will be considered earned by Federal Training Partnership and non-refundable.

**No Show.** Any Industry Partner that fails to erect and staff a display in their assigned space by the designated set up time of the Showcase shall be considered a no-show and shall forfeit any fees paid.

**Billing.** The Industry Partner is responsible for making payment(s) when due and Federal Training Partnership is not responsible for collecting payments from third parties or payment processing services. This contract and reservation may be cancelled by Federal Training Partnership for failure to make payment in full when due.

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_