

**MILCOM 2006**  
**PATRON AND SPONSOR PROGRAM**  
Marriott Wardman Park & Omni Shoreham Hotels  
Washington, DC  
October 23-25

**PATRON PACKAGES**

*Announcing the MILCOM 2006 Patron Gala!*

This year's Patron Gala – the cornerstone of the Patron and Sponsor Program – will take place at Anderson House, a late Renaissance Revival-style mansion located on Embassy Row, in the heart of DC (and just minutes from MILCOM!).

Anderson House is chock-full of fine and decorative European and Asian art objects collected by its original owners, Isabel and Larz Anderson III. This unbelievable mansion, now a National Historic Landmark, is owned by The Society of the Cincinnati, the oldest patriotic organization in the U.S., whose first President General was George Washington himself. An incredible backdrop for an unforgettable evening of networking and fine food. We're betting that even local Washingtonians won't have visited Anderson House – and promise it will be a treat for all.

**Titanium (\$17,500)**

- Golf Foursome – The annual MILCOM Golf Tournament will be held at Andrews Air Force Base, Maryland, on Thursday, October 26. Your Titanium Patronship earns you a corporate foursome at the Tournament, which will feature plenty of food, refreshing beverages....and FUN!
- Patron Gala - 8 invitations (plus TITANIUM EXCLUSIVE – right to purchase up to 4 additional tickets, at \$250 each)
- Post-Banquet Cordial Reception – 8 invitations
- Show Program Ad – Full-page, four-color – with TITANIUM EXCLUSIVE opportunity to upgrade to a TWO-PAGE SPREAD (\$5,000 extra)
- Chairman's Banquet - Complimentary table [MILCOM to assign 1-2 Government guests, with balance (6-8) for corporate use]
  - Distinctive Table Signage
  - Spotlight Recognition
- Luncheon Head Table Recognition (senior representative to be recognized and seated at a reserved table at one Luncheon)
- Corporate Commercial (your creation - 30 seconds to 1 minute in length) – to run at lunches
- Technology Previews – Provide up to 4 product videos – "infomercials" – to be shown at Luncheons and General Sessions
- Pre-Luncheon Speaker Receptions – 8 invitations to each (3 Receptions)
- Privilege to purchase corporate Luncheon tables [MILCOM to assign 1-2 Government guests, with balance (6-8) for corporate use.]
- Corporate Banner Ad on MILCOM Website
- Hot Link from MILCOM Website to Corporate Website

**Platinum (\$12,000)**

- Patron Gala – 6 invitations
- Post-Banquet Cordial Reception – 6 invitations
- Show Program Ad – Half-page, black & white – with opportunity to upgrade to Full-page (\$3,000 extra)
- Chairman's Banquet - Complimentary table [MILCOM to assign 1-2 Government guests, with balance (6-8) for corporate use]
  - Distinctive Table Signage
  - Spotlight Recognition

- Technology Previews – Provide up to 4 product videos – "infomercials" – to be shown at Luncheons and General Sessions
- Pre-Luncheon Receptions – 6 invitations to each (3 Receptions)
- Privilege to purchase corporate Luncheon tables [MILCOM to assign 1-2 Government guests, with balance (6-8) for corporate use.]
- Corporate Banner Ad on MILCOM Website
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### **Gold (\$7,500)**

- Patron Gala – 4 invitations
- Show Program Ad – Quarter-page, black & white, with opportunity to upgrade to Half-page (\$3,000 extra)
- Chairman's Banquet -- 4 complimentary tickets, and special table assignment (Gold Patrons will be seated with 4 representatives from another Gold Patron company, plus Government guests assigned by MILCOM).
  - Distinctive table signage
- Pre-Luncheon Receptions – 4 invitations to each (3 Receptions)
- Privilege to purchase corporate Luncheon tables [MILCOM to assign 1-2 Government guests, with balance (6-8) for corporate use.]
- Opportunity to purchase banner ad on MILCOM Website (\$1,500 extra)

### **Silver (\$4,000)**

- Patron Gala – 2 invitations
- Show Program Ad – Eighth-page, black & white, with opportunity to upgrade to Quarter-page (\$2,000 extra)
- Pre-Luncheon Receptions – 2 invitations to each (3 Receptions)

## **SPECIAL SPONSORSHIP PACKAGES**

### **Oktoberfest! (\$50,000)**

(Includes Titanium Patron Benefits)

What comes to mind when you think of October (well, besides MILCOM!)? OKTOBERFEST! What a great way to kick off the MILCOM '06 Exhibition at the Marriott – on Monday night, October 23. We're planning oompah bands, fun foods....and of course plenty of BREW! Attendees will love this special theme party – and will thank the company that sponsors it!

Sponsor receives added exposure on the web and in the Show Program, including your corporate logo everywhere Oktoberfest is mentioned. We will provide corporate logo napkins and special "courtesy of" signs at every food station. Plus, this super value-added bonus – the opportunity to provide corporate give-aways to all attendees.

### **Silver Anniversary Chairman's Banquet (\$50,000)**

(Includes Titanium Patron Benefits)

This is going to be an evening "like no other," celebrating the 25<sup>th</sup> Anniversary of MILCOM, on Tuesday night, October 24, at the Marriott. Something for everybody, Chef will create a specialty dessert to be served during a glittering program of Awards and Entertainment, highlighted by the music of DC's renowned Odyssey Band. The headline entertainment is the world-famous "Passing Zone," a duo of jugglers whose tricks and skills you won't believe. MILCOM attendees will be talking about this special night – and you the Sponsor – for years to come.

Sponsor receives added exposure on the web and in the Show Program, including your corporate logo everywhere the Banquet is mentioned. Sponsor will have one reserved table at the Banquet, plus one reserved seat at the VIP table. In addition, your senior representative will enjoy a special spotlight introduction. Plus, this super value-added bonus – the opportunity to provide corporate give-aways at the Banquet.

**Luncheons (\$25,000 each)**  
(Includes Titanium Patron Benefits)

Sponsors will receive added exposure on the web and in the Show Program, including your corporate logo everywhere the Luncheon is mentioned. Luncheon Sponsors enjoy one reserved table at the Lunch, plus one seat at the VIP table for your senior representative, who will be recognized, and has the rare privilege of introducing that day's speaker. Plus, this super value-added bonus – the opportunity to provide corporate give-aways to each Luncheon attendee.

**Continental Breakfasts (\$10,000 each)**  
(Includes Gold Patron Benefits)

Sponsors will receive a banner ad on the MILCOM Website, and added exposure on the web and in the Show Program, including your corporate logo wherever we mention the Breakfasts. Plus, logo napkins and the opportunity to provide corporate give-aways to each Breakfast attendee.

**Coffee and Dessert Breaks (\$3,000 each)**  
(Includes one ticket to Patron Gala)

Sponsors will receive their logo on the MILCOM Website, and added exposure on the web and in the Show Program, including your corporate logo wherever we mention the Breaks. Plus, logo napkins and the opportunity to provide corporate give-aways to each Breakfast attendee.

**"Hop on the Bus with Us!" (\$15,000)**  
(Includes Platinum Patron Benefits)

What a neat way to target a key part of the valuable MILCOM audience, by sponsoring the shuttle transportation to and from the Classified Program at the Reagan Center. Receive added exposure on the web and in the Show Guide, plus your corporate logo wherever we talk about busses, including at bus stops and on bus schedules. We are open to your ideas, but here are some examples of things companies have done in the past: distribute corporate literature on the bus or at the bus stop; send a corporate representative along for the ride (Note: this person must have a valid security clearance); provide water, sodas or coffee at the bus stops; install a banner on the side of bus; maybe even run a corporate video/infomercial during the ride (for the ultimate in subliminal selling!) [Please note: all such "extras" will be at Sponsor's cost.]

**Registration (\$10,000)**  
(Includes Gold Patron Benefits)

Everybody has to go through Registration, so it's always a "happening place." This year, in addition to the Main Registration Center at the Marriott, we also have a "Registration Outpost" at the Omni, so you get double exposure. We'll hang a banner in both places, and put your logo everywhere we mention Registration – including on the MILCOM Website and in the Show Program.

**Creative "Booth Draw" Ideas (\$1,500 – Plus Price of Equipment/Materials)**  
Exhibiting Companies Only!

[Includes one ticket to Patron Gala]

- Espresso Machine
- Popcorn Machine
- Smoothie Machine
- Other ideas? Tell us about them! Call to discuss!

PLUS.....  
*FOR ALL PATRONS AND SPONSORS*  
*A SPECIAL PACKAGE OF VALUE ADDED BENEFITS*

- **PATRON CLUB ROOM** – your "office away from the office" – hook up your laptop, use your cell phone and blackberry, meet with customers, or just relax over coffee and sodas in the morning, and snacks in the afternoon
- **PRE- AND POST-CONFERENCE PUBLICITY** in printed promotional materials, emails, AFCEA's SIGNAL Magazine, IEEE Communications Magazine, and on MILCOM Website (linked from both AFCEA and IEEE websites)
- **CORPORATE LITERATURE DISTRIBUTION KIOSK** – a visible outpost for Patron brochures for all to see and take home
- **SIGNS/BANNERS** -- everyone will recognize your special commitment to MILCOM
- **DISTINCTIVE PATRON RIBBONS FOR ALL CORPORATE ATTENDEES** – wear them proudly!

For more information, or to sign up for the MILCOM 2006 Patron & Sponsor Program:

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