



2024

EXHIBITOR & SPONSOR
INFORMATION



Strengthening the Mid-Atlantic Region for Tomorrow (SMART)

The Strengthening the Mid-Atlantic Region for Tomorrow (SMART) mission is Mid-Atlantic leadership of the integration of tech enterprise governance with innovative tech enterprise execution for national and international requirements. Governance elements are Congress, Federal Executive Branch HQs, our International Allies and States/Counties (DE, MD, NJ & PA); execution elements are R&D academia, businesses, government labs/field agencies and professional associations. We operate via 15 focus groups and 4 special committees.

Our products are issue papers, events and collaborative projects. Since 1999, SMART has facilitated over \$625 million in regional projects, conducted 310 major events and conducted multiple, significant case studies for Congress, the Federal Executive Branch, our International Allies, the States/Counties and our tech community leaders.





Why Exhibit/Sponsor?

This year, SMART is turning 25 and SMART PROC GovCon (SPGC) is hosting its 20th Annual Event. We want you to be part of the celebration!

Since its inception, SPGC has been the flagship event for SMART. For the last 20 years (21, but we aren't counting 2020), SPGC has connected small business with their peers, industry leaders, academia, and key decision makers across federal, state and local government.

Located just a few miles from Ft. Detrick, SPGC is an intimate, low-barrier conference that provides small business with vital information necessary to better understand the federal procurement process, mission requirements and forecast opportunities.

What to expect:

- 500+** Attendees representing small business, industry, government and academia
- 20+** Exhibitors
- 50+** State & Federal Agencies Represented
- 2** Days of Sessions providing intel and education from key decision makers

... and more!

Benefits of Exhibiting

Questions?
Email info@smartprocgovcon.com

Compare Exhibitor Options and Sponsorships Below
Details at www.smartprocgovcon.com

	Platinum	Gold	Silver	
Cost	Early Bird: \$4500 Regular: \$5000	Early Bird: \$2750 Regular: \$3000	<i>Premium Placement:</i> Early Bird: \$1500 Regular: \$1750	Early Bird: \$1000 Regular: \$1200
Pre-Event Recognition	✓	✓		
On-Site Recognition	✓	✓		
Booth Placement	Horseshoe	Horseshoe or Large Premium Booth in Main Hall	Premium Booth in Main Exhibit Hall	Main Exhibit Hall
Lead Retrieval	✓	✓	\$	\$
Dedicated Branding in App	✓	✓		
Enhanced Listing in App	✓	✓		
Web App Commercials	✓			
Dedicated App Notifications	✓	✓	✓	
Program Ad: Full Page	✓			
Program Ad: 1/2 Page		✓	✓	
Program Listing				✓
Post Event Database of Attendees*	✓			
# of Tickets Included	10	6	4	4

*Attendees who have consented via web/mobile app

Benefits of Sponsorship

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info@smartprocgovcon.com

	Event	Mobile App	Lunch
Cost	\$7,500	\$5,000	\$2,500
Number Available	1	2	3
Pre-Event Recognition	✓	✓	Select Marketing
On-Site Recognition	✓	✓	✓
Prime Booth Placement	✓	✓	Booth NOT Included
Lead Retrieval	✓	✓	\$
Dedicated Branding in App	✓	✓	✓
Enhanced Listing in App	✓	✓	✓
Web App Commercials	✓	✓	
Dedicated App Notifications	✓	✓	✓
Program Ad	Full Page	Full Page	1/2 Page
Post Event Database of Attendees*	✓	✓	
# of Tickets Included	10	10	6
*Attendees who have consented via web/mobile app			

Benefits of Sponsorship

	Monday Networking	SOLD OUT	SOLD OUT
Cost	\$2,000	\$2,000	\$1750
Number Available	2	1	1
Pre-Event Recognition	Select Marketing	✓	✓
On-Site Recognition	✓	✓	✓
Prime Booth Placement	Booth NOT Included	Booth NOT Included	Booth NOT Included
Lead Retrieval	\$	\$	\$
Dedicated Branding in App	✓	✓	✓
Enhanced Listing in App	✓	✓	✓
Web App Commercials			
Dedicated App Notifications	✓	✓	✓
Program Ad	1/2 Page	Full Page: Back of Program	Full Page
Post Event Database of Attendees*			
# of Tickets Included	4	4	4

Benefits of Sponsorship

	MD Artisanal Event	Coffee	Mobile Charging	Breakfast (Day 2)
Cost	\$1,500	\$1,500	\$1,200	\$1,200
Number Available	1	3	2	1
Pre-Event Recognition	Select Marketing	Select Marketing	Select Marketing	Select Marketing
On-Site Recognition	✓	✓	Branding on Mobile Charging Station	✓
Prime Booth Placement	Booth NOT Included	Booth NOT Included	Booth NOT Included	Booth NOT Included
Lead Retrieval	\$	\$	\$	\$
Dedicated Branding in App	✓	✓	✓	✓
Enhanced Listing in App	✓	✓	✓	✓
Web App Commercials				
Dedicated App Notifications	✓	✓	✓	✓
Program Ad	1/2 Page	1/2 Page	1/2 Page	1/2 Page
Post Event Database of Attendees*				
# of Tickets Included	4	4	4	4

SOLD OUT

Exhibiting/Sponsorship: Mobile App

Interactive

- Dedicated listing in navigation menu (linkable)
- Banner ad in navigation menu (linkable, always visible)*
- Challenge task motivating attendees to interact with your collateral/representatives
- Branded announcement/push notification (linkable)*
- Dedicated "topic room" where sponsor can host conversations, demos, etc. *

Enhanced Web & Mobile App Listing

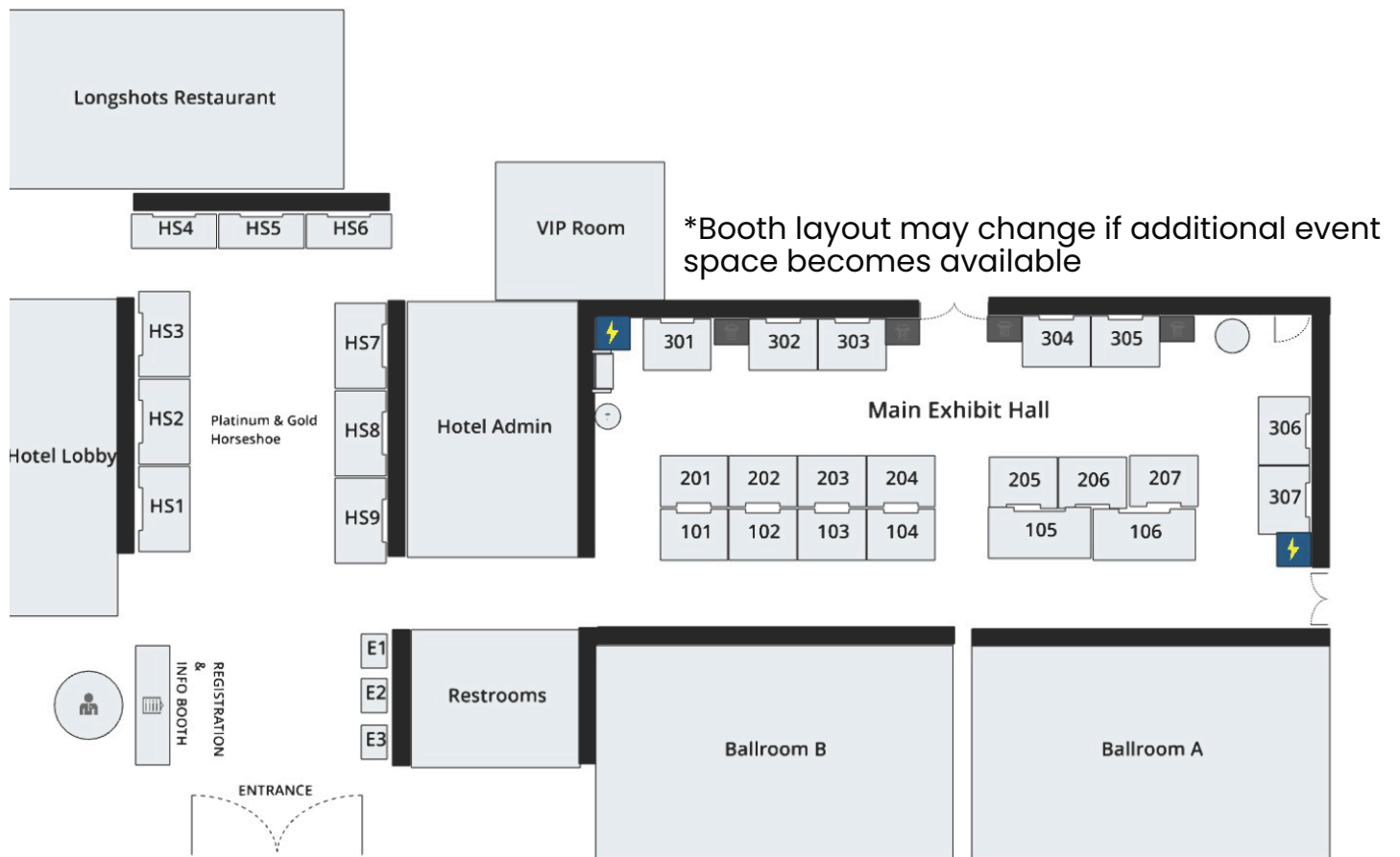
- Listing within directory
- Lead capture button on directory listing
- Custom call-to-action button (linkable)
- Premium sponsor listing with larger banner*
- Sponsored session*
- Downloadable PDF, links to website, and contact info
- Branded post on attendee message board

Promotion Live & On-Screen*

- Video ad/commercial
- On-screen logo
- Scrolling text banner
- Static banner
- Verbal recognition from speaker/emcee

*Available for certain Exhibitors/Sponsors

Conference Layout



Platinum Booth Locations

Conference organizers will assign Platinum Exhibitors to a booth located in the Platinum & Gold Horseshoe. Platinum locations are also available to the Event & Mobile App Sponsors.

Booths: HS1-HS9

Gold Booth Locations

Conference organizers will assign Gold Exhibitors to a booth located in the Platinum & Gold Horseshoe, based on availability, or to a large premium booth in the Main Exhibit Hall

Booths: HS1-HS9 or 105-106

Silver Booth Locations

Silver Exhibitors can provide (3) choices for booth placement, and organizers will work to assign the exhibitor a booth of their choice based on availability.

Silver Booths: 201-207 or 301-307

Premium Silver Booths: 101-104



Email info@smartprocgovcon.com for more information

Visit www.smartprocgovcon.com to register

We appreciate your interest and consideration of supporting SMART PROC GovCon 2024. We look forward to seeing you there!