



PDI

BUILDING UNITY IN THE FM COMMUNITY

**Phoenix, AZ
May 29-31, 2024**



SPONSOR & EXHIBITOR PROSPECTUS





AMERICAN SOCIETY OF MILITARY COMPTROLLERS



ABOUT ASMC

The American Society of Military Comptrollers (ASMC) is the non-profit educational and professional organization for persons, military and civilian, involved in the overall field of defense financial management. ASMC promotes thought leadership, professional development, and ethical behavior. The Society provides professional programs to keep members abreast of current issues and encourages the exchange of information, techniques, and approaches.

ABOUT PDI 2024

Each year, the National Professional Development Institute (PDI), the premier training event of the American Society of Military Comptrollers (ASMC), takes place in a different city around the country. This three-day, hybrid event enhances the knowledge and skills for financial managers in the Department of Defense, US Coast Guard, and public and private sectors. PDI provides attendees with best practices toward meeting the complex challenges of today's fiscal environment, aligned with the five strategic goals of the DoD FM Strategy.

PDI 2024 will be held May 29-31 in person at the Phoenix Convention Center in Phoenix, Arizona with a virtual option available. The PDI 2024 hybrid format offers more than 100 educational sessions with over 300 speakers, and the ability to earn up to 150 continuing professional education (CPE) units, including live on-site sessions, live-streamed sessions to the virtual platform and recorded content post-PDI.

PDI provides a valuable forum for participants from Service HQs, Defense Agencies, major commands, and installation levels to collaborate with leadership, peers, vendors, and clients. This event will also showcase individuals and teams who have been recognized by ASMC for their excellent contributions to the field of defense financial management.

DIAMOND
SOLD
\$50,000
SOLD OUT

PLATINUM
SOLD
\$30,000
SOLD OUT

GOLD
\$23,500
Two Available

SILVER
\$18,500
Limited Availability

BRONZE
\$15,000
Limited Availability

PARTNER \$7,000
Multiple Available

ASMC offers a multitude of opportunities to attract member attention to your brand.

Explore the different ways you can get your company in front of ASMC professionals and industry influencers. Our personalized sponsorship opportunities ensure that your brand appears onsite and online in ways that mean the most to your company.

For Sponsorship Inquires:
Sabrina Sheth
Sponsorship & Exhibit Sales
sponsorship@asmconline.org





DIAMOND SPONSOR

DIAMOND SPONSORSHIP INCLUDES

- Listed on the PDI website
- Listed on marketing emails
- On site recognition (sponsor signs, meter boards)
- Recognized from the podium at a General Session
- (2) 10x10 booths in the exhibit hall
- Four exhibit hall passes



CANYON AND THIRD STREET PARTY-PRESENTING SPONSOR-EXCLUSIVE

Remember at the Canyon on Third Street Party, showcasing the chapters, with food and drinks, an incredible atmosphere, and an opportunity to speak to all in attendance

- Your logo on the entrance unit to the exhibit hall, as well as on digital monitors throughout the event space
- 10 additional tickets to the event
- Four full registrations for PDI 2024 in Phoenix
- Social media posts with dual branding (up to three)*





PLATINUM SPONSOR

ALL PLATINUM SPONSORSHIPS INCLUDE

- Listed on the PDI website
- Listed on any marketing emails
- Onsite recognition (sponsor signs, meter boards)
- Recognized from the podium at a General Session
- (1) 10x10 booth in the exhibit hall
- Three exhibit hall passes

Plus, one of the following:

- SOLD** Attendee Conference Bags: Sponsor the Conference Bags, bearing your company logo (co-branded with ASMC), in addition to the event logo. You'll get high visibility among attendees at the PDI and throughout the year as these bags go everywhere!
- SOLD** Registration Sponsor: As the official registration partner of PDI, your logo will appear on the Registration page of PDI 2024's website and attendee emails as well as throughout the registration area on-site in Phoenix
- SOLD** Lanyard Sponsor: All attendees will receive highly visible lanyards. Lanyards are used throughout the week of PDI and even back at the office! Your company name and/or logo will be printed on the lanyard. (Co-Branded with ASMC Logo)
- SOLD** Early Arrivers Reception: Make the first impression (early!). Sponsor ASMC's early arrival reception from 6:00 – 7:30 pm on Tuesday and treat attendees to appetizers and drinks over networking. This is a great opportunity to connect and encourage those in attendance to stop by your booth in the coming days. Reception includes branded signage and beverage napkins. Sponsor may bring additional branded items, with prior ASMC approval. Sponsor has opportunity to speak



\$23,500

Two Available

GOLD SPONSOR

ALL GOLD SPONSORSHIPS INCLUDE

- Listed on the PDI website
- Listed on any sponsor marketing emails
- On Site Recognition (sponsor signs, meter boards)
- Recognized from the podium at a General Session
- (1)10x10 booth in the exhibit hall
- Three exhibit hall passes

Plus, one of the following:

- **Mobile App:** The mobile event app for ASMC's PDI 2024 provides you with the opportunity to connect with attendees in a unique and personal way. The custom-designed, comprehensive mobile app puts all event information at the attendees' fingertips – anytime, anywhere – with real-time updates provided at the conference. With your logo on the splash screen, you'll get high visibility to a large audience!

SOLD **Volunteer Sponsor:** Get visibility by sponsoring the volunteer shirts. These shirts are worn by the host chapter volunteers throughout the week. Shirts will include the sponsor and PDI logos. You will also be invited to the volunteer reception as the exclusive sponsor.

SOLD **CDFM Reception:** Help ASMC celebrate its certificants by hosting the annual CDFM reception on Wednesday evening. You will get an opportunity to address and congratulate all CDFMs. This is one of the most prestigious events at PDI. Sponsorship includes four invites for company members who are not CDFMs.

SOLD **Hotel Key Cards:** Sponsor the key card at the host hotel. During the lifespan of an event, an attendee will actively look at their keycard 8 – 12 times/day. This represents repeat impressions to your targeted demographic. Your logo/design will appear on one side and ASMC's on the other side.

- **CyberLounge:** Attendees can recharge with branded charging stations, use laptops, and take a break in the lounge chairs



\$18,500

SILVER SPONSOR

Limited Availability

ALL SILVER SPONSORSHIPS INCLUDE

- Listed on the PDI website
- Listed on any sponsor marketing emails
- Onsite recognition (sponsor signs, meter boards)
- Recognized from the podium at a General Session
- (1) 10x10 booth in the exhibit hall
- Two exhibit hall passes

Plus, one of the following:

- Breakfast and lunch (~~5~~ 3 available): Attendees are your guests at breakfast and lunch on Wednesday, Thursday and Friday in the exhibit hall. This sponsorship provides you with an opportunity to display sign advertising and distribute promotional material. Recognition includes your company name on signs near the food stations.

SOLD Water Bottle and Water Station Sponsor: Be the exclusive water bottle sponsor at the 2024 ASMC PDI by putting your logo in the hands of every attendee. Plus, we'll brand all water stations with your company logo as well! Attendees will receive a water bottle with your company logo on it. Water bottles are placed in every attendee's conference bag, and watering stations will be conveniently located throughout the meeting space.

- Plenary Session Speaker Sponsor (~~5~~ 3 available): This sponsorship ties your organization's name with an exciting guest speaker and helps pay for speaker fees, travel stipends, and honoraria. Sponsored General Sessions are Thursday lunch, Friday breakfast, and Friday lunch. A representative from your company will introduce the general session speaker on stage and say a few words.



\$15,000

BRONZE SPONSOR

Limited Availability

Contact Sabrina at
sponsorship@asmconline.org
to discuss options

ALL BRONZE SPONSORSHIPS INCLUDE

- Listed on the PDI website
- Listed on any sponsor marketing emails
- Onsite recognition (sponsor signs, meter boards)
- Recognized from the podium at a General Session
- (1) 10x10 booth in the exhibit hall
- Two exhibit hall passes

Plus, one of the following:

SOLD Coffee/refreshment break (Wednesday, Thursday & Friday): Learning is hard work and people need a break. Be their hero, while gaining premium exposure, by offering attendees that much-needed cup of coffee. Coffee breaks are offered in the exhibit hall and outside of sessions. Your company logo will appear on signage posted at coffee stations as well as on napkins.

SOLD Charity Raffle: Support the PDI charity and the philanthropic endeavors of our ASMC chapters as the exclusive sponsor of the charity raffle. As a sponsor, your company name will be featured on easel and tabletop signs throughout the charity raffle area.

SOLD Headshot Lounge: A photographer will be on-site to provide attendees with a professional headshot on Wednesday during exhibit hall hours and your company can be a part of it. We will place the headshot lounge near your booth in the exhibit hall to gain the most exposure. Signage will be included with your logo.



\$7,000

PARTNER SPONSOR

Multiple Available

PARTNER SPONSORSHIPS INCLUDE

- Listing on the PDI website
- Listed on any sponsor marketing emails
- Onsite recognition (sponsor signs, meter boards)
- \$500 discount on one (1) 10x10 booth in the exhibit hall
- Two exhibit hall passes

Plus, one of the following:

SOLD Coffee/Refreshment Break (Tuesday only) Pre-Conference: Learning is hard work and people need a break. Coffee breaks are offered outside of pre-conference workshops. Your company logo will appear on signage posted at coffee stations as well as on napkins.

- Speaker Ready Room Sponsor: Workshop presenters may utilize the Speaker Ready Room to preview their presentation, prepare any documents, and meet with their assistant instructor. Speaker Ready Rooms are equipped with computers and printers. Sponsor logo will appear on signage.
- Sponsor New Orleans 2025 Beads



OTHER SPONSORSHIPS

The sponsorships below are add-ons and do require an exhibit booth or above sponsorship.

REGISTRATION BAG INSERT *Multiple Available*

Your insert (promotional material or item) will be included in the official conference bags distributed to attendees at registration. If providing printed material, it should be one page and may be printed on both sides and should measure no larger than 8 1/2" x 11." All items will be subject to approval by ASMC. Designs for final approval are due to ASMC no later than April 15, 2024. Once approved Sponsor can print and send. Materials must be received by May 24, 2024 to guarantee inclusion in registration bag.

\$2,750



ON SITE BRANDING

(Column wraps, etc.)



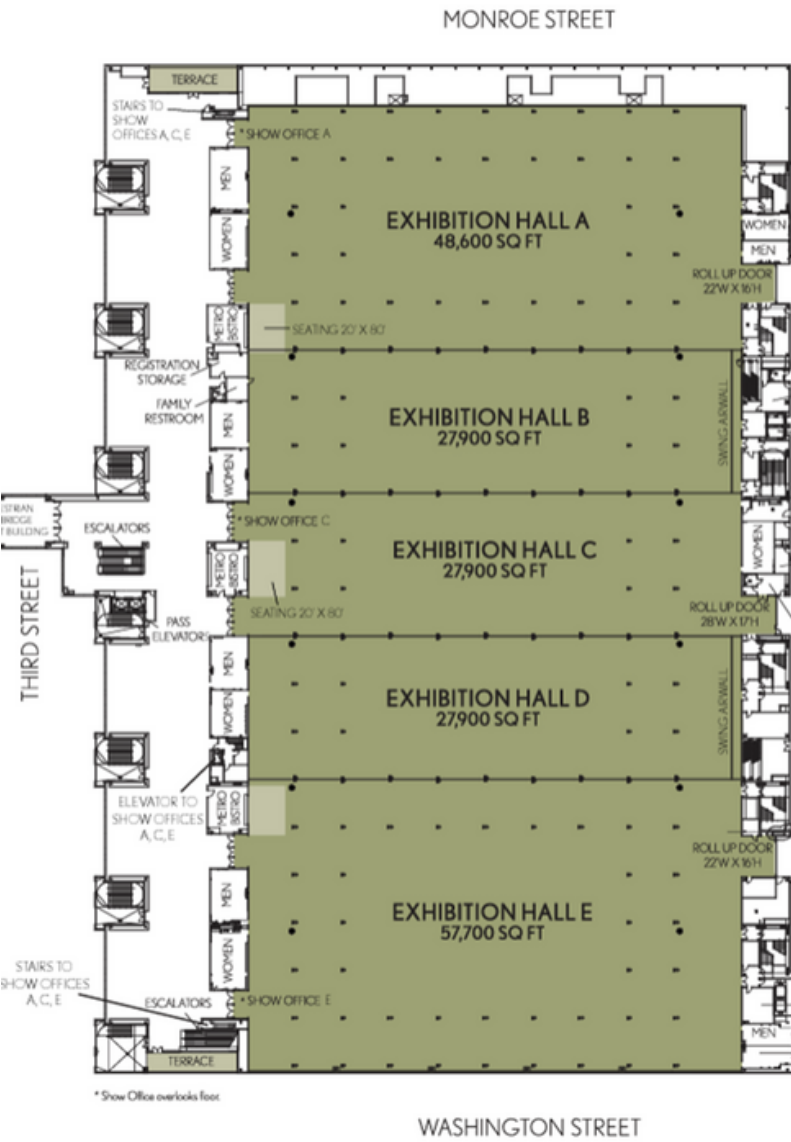
PRICE VARIES


DONT SEE A SPONSORSHIP THAT FITS YOUR NEEDS?

We would be happy to put together a custom sponsorship that gives you the ROI and visibility that you need. Please reach out to Sabrina Sheth at sponsorship@asmconline.org to discuss a custom sponsorship.



EXHIBIT AT PDI 2024



	before 15 March	after 15 March
CORPORATE MEMBER: 	\$3,000	\$3,500
NON-MEMBER:	\$4,000	\$4,500

Exhibiting rates are for each 10'x10' booth space and include 2 complimentary exhibit hall passes, a 6' table, 2 chairs and a wastebasket. Booths will have: 8' High Backwall Drape with 3' High Sidewall Drape



BECOME A CORPORATE MEMBER TODAY TO SAVE ON YOUR BOOTH COSTS

8 BOOTHS AVAILABLE

Booth Cancellation & Refund Policy: Cancellation requests must be submitted in writing to sheth@asmconline.org Cancellations received by April 10, 2024 will be issued a refund minus a \$500 administrative fee. No refunds will be issued after April 10, 2024, unless ASMC is unable to hold the conference in person.



EXHIBIT AT PDI 2024

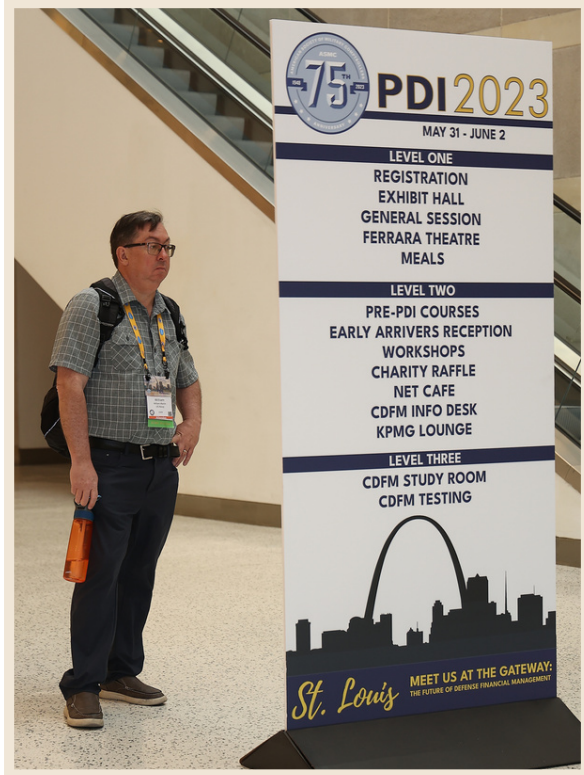


EXHIBIT HALL SCHEDULE

TUESDAY, MAY 28:

- **8:00AM - 5:00PM (SET-UP)**

WEDNESDAY, MAY 29:

- **7:00AM - 8:00AM (Breakfast in Hall)**
- **8:00AM - 5:00PM (Open)**
- **5:00PM - 6:30PM (Exhibit Hall Reception)**

THURSDAY, MAY 30:

- **7:00AM - 8:00AM (Breakfast in Hall)**
- **8:00AM - 3:45PM (Open)**
- **4:00PM - 6:30PM (TEAR DOWN)**



Payment

Full payment must be submitted at the time of booth confirmation. ASMC accepts payment via credit card or check.

- Check payments must be received within 14 days of application and no later than 10 May 10, 2024
- Applications submitted after May 10, 2024 must be paid in full by credit card at the time of purchase.

All booth payments are non-refundable.

Registration

Each 10'x10' booth includes two (2) complimentary exhibit hall passes, additional booth representatives can be purchased for \$175.00*

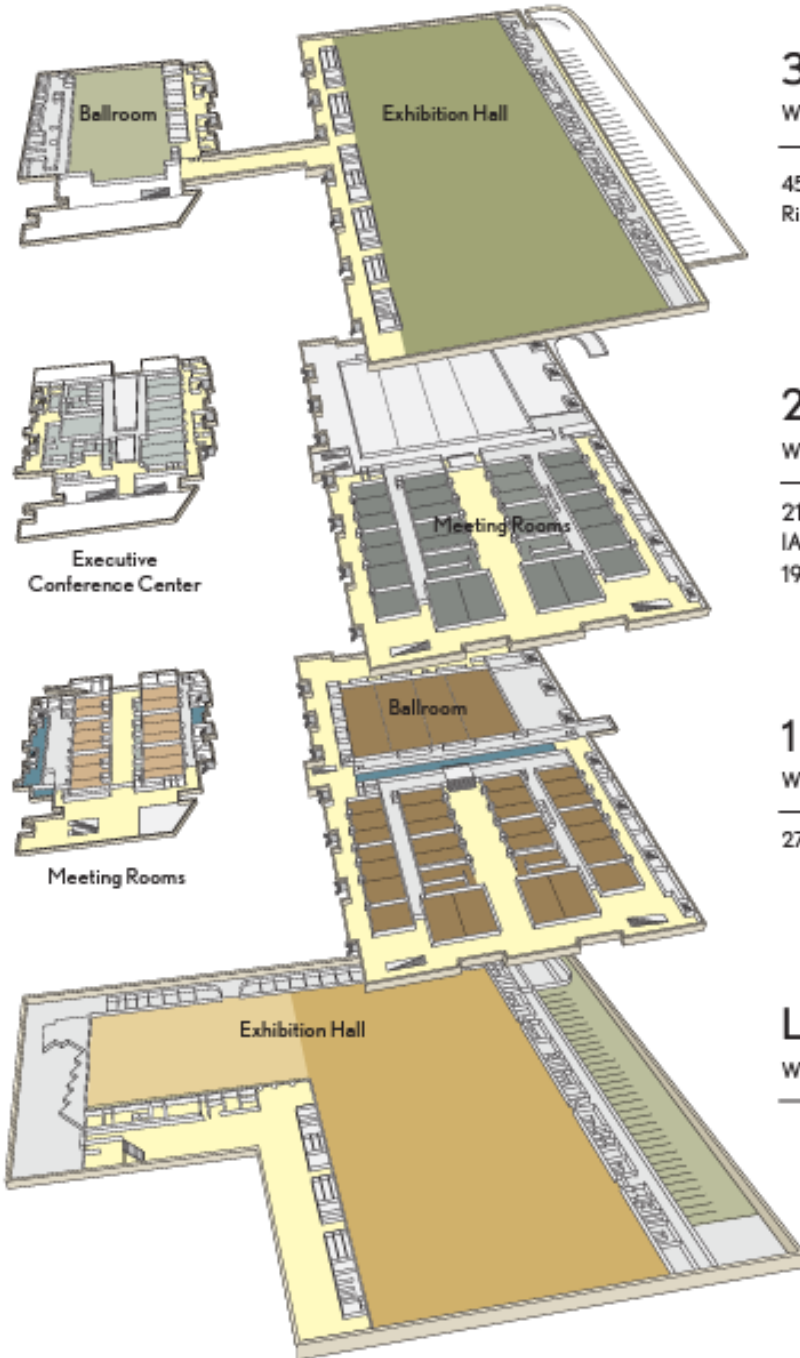
*Only includes access to the exhibit hall



LAYOUT OF PDI SPACE

WEST BUILDING

NORTH BUILDING



300 LEVEL

WEST BUILDING

NORTH BUILDING

45,200 SF West Ballroom
Riser seating for 1,200

190,000 SF Exhibition Hall

200 LEVEL

WEST BUILDING

NORTH BUILDING

21,000 SF Conference Center
IACC Certified
192-Seat Lecture Hall

43,000 SF Meeting Rooms

100 LEVEL

WEST BUILDING

NORTH BUILDING

27,200 SF Meeting Rooms

45,600 SF Ballroom

43,000 SF Meeting Rooms

LOWER LEVEL

WEST BUILDING

NORTH BUILDING

312,500 Total Combined SF Exhibition Hall

100 LEVEL SOUTH BUILDING

28,000 SF Ballroom
82,000 SF Exhibition Hall
33,000 SF Meeting Space

Expands to 143,000 SF Expo Hall

