



PDI 2021

**adapt,
evolve &
transform.**
at all times ready

**Sponsor and Exhibitor
Prospectus**

June 2-4, 2021

Sponsor and Exhibitor Prospectus

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 2021

The National Professional Development Institute (PDI) is the premier training event of the American Society of Military Comptrollers (ASMC) and will take place on June 2- June 4, 2021. The Conference was originally scheduled to be in Orlando FL at the Marriott World Center, however due current and projected COVID-19 environment and Department of Defense travel restrictions, PDI 2021 will be a fully virtual only training and professional development event.

Defense financial managers in the public and private sectors will converge for the three-day event to enhance their resource management knowledge and skills, as well as share best practices toward meeting the complex challenges of today's fiscal environment.

Anticipated attendance 3500+

Sponsorships

Platinum (4 1 Opportunity) - \$12,500

- Acknowledgement during the General Session
- Company Logo to rotate on Virtual Platform during all sessions
- Opportunity to contribute a one-minute video (mp4) to be played during General Session.
- Premier placement of company logo on event website, platform and agenda
- Virtual Exhibit Booth
- Link to your Company website
- **Video** Chat with Attendees
- 15-20 minute demo in Exhibit Hall (2-3 times throughout Conference)
- Full Page Ad in ASMC's Armed Forces Comptroller Journal
- Contribute two downloadable documents to virtual attendee bags
- Contribute promotional video to Virtual booth
- Complimentary registration for up to five attendees
- Sponsorship of Breakout Session
 - Sponsor of Breakout (logo on agenda)
- Opportunity to provide Attendee prize during a scheduled break
- Company Logo on communications sent out to attendees pre-meeting



Sponsorships (cont.)

Diamond (~~10~~ 5 Opportunities) - \$7,500

- Acknowledgement during the Opening Session
- Premier placement of company logo on event website, platform and agenda
- Link to your Company website
- Virtual Exhibit Booth
- **Video** Chat with Attendees
- 15-20 minute demo in Exhibit Hall (2-3 times throughout Training)
- Contribute two downloadable documents to virtual attendee bags
- Contribute promotional video to Virtual booth
- Complimentary registration for up to three attendees
- Half Page Ad in ASMC's Armed Forces Comptroller Journal
- Sponsorship of Breakout Session
 - Sponsor of Breakout (logo on agenda)
- Opportunity to provide Attendee prize during a scheduled break

Sapphire (~~18~~ 12 Opportunities) - \$3,500

- Premier placement of company logo on event website, platform and agenda
- Link to your Company website
- Virtual Exhibit Booth
- Video Chat with Attendees
- Contribute one downloadable documents to virtual attendee bags
- Contribute promotional video to Virtual booth
- Complimentary registration for virtual booth Contact

Gold (~~20~~ 16 Opportunities) - \$1,500

- Placement of company logo on event website, platform and agenda
- Link to your Company website
- Virtual Exhibit Booth
- Video Chat with Attendees
- Contribute one downloadable to virtual attendee bag
- 50% off registration for virtual booth Contact



Other Sponsorships

- **Video in Virtual booth (add on) - \$1500**
 - Must have a virtual booth to add this on
 - Ability to add a video to your Virtual Exhibit Booth
- **Exhibit Hall Demo (add on) - \$2500**
 - Must have a virtual booth to add this on
 - 15-20 minute demo in Exhibit Hall (1-2 times throughout Conference)
- **Networking Host - \$4000 + (4 Available)**
 - Logo placement on networking event on agenda
 - Choice of Networking event to host (Escape Room, How to make a cocktail, etc.)
 - One (1) minute (live) to introduce Networking event
 - Ability to target specific audience for invitations
 - 50% off one (1) Registration
 - Additional costs to Sponsor pending on what kind of networking activity is chosen
- **Build your Own Sponsorship**
 - Don't see a package that fits your needs?
 - Work with ASMC Contact to build a custom sponsorship package

Exhibitor

Exhibitor Only \$750.00 (~~10~~ 9 Available)

- Placement of company logo on virtual platform
 - Link to your Company website
 - Virtual Exhibit Booth
 - Video Chat with Attendees*
- *you will need to assign a registered attendee to manage your virtual booth

Interested in becoming a Sponsor or Exhibitor

Contact:

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Education & Professional Development
ASMC
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PDI 2021

JUNE 2-4, 2021

Virtual Lobby Sample

AGENDA

SPEAKERS

CPE'S &
SURVEYS

Platinum Banners

1

2

3

4

**WELCOME
VIDEO**



SPONSORS

ASMC
SOCIAL

CDFM

HELP DESK

PLATINUM BANNER HERE

Always visible: will rotate all Platinum Sponsors & any add on's