



IMPACT 2023

**NSI's 36th Annual National Security Forum
Chantilly, Virginia | April 17-19**

Sponsor/Exhibitor Prospectus - 2023

The IMPACT Audience

You can expect the audience at IMPACT 2023 to be comprised of 350 - 400 FSOs and security leaders responsible for protecting classified information, technology and critical systems within the U.S. defense industrial base and government. These security professionals are also responsible for their organizations' personnel security, physical security, operations security, AIS security, security awareness, and proprietary information protection programs.

4 Great Opportunities for 1/1 Conversations and Brand Marketing

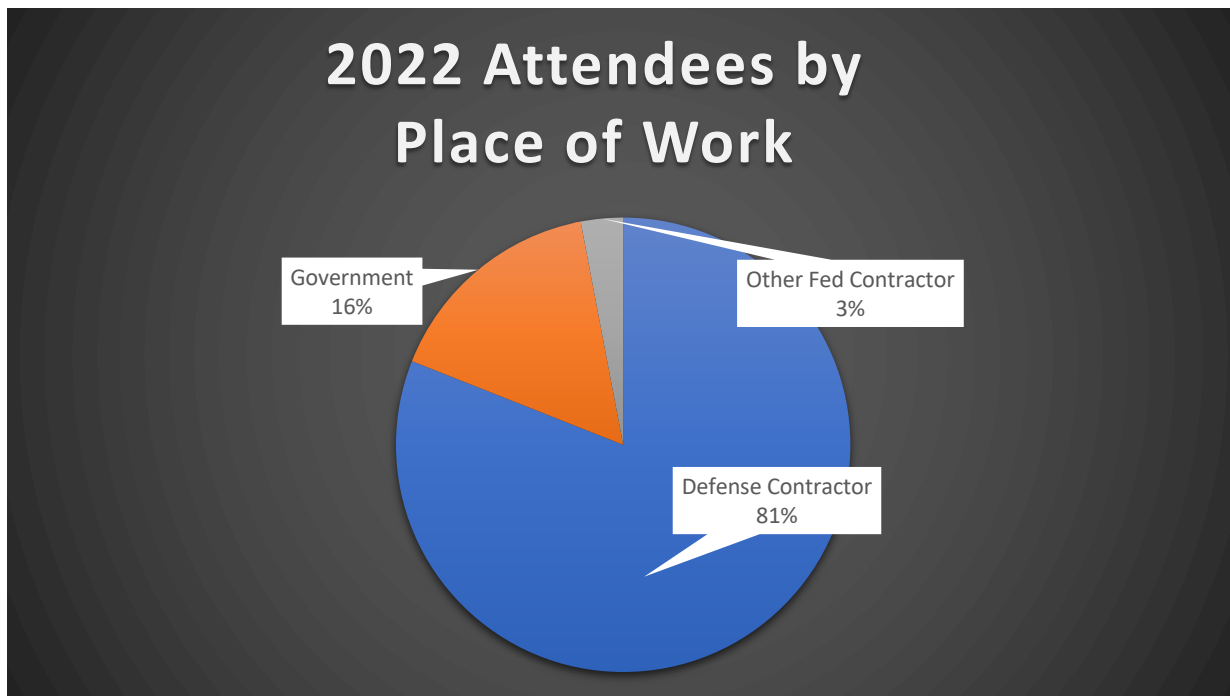
- The 1-Day Expo experience we offer our attendees is efficient for them and you, with lots of energy and conversations as our attendees know you'll only be there on Monday, April 17.
- The Sponsor's Rotunda offers our attendees the chance to extend conversations with you and to set appointments to talk more anytime during the event Monday through Wednesday morning. You are of course also part to the one-day expo and your booth is in a prime location close to meeting space and breaks.
- Brand marketing add-on packages are available for both Sponsors and 1-Day Exhibitors alike.
- The Monday evening reception is a nice, relaxed opportunity for you and our attendees to continue networking or simply get to know each other better. Everyone is invited, but only 1 will be singled out as the Reception Sponsor!

IMPACT by the Numbers

These are the stats for the last 4 events. IMPACT has been held annually since 1985. The 2023 event will be our 36th.

	2022	2019	2018	2017
ATTENDEES	273	325	332	400
EXHIBITORS	18	21	18	16
SPEAKERS	28	26	24	26
SESSIONS	20	21	21	21

The majority of attendees are security professionals from industry.



These professionals are responsible for protecting classified information, technology and critical systems as well as their organizations' personnel security, physical security, operations security, AIS security, security awareness, and proprietary information protection programs.

The EXPO and Sponsor's Rotunda

Attendees look forward to both the 1-Day expo on Monday and the opportunity to meet with

IMPACT Sponsors from Monday – Wed in the Sponsor’s Rotunda just outside the meeting spaces. Monday evening features a networking reception for all.

Exhibit and Sponsor Packages

	EXHIBIT	SPONSORSHIP + EXHIBIT	
	<i>Expo</i>	<i>Platinum</i>	<i>Gold</i>
	30 available	1 available	6 available
	\$ 1,500	\$8,000	\$6,000
Conference Pass		2	2
Lunch Pass		2	2
Reception Pass	2	2	2
30 Minute Address of Audience			
Booth Space in Sponsor’s Rotunda -2.5 Days			
8x10 Booth in Expo Hall 1-Day			
Dedicated promotional email to NSI mailing list			
Complimentary Ad in NSI weekly newsletter			
Logo on website and marketing assets			
Attendee Contact List			
Recognition During Intro Remarks Each Day			

Additional Brand Marketing Opportunities

	ADDITIONAL BRAND MARKETING OPPORTUNITIES					
	<i>Evening Reception</i>	<i>Registration / Info Desk</i>	<i>Conference Tote Bags</i>	<i>WiFi</i>	<i>All Breaks</i>	<i>Badge Lanyards</i>
	\$ 5,000	\$ 3,500	\$ 3,500	\$ 3,500	\$ 3,500	\$ 3,500
Opportunity to Address the Audience						
Thank You Sponsor Signage with Logo						
Exclusive Handout of Marketing Materials						

Thank You from Podium whenever WiFi mentioned						
Logo Branded Lanyards						
Branded Conference Tote Bags						
Conference Pass	2	2	2	2	2	2
Lunch Pass	2	2	2	2	2	2
Reception Pass	As needed	2	2	2	2	2
Complimentary Ad in NSI weekly newsletter						

The Program

NSI’s IMPACT program is unique and intensive 2.5-day program designed to develop security professionals who make an impact on their organizations. We achieve this by delivering content across three focal points:

- Big Picture Briefings on Threats and Global Security Landscape
- Security Practice, Leadership and Know-How
- Government/Industry Partner Relationships and Know-How

Who Speaks at IMPACT

Since 1985 NSI has hosted nearly a thousand speakers at the annual IMPACT national security forum. Attendees look forward each year to hearing from:

- Heads of U.S law enforcement, military, and intelligence agencies, as well as key members of their respective leadership teams
- Industry security executives and key members of their operational teams
- Heads of government oversight agencies, key operational representatives

Sponsor/Exhibitor Order

Select one or more:

1-Day Expo - \$1,500

Registration Sponsor - \$3,500

Double Booth Space - \$ 3,000

Tote Bag Sponsor - \$3,500

Platinum Sponsorship - \$ 8,000

WiFi Sponsor - \$3,500

Gold Sponsorship - \$ 6,000

Badge Lanyard Sponsor - \$3,500

Reception Sponsor - \$ 5,000

All Breaks - \$3,500

Sponsor/Exhibitor Information

Company: _____

Address: _____

City: _____

State: _____ Zip: _____

Point of Contact: _____

Title: _____

Phone: _____

E-Mail: _____

Seminar Attendee(s): _____

Sponsor/Exhibitor Agreement

Exhibit Space

Each 8'x10' exhibit space will be equipped with:

- one 8' draped table
- two padded side chairs
- one power strip

Exhibit space does not include hotel-supplied equipment, labor, storage, additional lighting and electrical power, telephone, or internet access.

Exhibition Period

The exhibition area will be ready for set-up and installation prior to the opening of the show. All work must be completed and each space ready for exhibition by 7:00 a.m. on the first day of the seminar. No work on displays will be permitted after the start of the exhibition. Exhibit space not claimed and occupied by 7:00 a.m. shall be canceled or reassigned without refund.

Exhibiting Schedule

All exhibits must be occupied during all published show hours. Any display which breaks down prior to the close of the seminar will not be allowed to exhibit at future NSI events.

Subletting Space

No exhibitor may assign, sublet, or apportion the whole or any part of its allotted space, nor exhibit therein, nor permit any other person or firm to exhibit therein, any other goods other than those manufactured or distributed by the Exhibitor in the regular course of its business, without written permission of NSI. Solicitations, demonstrations, or printed material must be confined to the Exhibitor's respective booth space. Aisles in front of the booths must be kept clear. Violators will be asked to leave the exhibit hall.

Promotional Giveaways and Prizes

Promotional giveaways are permitted. While drawings for prizes are not prohibited, all activities attendant to such drawings must be conducted at the Exhibitor's booth. The public address system will not be available to announce winners or to provide delegates information concerning the availability of prizes.

Special Visual and Sound Effects

Audio-visual equipment and other sound and attention-getting devices will be permitted only in such intensity that, in the opinion of the Exhibit Coordinator, it does not interfere with the activities of neighboring exhibitors.

Liability and Insurance

Exhibitor shall indemnify and hold harmless the National Security Institute, the Marriott, and its officers, directors, designated agents, and employees from and against any and all claims, losses, damages, or governmental charges or fines arising out of or caused by, exhibitor's use of the premises, or the conduct of its business, or from any activity, work or thing done, permitted or suffered by the exhibitor, in or about the premises, including, but not limited to installation, maintenance, and removal of exhibits; and in case any action or proceeding be brought against the Marriott or the NSI by reason of any such claim, or if the exhibitor breaches any terms of this agreement, the Marriott or the NSI may employ an attorney or attorneys to protect its rights, for which the exhibitor shall pay the reasonable attorneys' fees and expenses incurred. In addition, exhibitor acknowledges that the NSI and Marriott do not maintain insurance covering exhibitor's property, and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by exhibitor.

Dismantling of Displays

Exhibitors will not be permitted to dismantle their exhibits, nor do any packing, until after the published closing time. All dismantling must be finished, and all exhibit material must be out of the exhibition area by 7:00 p.m. following the closing of the exhibit hall. It is the responsibility of the exhibitor to arrange with the facility for return shipment of exhibit material, properly labeled, before departure.

Cancellation

Once exhibit space has been requested and has been assigned any cancellation of a space will result in forfeiture of 50% of space cost for each unit in question. Such notification of intent to cancel must be received in writing by NSI on or before March 1, 2023. Cancellations after March 1, 2023, will result in forfeiture of all sums paid. In the event of fire, strikes, or other uncontrollable circumstances rendering the exhibit area unfit or unavailable for use, or causing the exhibit to be cancelled, this contract will not be binding and payment made on exhibit space will be refunded.

Installation and Dismantling

Exhibitors may begin set-up at 12:00 p.m. Sunday April 16th and should be completely installed no later than 4:00 p.m. that day. Dismantling may NOT begin before 3:30 p.m. Monday April 17th, and MUST be completed by 7:00 p.m.

Exhibition Hours

Sunday Set-up 12:00 p.m. - 4:00 p.m.
Monday Exhibits Open 9:40 a.m. - 3:30 p.m.
Monday Reception 4:30 p.m. - 6:30 p.m.
Monday Dismantling 3:30 p.m. - 7:00 p.m.

Payment Information

Check Enclosed

Invoice Me

Charge to: VISA MC AMEX

Card No: _____ Exp. Date _____

Name on Card: _____

E-Mail Receipt to: _____

Finalize Your Registration

Reserve your exhibit space and sponsorship package(s) by signing and returning this order form and agreement to infoctr@nsi.org. To do so by phone or to ask any questions call us at 508-533-9099

Signature/Title/Date