



**WE
WALK
THE LINE**

INSTRUMENTAL TO THE WAR FIGHTER

PDI 2020

NASHVILLE | MAY 27-29

SPONSORSHIP
& EXHIBITS

WHAT IS ASMC?

ASMC (American Society of Military Comptrollers) is a 501(c)(3) non-profit organization for military and civilian personnel involved in the overall field of military comptrollership in the Department of Defense and Coast Guard. Our membership is comprised of more than 17,000 individual members internationally. The mission of the society is to promote the education, training and professional development of our members and support the advancement of the defense financial management profession.

THE PROFESSIONAL DEVELOPMENT INSTITUTE (PDI)

PDI is a premier training event for personnel employed in resource management within the Department of Defense and the U.S. Coast Guard. The PDI provides a forum that facilitates the individual development and technical competencies of persons in basic and complementary resource management disciplines. The institute consists of one day of service specific sessions and two days of more than 100 workshops and mini-courses, six general sessions and one evening networking opportunity.

The Exhibit Hall

The exhibit hall provides attendees the opportunity to network and position your product with personnel in the military resource management field. The hall will be open 20-1/2 hours in the two-day period. Two continental breakfasts, morning and afternoon refreshment breaks and reception are served in the Exhibit Hall to generate higher traffic levels.

Exhibit Hall Hours

Wednesday

7am-8am – Open (Breakfast)
8am-5pm – Open
5pm-6:30pm – Exhibit Hall Reception

Thursday

7am-8am – Open (Breakfast)
8am-4pm – Open
4pm – Teardown

Setup Hours

Tuesday 8am - 5pm

Dismantle Hours

Thursday 4pm - 7:30 pm

How to Register

Space and sponsorships will be reserved in the order they are received at Registration Headquarters. To reserve your sponsorship package and/or booth, visit www.asmcconline.org or contact Registration Headquarters at (702) 815-1603 or pdievents@rhq.com.

Booth Personnel

All packages include 3 exhibit participant registrations. Additional staff may be added to paid packages for a discounted registration fee. Information on how to add, upgrade and register your booth personnel will be e-mailed to the sponsor/exhibit contact in late February. Registration will open for personnel in late February.

Lead Retrieval

Bar-Code scanner packages are available for rental, allowing exhibitors to compile a database of potential customers from the PDI. Further information will be mailed to confirmed exhibitors.

New This Year!

ASMC will be hosting a reception in the exhibit hall prior to the Welcome Dinner on Wednesday after sessions. Each attendee will receive one drink ticket, and there will be bars and snacks placed throughout the exhibit hall for maximum flow of attendees.

ASMC will also be sponsoring drawings throughout the PDI within the exhibit hall. Participants must be present to win! Times, locations, and prizes will be provided at a later date.

Lastly, ASMC staff, Judson Lineberger, will be acting as the onsite point of contact once the PDI begins in assisting corporate member exhibitors and sponsors. He will work as the onsite liaison between corporate members and ASMC staff, and can be reached at Lineberger@asmconline.org.

Member Discount

ASMC corporate members receive \$100 savings over non-members on your exhibit booth! Visit ASMC National Headquarters at www.asmcconline.org for membership information.

AFC Advertising Discount

Corporate sponsors wishing to increase visibility to PDI attendees can advertise in ASMC's journal, the *Armed Forces Comptroller (AFC)*. The AFC includes intriguing articles on relevant defense financial management topics and is delivered quarterly to the ASMC membership and to key industry stakeholders. Corporate sponsors interested in advertising in the Spring 2020 journal ("leadership/defense FM strategy" theme), which will be shipped in April, would be able to highlight their products and services prior to PDI 2020. A special discount of 50% will be taken off every ad rate for those organizations who are sponsoring PDI 2020. For more information about advertising in the AFC, please contact Catherine Kenol, kenol@asmconline.org.

Housing Accommodations

Rooms for exhibitors are available at either Gaylord Opryland Hotel or Inn at Opryland at a rate of \$223.00 plus taxes per night.

Your confirmation package will contain special directions on how to obtain room(s) at these hotels. Housing will open for reservations in late February.

The Gaylord Opryland Hotel is the headquarters hotel and all sessions and activities will take place there.

SPONSORSHIP OPPORTUNITIES

- listed on the PDI website upon confirmation
- spotlighted in the on-site booklet with their company name and description
- recognized from the podium at a general session

Sponsorship packages include 3 Exhibit Participants and a 10 x 10 booth. All sponsorships are exclusive.

Platinum

\$22,000

MOBILE APP

The mobile event app for ASMC's 2020 PDI 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 of users as this app is free and easy to download!

NAME BADGE LANYARDS

All attendees receive one of these highly visible name badge lanyards. This sponsorship product is visible and will be used throughout the week and back at the office! Your company name and/or logo will be printed on the lanyard.

Diamond

\$17,000

NETCAFÉ

This area is accessible to all attendees who wish to check e-mail and use software applications. The area is located in a high traffic area and is a highly visible sponsorship. As sponsor, your company logo will be featured on the banner and on the desktop units.

WELCOME DINNER

You'll host a night to remember, featuring a full dinner. As our corporate sponsor, your logo will appear on the entrance sign and you will be permitted to speak briefly to attendees and distribute material at the event.

CONFERENCE BAGS

Carry the load with conference bags bearing your company logo, 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!

Sapphire

\$14,000

LUNCHEON SESSION

Choose a luncheon to promote your company. Sponsorship provides an opportunity to display sign advertising and distribute promotional material at a seated meal function. Recognition includes your company name on the entrance signs.

VOLUNTEER SHIRTS

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.

WATER BOTTLES

Be the exclusive water bottle sponsor at the 2020 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! Each attendee 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 where attendees can conveniently refill their water bottles during breaks.

Gold

\$10,000

CHARITY RAFFLE

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

BREAKFAST

Attendees are your guests at breakfast on Wednesday, Thursday, or Friday morning. This sponsorship provides you an opportunity to display sign advertising and distribute promotional material. Recognition includes your company name on easel signs near the food stations.

SCAVENGER HUNT

Back by popular demand! The scavenger hunt promotes a safe and fun event for all. Attendees will have the chance to meet new people, discover new locations, and enjoy the day in Nashville. A drawstring bag with your logo will be provided to each participant, and prizes will be awarded.

CDFM RECEPTION

Join us as a sponsor to recognize PDI attendees that have achieved CDFM status. This networking event will include hors d'oeuvres, drinks, and remarks from senior leaders. As corporate sponsor, recognition includes your company name on the entrance signs.

Exhibit Hall Space \$2,000

Promote your company's services or products at a 10 x 10 booth space on Wednesday and Thursday of the PDI in the Exhibit Hall, which is open to attendees 20-1/2 hours. Sponsorship packages include one (1) 10 x 10 booth space. Stand out in the exhibit hall with more floor space by adding 10 x 10 spaces to your booth for a discounted price.

Website Banner Space \$1,000

Your company's banner advertisement will appear on pdi2020.org, which is seen by people you most want to reach. In the months leading up to PDI, the ASMC websites receive on average 1500 visitors each day. Banner ads will be placed online within five days of receipt of image and will remain online through July 31, 2020. Banners must be provided in JPEG or GIF format, sized 240w x 120, and may link to a URL of your choice. Banner advertisements rotate with each page load.

PDI Bag Insert \$1,000

Put information about your organization in the hands of PDI participants with a flyer for insertion in our registration bags. Bag inserts require prior approval. Instructions for preparing and submitting samples, and for shipping approved materials to Nashville will be sent following receipt of payment.

FLOOR PLAN

Gaylord Opryland Nashville - Hall C2

