

2025
**SOUTHEAST
DEFENSE
PROCUREMENT
CONFERENCE**
Atlanta, Georgia

March 18-19, 2025

Presented by American Defense Alliance



Sponsorship & Exhibitor Prospectus



American Defense Alliance
Connecting Industry to Government Procurement Opportunities

2025 SOUTHEAST DEFENSE PROCUREMENT CONFERENCE

Atlanta, Georgia

March 18-19, 2025

Presented by American Defense Alliance



About the Event

Join us for the 2025 Southeast Defense Procurement Conference on March 18-19, 2025 in Atlanta, Georgia – a pivotal event designed to empower businesses with crucial insights into Defense Procurement across the Southeastern United States, from North Carolina to Mississippi. This event will spotlight current and future purchasing requirements and contracting opportunities that can empower your business to new levels of success.

Featured Contracting Commands:

- Multiple Air Force Bases in Florida, Georgia & throughout the Southeast
- Marine Corps Bases in North & South Carolina and the Blount Island Logistic Support Facility
 - Ft. Liberty, Army Anniston Depot and Red Stone Arsenal
- Army Corps of Engineers District Headquarters in Mobile, Savannah, Charleston, Jacksonville & Wilmington
 - NAVFAC Field Offices & Public Works Dept.'s
 - King's Bay Naval Sub Base, and Naval Air Stations in Pensacola, Jacksonville & Key West
- Major Contracting Commands including CENTCOM, SOUTHCOM, AFSOC, SOCSOUTH, & SPACECENT

What to Expect

Attendees will gain unparalleled access to key decision-makers, including Program Managers, Contracting Officers, and Small Business Program Directors from the Army, Navy, Air Force, Marine Corps, and Space Force Commands, and top Prime Defense Contractors. This is your chance to forge invaluable connections that can shape the future of your business.



American Defense Alliance
Connecting Industry to Government Procurement Opportunities

2025 SOUTHEAST DEFENSE PROCUREMENT CONFERENCE

Atlanta, Georgia

March 18-19, 2025

Presented by American Defense Alliance



Key Insights

Defense Acquisition Priorities

Understand the Latest Acquisition Strategies from the Department of Defense, Service Components, and Combat Commands

Subcontracting and Teaming Opportunities

Connect with Prime Defense Contractors to Explore Collaborative Ventures

Innovative Technology Solutions

Discover Accelerated Contracting Opportunities through DARPA, DIU, and DEFENSEWERX

Government-Wide Acquisition Contracts (GWACs)

Navigate the Intricacies of GWACs and their Small Business Tracks

Mentor-Protégé Programs

Explore Programs Designed to Accelerate the Growth of Small Businesses through Strategic Partnerships

Upcoming Projects

Get Insights into Future Projects from the Army Corps of Engineers (USACE) and Naval Facilities Engineering Systems Command (NAVFAC)

Military Base-Community

Learn how these Partnerships are Driving Construction and Facility Support Contracts

Cybersecurity Compliance

Understand the Mandates and Training Options Available for Compliance with CMMC

Special Contracting Opportunities

Explore Set-Aside Opportunities for Small Disadvantaged Businesses, including 8(a) Certified, Woman-Owned, Veteran-Owned, and HUBZone firms



American Defense Alliance
Connecting Industry to Government Procurement Opportunities

2025 SOUTHEAST DEFENSE PROCUREMENT CONFERENCE

Atlanta, Georgia

March 18-19, 2025

Presented by American Defense Alliance



SPONSORSHIP

Join us for an exclusive opportunity to network with key leaders. We are pleased to offer the following Sponsorship Opportunities.

Gold Sponsor

\$7,000

- Event Access:** (4) Sponsor Passes. Additional Passes can be Purchased for \$395 each
- Speaking Opportunity:** 15-Minute Speaking Session for a Representative of your Company
- VIP Introductions:** Strategic Introductions to Key Speakers and VIP Guests
- Exhibit Space:** 8'x10' Exhibit Space Strategically Placed in Exhibit Area/Foyer. 6' Exhibit Table and Chairs
- Matchmaking Host:** Invitation to Host a One-on-One Matchmaking Session
- Sponsor Spotlight Email:** (1) Promotional Email sent to all Registered Attendees Pre-Conference Highlighting your Capabilities
- Brand Visibility:** Prime Logo Placement on all Conference Materials, including Banners, Marketing Emails, Website, and Programs
- Recognition:** Acknowledgement during Key Moments of the Conference
- Media Coverage:** Inclusion in Press Releases, Promotional Materials and Social Media Mentions. Photographs and Videos of your Participation

Silver Sponsor

\$5,000

- Event Access:** (3) Sponsor Passes. Additional Passes can be Purchased for \$395 each
- Speaking Opportunity:** 10-Minute Speaking Session for a Representative of your Company
- Exhibit Space:** 8'x10' Exhibit Space Strategically Placed in Exhibit Area/Foyer. 6' Exhibit Table and Chairs
- Matchmaking Host:** Invitation to Host a One-on-One Matchmaking Session
- Sponsor Spotlight Email:** (1) Promotional Email sent to all Registered Attendees Pre-Conference Highlighting your Capabilities
- Brand Visibility:** Prominent Logo Placement on all Conference Materials, including Banners, Marketing Emails, Website, and Programs
- Recognition:** Acknowledgement during Key Moments of the Conference
- Media Coverage:** Inclusion in Promotional Materials and Social Media Mentions. Photographs and Videos of your Participation

Bronze Sponsor

\$3,000

- Event Access:** (2) Sponsor Passes. Additional Passes can be Purchased for \$395 each
- Speaking Opportunity:** 5-Minute Speaking Session for a Representative of your Company
- Exhibit Space:** 8'x10' Exhibit Space Strategically Placed in Exhibit Area/Foyer. 6' Exhibit Table and Chairs
- Matchmaking Host:** Invitation to Host a One-on-One Matchmaking Session
- Brand Visibility:** Logo Placement on all Conference Materials, including Banners, Marketing Emails, Website, and Programs
- Recognition:** Acknowledgement during Key Moments of the Conference
- Media Coverage:** Inclusion in Social Media Mentions. Photographs and Videos of your Participation

2025 SOUTHEAST DEFENSE PROCUREMENT CONFERENCE

Atlanta, Georgia

March 18-19, 2025

Presented by American Defense Alliance



SPONSORSHIP

Join us for an exclusive opportunity to network with key leaders. We are pleased to offer the following Sponsorship Opportunities.

VIP Networking Reception Sponsor

\$3,500

Event Access: (2) Sponsor Passes. Additional Passes can be Purchased for \$395 each

VIP Networking Reception Hosting: Exclusive Host of the VIP Networking Reception on March 18 from 5:30 PM - 7:30 PM

Speaking Opportunity: Provide Welcoming Remarks at the VIP Networking Reception

Exhibit Space: 8'x10' Exhibit Space Strategically Placed in Exhibit Area/Foyer. 6' Exhibit Table and Chairs

Matchmaking Host: Invitation to Host a One-on-One Matchmaking Session

Brand Visibility: Prime Logo Placement on all Conference Materials, including Banners, Marketing Emails, Website, and Programs

Recognition: Acknowledgement during Key Moments of the Conference

Media Coverage: Inclusion in Promotional Materials and Social Media Mentions. Photographs and Videos of your Participation

Networking Luncheon Sponsor

\$2,500

Event Access: (2) Sponsor Passes. Additional Passes can be Purchased for \$395 each

Networking Luncheon Hosting: Host of the Networking Luncheon

Exhibit Space: 8'x10' Exhibit Space Strategically Placed in Exhibit Area/Foyer. 6' Exhibit Table and Chairs

Matchmaking Host: Invitation to Host a One-on-One Matchmaking Session

Brand Visibility: Prominent Logo Placement on all Conference Materials, including Banners, Marketing Emails, Website, and Programs

Recognition: Acknowledgement during Key Moments of the Conference

Media Coverage: Inclusion in Promotional Materials and Social Media Mentions. Photographs and Videos of your Participation

Small Business Sponsor

\$1,500

Event Access: (2) Sponsor Passes. Additional Passes can be Purchased for \$395 each

Exhibit Space: 8'x10' Exhibit Space Strategically Placed in Exhibit Area/Foyer. 6' Exhibit Table and Chairs

Brand Visibility: Logo Placement on all Conference Materials, including Banners, Marketing Emails, Website, and Programs

Recognition: Acknowledgement during Key Moments of the Conference

Media Coverage: Photographs and Videos of your Participation

Explore our discounted Sponsorship Opportunities available when you Register for Multiple Events. Inquire about Sponsorship Opportunities available without an Exhibit Space at a reduced rate. For more information and to secure your sponsorship, contact: marketing@americandefensealliance.org

2025 SOUTHEAST DEFENSE PROCUREMENT CONFERENCE Atlanta, Georgia

March 18-19, 2025

Presented by American Defense Alliance



TABLE-TOP EXHIBIT SPACE & ATTENDEE PASSES

Table-Top Exhibit Space

\$1,250

- Event Access:** (1) Exhibit Pass. Additional Passes can be Purchased for \$395 each
- Exhibit Space:** 8'x10' Exhibit Space Strategically Placed in Exhibit Area/Foyer. 6' Exhibit Table and Chairs
- Brand Visibility:** Logo Placement on select Conference Materials, including Marketing Emails and Website
- Recognition:** Acknowledgement before Networking Breaks at the Conference
- Media Coverage:** Photographs and Videos of your Participation

Attendee Pass

\$495

- (1) Attendee Pass
- Access to General Sessions
- Access to Exhibit Area
- Onsite Sign-up for Matchmaking Sessions
- Breakfast & Buffet Lunch
- Post-Event Access to Photos, Videos, and Speaker Presentation Slides

VIP Attendee Pass

\$550

- (1) VIP Attendee Pass
- Access to General Sessions
- Access to Exhibit Area
- Onsite Sign-up for Matchmaking Sessions
- Breakfast & Buffet Lunch
- Post-Event Access to Photos, Videos, and Speaker Presentation Slides
- Access to VIP Networking Reception on March 18, 2025 from 5:30 PM - 7:30 PM

Explore our discounted Exhibitor Opportunities available when you Register for Multiple Events.
For more information and to secure your Sponsorship, contact: marketing@americandefensealliance.org

www.americandefensealliance.org

2025 SOUTHEAST DEFENSE PROCUREMENT CONFERENCE

Atlanta, Georgia

March 18-19, 2025

Presented by American Defense Alliance



Our Goal

The American Defense Alliance is dedicated to the critical mission of supporting U.S. National Security and our Warfighters. We serve as a vital bridge between the private-sector Defense Industrial Base and Federal acquisition requirements and priorities. Our goal is to facilitate meaningful connections between Small Businesses, Diversity Suppliers, and Prime Contractors, enabling them to collaborate effectively in identifying, pursuing, and performing Government contracts.

What We Do

- Provide actionable intelligence on upcoming acquisition opportunities
- Organize industry-leading events and conferences
- Facilitate networking between small businesses and prime contractors
- Offer guidance on government contracting processes and requirements
- Promote innovation and technological advancement in the defense sector

Our Commitment

At American Defense Alliance, we are committed to fostering a robust and diverse defense industrial base. We believe that by empowering businesses of all sizes and backgrounds, we can enhance the capabilities and resilience of our national defense infrastructure. Through our events, resources, and networks, we strive to create an environment where innovation thrives, partnerships flourish, and the American defense industry continues to lead on the global stage.



American Defense Alliance
Connecting Industry to Government Procurement Opportunities