



KEY DEFENSE FINANCIAL
PRIORITIES FOR 2024

PROGRAM/BUDGET SUMMIT **2024**

January 18 | Arlington, VA

SPONSORSHIP 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 THE CONFERENCE

The 2nd annual Program/Budget Summit (PBS) hosted by ASMC is a highly anticipated event for key decision makers and stakeholders working in federal financial management. On January 18, 2024, at the Sheraton Pentagon City, the half-day event will provide attendees with valuable insights and perspectives on the leading financial priorities for 2024.

Across five panel discussions lasting 50-60 minutes each, 3-4 speakers will tackle such disciplines as audit, upskilling, data transformation, and PPBE. The P/BS event is an invaluable opportunity to tap into the industry and thought leader knowledge and elevate the understanding of cutting-edge fiscal management strategies.



ANTICIPATED ATTENDANCE: 300-400



DAYTIME PROGRAM SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR \$10,000

EXCLUSIVE

- Introduction of ASMC CEO & welcome from company executive
- Sponsor may provide notepads and/or pens for every audience seat, at their expense
- Recognition on event webpage and marketing emails
- Onsite recognition and branding
- Complimentary exhibit table
- 4 complimentary registrations
- Recognition in onsite program

MID-DAY BREAK SPONSOR \$5,000

EXCLUSIVE

- Sponsor the mid-day break when beverages and snacks will be provided
- Branding on paper cocktail napkins
- Onsite recognition and branding
- Complimentary exhibit table
- 3 complimentary registrations
- Recognition in onsite program



DAYTIME PROGRAM SPONSORSHIP OPPORTUNITIES

REGISTRATION SPONSOR \$4,000

EXCLUSIVE

- Recognition on registration webpage and attendee emails
- Onsite branding at registration desk and signage
- Complimentary exhibit table
- 2 Complimentary registrations
- Recognition in onsite program

ARRIVAL BEVERAGE STATION SPONSOR \$2,500

EXCLUSIVE

- Sponsor of beverage break before program starts, located in the registration area
- Onsite branding recognition
- Complimentary exhibit table
- 1 complimentary registration
- Recognition in onsite program



DAYTIME PROGRAM SPONSORSHIP OPPORTUNITIES

PANEL SPONSORS **\$2,000**

5 AVAILABLE

- Introduction of the panel
- Onsite signage during panel discussions
- Logo included in presentation slides preceding the panel discussion
- Complimentary exhibit table
- 1 complimentary registration
- Recognition in onsite program

EXHIBIT TABLE

Member: \$1,050

Non-Member: \$1,250

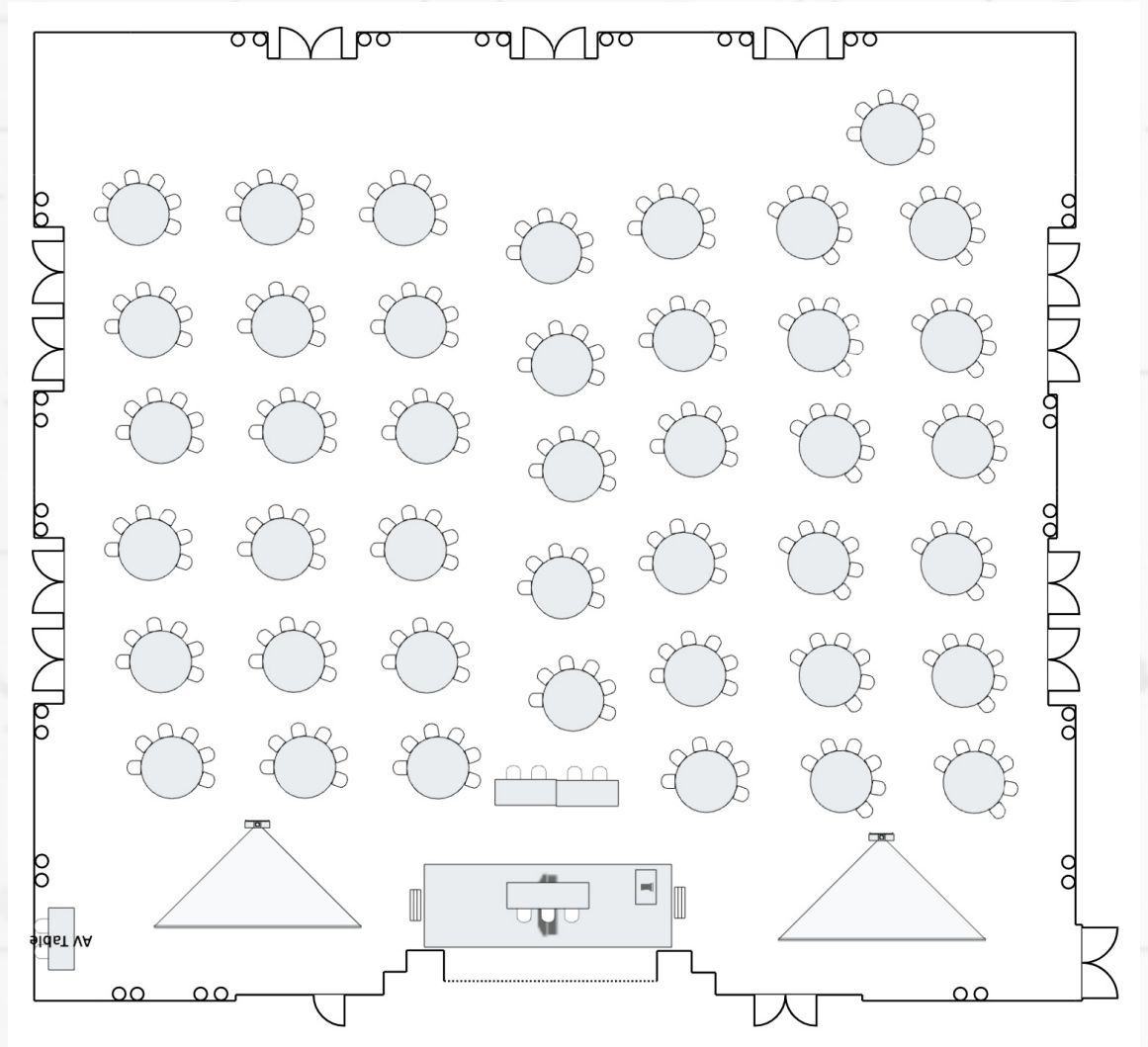
10 AVAILABLE

- 6' x 30" Table with Chair
- 1 complimentary registration
- Recognition on website
- Recognition in onsite program

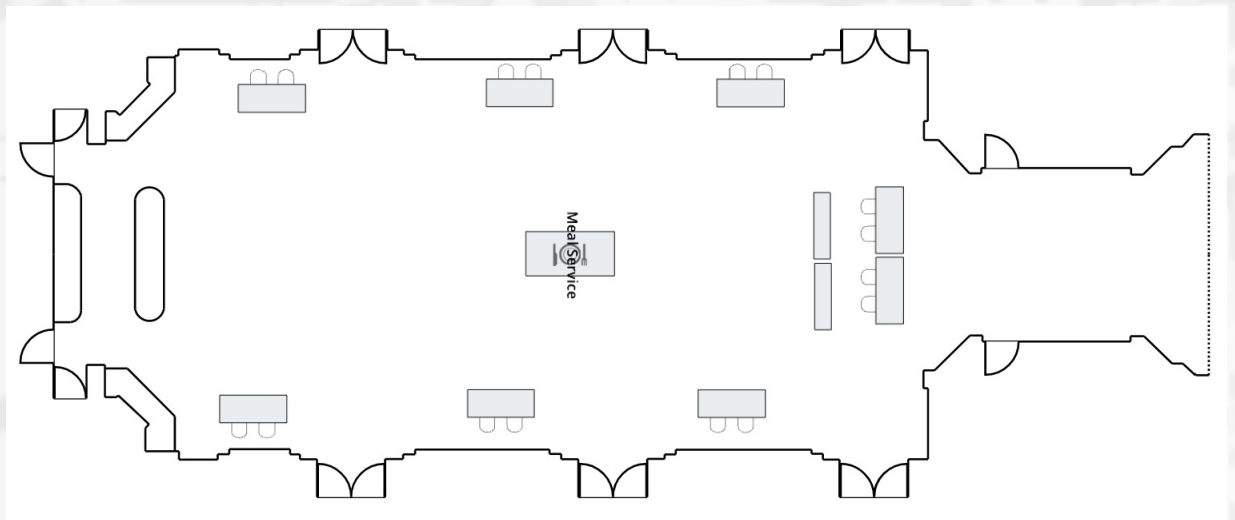


HOTEL FLOOR PLANS

GENERAL SESSION ROOM



BREAK/EXHIBIT AREA





75TH ANNIVERSARY RECEPTION SPONSORSHIP OPPORTUNITIES

5-STAR RECEPTION SPONSOR \$10,000

EXCLUSIVE

- Opening remarks at reception
- Recognition on event webpage and marketing emails
- Provide logo for onsite recognition
- Provide logo for branded beverage napkins at reception and bar area
- Complimentary exhibit table
- 4 complimentary registrations
- Recognition in onsite program

4-STAR RECEPTION SPONSOR \$7,500

EXCLUSIVE

- 75th Anniversary Commemorative Photo Sponsor
- Co-branded ASMC 75th Anniversary and sponsor logo
- Complimentary exhibit table
- 3 Complimentary registrations
- Recognition in onsite program

AWARDS SPONSOR \$7,500

EXCLUSIVE

- Remarks prior to awards ceremony
- Photo opportunity with award recipient which may be used by both ASMC and the sponsor for post-event promotion online
- Provide logo for onsite signage
- Complimentary exhibit table
- 2 Complimentary registrations
- Recognition in onsite program



P/BS 2024 SPONSORSHIP PROSPECTUS



DON'T SEE A SPONSORSHIP THAT FITS YOUR NEEDS?

We would love to discuss what type of opportunities would provide your organization greater ROI, visibility and access to defense financial managers you're looking for during P/BS.

CONTACT US TODAY

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