

*sponsorship  
& exhibits*



**PDI 2017**

MAY 31 - JUNE 2 | SAN DIEGO

# What is ASMC?

The 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 18,000 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 90 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 17 hours in the two-day period. Two continental breakfasts, morning and afternoon refreshment breaks are served in the Exhibit Hall to generate higher traffic levels.

### Exhibit Hall Hours

<b>Wednesday</b>	<b>Thursday</b>
7am-8am – Open (Breakfast)	7am-8am – Open (Breakfast)
8am-9:15am – Closed	8am-9:00am – Closed
9:15am-12pm – Open	9:00am-12pm – Open
12pm-1:45pm – Closed	12pm-1:45pm – Closed
1:45pm-5pm – Open	1:45pm-3:45pm – Open
5pm-6:30pm – Open – Networking Reception	3:45pm - Teardown
6:30pm – Closed	

### Setup Hours

Tuesday 9:00 am - 5:00 pm

### Dismantle Hours

Thursday 3:45 pm - 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.asmcnline.org](http://www.asmcnline.org) or contact Registration Headquarters at (702) 815-1603 or [pdievents@rhq.com](mailto: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.

### Member Discount

ASMC corporate members receive \$100 savings over non-members! Call ASMC National Headquarters at (800) 462-5637 or visit [www.asmcnline.org](http://www.asmcnline.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 2017 journal, which will be shipped in April, would be able to highlight their products and services prior to PDI 2017. A special discount of 50% will be taken off every ad rate for those organizations who are sponsoring PDI 2017. For more information about advertising in the AFC, please contact Brian Gresham at [Gresham@asmcnline.org](mailto:Gresham@asmcnline.org).

### Housing Accommodations

A block of rooms have been set aside at the Headquarters Hotel (Hilton Bayfront Hotel) for all exhibitors at a rate of \$182.00 per night. The Hilton is located next to the San Diego Convention Center.

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

# 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 2017 PDI provides you with the opportunity to connect with attendees in a unique and personal way. The customer-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.

## 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 table top 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 each food station.

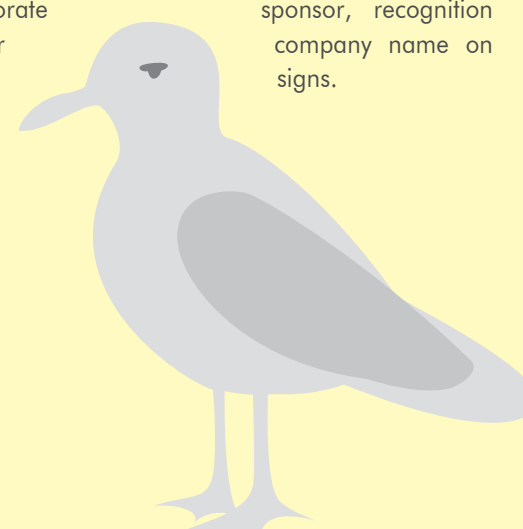
### Scavenger Hunt

Back by popular demand! Attendees will participate in a scavenger hunt that will allow them to see their surroundings in a new way. They will be stopping at fascinating locations to include Petco Park and Kansas City Barbeque – the site where several scenes of the movie *Top Gun* were filmed – to name a couple. The scavenger hunt promotes a safe and fun event for all. Attendees will have a chance to meet new people and discover new locations and enjoy a day on the town!

## Silver \$8,000

### 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 17 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 pdi2017.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 29, 2017. 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 San Diego will be sent following receipt of payment.

# Floor Plan San Diego Convention Center - Hall H

