

2024 Sponsorship Catalog



JOIN THE LEGACY, SHAPE THE FUTURE



Electronic Warfare | EW

Electromagnetic Spectrum Operations | EMSO

Cyber-Electromagnetic Activities | CEMA

Information Operations | IO

crows.org



About AOC

The Association of Old Crows (AOC) is an organization for individuals who have common interests in electromagnetic spectrum operations (EMSO), including electromagnetic warfare (EW), cyber electromagnetic activities (CEMA), information operations (IO), signals intelligence (SIGNIT) and other information related capabilities. AOC connects members and organizations nationally and internationally across government, defense, industry, and academia to promote the exchange of ideas and information and provides a platform to recognize advances and contributions in these fields.

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Participation With AOC Starts With a Partnership

AOC Partner Program

The AOC Partner Program is designed to advance our industry group memberships by fostering stronger collaborations and partnerships with key stakeholders. We believe that by expanding our network of partners, we can collectively drive innovation, address industry challenges, and create new growth opportunities.

Key Benefits of the AOC Partner Program:

Enhanced Collaboration: Strong relationships with our industry partners will open new avenues for cooperation and resource sharing.

Exclusive Benefits: Our program partners get exclusive discounts on sponsorship, exhibiting, and advertising across all AOC channels.

Expanded Visibility: Partners in this program receive valuable recognition to help boost their brand visibility and market presence.

Increased Advocacy: As we work closely with partners, our collective voice becomes even more influential in advocating for industry-related issues and initiatives.

Group Rate for Membership: Companies can provide individual memberships to all relevant staff positions at a discounted bulk rate.

Level	Individual Memberships	Dues
Supporter (less than 50 employees)	Up to 10 seats*	\$975
Advocator (50 to 400 employees)	Up to 25 seats*	\$1,725
Collaborator (over 400 employees)	Up to 50 seats*	\$3,250

**Additional seats can be purchased by level.*

Strong relationships with our industry partners will open new avenues for cooperation and resource sharing. Learn more at crows.org/partnerprogram.

Why Sponsor?

AOC connects electromagnetic warfare practitioners, industry partners, policymakers, and procurement decision-makers.

For 60 years, professionals from military, government, industry, and academia have looked to AOC to provide access to emerging technologies and the latest developments to protect the warfighter.

Now more than ever, it's essential to use that access. AOC sponsorships are a great way to be part of what's happening in the electromagnetic spectrum operations (EMSO) industry.

Align with AOC to increase your reach!

By becoming a sponsor with AOC, you have a variety of ways to connect with members throughout the year. Stay relevant to your customer base, participate in high-level discussions and, most importantly, nurture relationships with key contacts.

Person-to-Person

Conferences, Advocacy Programs, Annual Symposium & Convention

- + Target a niche audience or reach out to a broad market, depending on event topic and attendee composition
- + Develop personal relationships with clients
- + Showcase a full product range
- + Get immediate feedback and accelerate the buying process
- + Launch a new product

Print

The Journal of Electromagnetic Dominance (JED)

- + Demonstrate market leadership to your customers
- + Advertise your company's products and services to acquisition officials and end users

Online

eCrow, Product Showcase, AOC Career Center, *Defense Electronics Resource Guide*, Podcast and Webinars

- + Interact with viewers
- + Grow your lead pool
- + Generate an immediate response
- + Direct clients to the landing page of your choice
- + Promote time-sensitive offers and events
- + Recruit your specialized workforce from a highly targeted talent pool



The Journal of Electromagnetic Dominance



Journal of Electromagnetic Dominance

Since 1978, The Journal of Electromagnetic Dominance (JED) has been the leading magazine read by influential decision-makers in the global electronic warfare (EW) and signals intelligence (SIGINT) markets. More than 14,000 Association of Old Crows (AOC) members and subscribers read JED for its intelligent coverage and insightful analysis of industry news and trends.

The global EW/SIGINT market is worth more than \$20 billion in annual sales. JED is read closely by many of the senior government and military leaders around the world who control and influence how this funding is spent.

Visit crows.org/JED for more information.



NEARLY 95% agree that *JED* is the most comprehensive and authoritative publication covering the EW and SIGINT markets.



94% consider *JED* the most comprehensive and authoritative publication covering the EW and SIGINT markets.

Podcast Advertising



From the Crows' Nest

Since launching in 2021, the *From the Crows' Nest* podcast has become the go-to source for current information in the EMSO community. With more than 5,000 global downloads per month, AOC's podcast is a powerful way to reinforce your brand image, reach, and message in the EMSO community through various sponsorship opportunities.

Podcast hosts will read your pre-roll, mid-roll, or post-roll copy within the sponsored campaign length of time, or you can submit a recording. New opportunities coming in 2024!

FromTheCrowsNest.org

Interested In Being a Guest?

Send your ideas and recommendations to Ken Miller, Director of Advocacy and Outreach, at kmiller@crows.org. We look forward to hearing from you!

Interested In Becoming a Sponsor?

For more information and to secure your sponsorship, please contact Kira Krewson, Senior Project Manager, Naylor Association Solutions, at kkrewson@naylor.com.

Product Sponsorships

AOC Product Showcase

Your product showcased to 30,000+ industry decision-makers.

Maximize your marketing ROI and build brand awareness by promoting your products to key decision-makers who look to AOC for guidance on industry best practices. Delivered to more than 30,000+ global AOC subscribers, this is the perfect channel to promote your company's latest products and technologies.

Sponsorship Benefits

- Monthly email exposure to the entire AOC community, including both members and non-members (40,000+ audience). Four (4) slots available each month.
- Products showcased on website for one (1) year

Sponsorship Includes

- Company name and logo with a hyperlink
- Product name with a hyperlink
- Product image
- Product description (≤50 words)

Partner: \$2,500

Non-Partner: \$3,125

[Learn more at **crows.org/Product-Showcase**](https://crows.org/Product-Showcase)



2024 Webinar Sponsorships

AOC Webinars have demonstrated significant success in fostering our efforts to maintain the education, advocacy, and exchange of information within the EW community. Our 2024 schedule promises to build upon this success, continuing the trend of educating and broadening the reach of EW professionals.

Each Webinar Package Includes	Platinum*	Gold	Silver	Bronze	
• Company logo on AOC website and on PowerPoint with mention from moderator during webinar	✓	✓	✓	✓	
• Company logo on all pre-marketing materials to include emails, AOC website, etc. (as available)	✓	✓	✓		
• Access to email, address, & phone list of all webinar registrants, both AOC members and non-members	✓	✓			
• Dedicated slide(s) with company logo and choice of 60-90 second promo video (provided by sponsor) or 60-90 second introduction by company representative	✓				
	Partner	\$7,500	\$5,000	\$1,500	\$750
	Non-Partner	\$9,000	\$6,000	\$1,800	\$900

Don't see a topic you'd like to sponsor? Don't worry! AOC accepts abstracts and proposed speakers for webinars. For best attendance results, it is recommended that presenters are not employed by the sponsor. All proposed topics should be non-commercial. Presentation slides should not contain any sponsor logos or specific product identifiers. Submit proposed topics to education@crows.org.

[Visit **crows.org/webinar_schedule** for the current schedule.](https://crows.org/webinar_schedule)

Your Business Development Opportunities at AOC Conferences

Maximize your visibility in front of electromagnetic warfare leaders throughout the year—and make the most of your marketing budget by sponsoring AOC Conferences!



Collaborative Electronic Warfare Symposium 2024

MARCH 12 - 14

Point Mugu, CA

CROWS.ORG/CollaborativeEW2024

Conference Topics/Focus: EW at Scale – EW Capabilities for Near Peer Force-on-Force Warfighting

The 2024 Collaborative Electronic Warfare Symposium will provide a venue to disseminate current research in Electronic Warfare with an emphasis on meeting the challenges of future large-scale force on force combat. Prominent leaders, contributors and representatives from the United States military, government, academia, and industry will come together to address EW challenges and opportunities in the near future.

Conference Classification: US Secret

Number of Attendees: 650+

TITLE	Partner	\$14,000	<i>(exclusive)</i> Booth/tabletop display (20x5) with booth personnel*, exclusive reception sponsor, four complimentary registrations, walk-in slides, sponsorship recognition on conference website and marketing materials
	Non-Partner	\$17,500	
PLATINUM	Partner	\$11,000	<i>(up to four)</i> Booth/tabletop display (10x5) with booth personnel*, co-sponsor of a networking reception, three complimentary registrations, walk-in slides, sponsorship recognition on conference website and marketing materials
	Non-Partner	\$13,750	
GOLD	Partner	\$7,000	<i>(up to 15)</i> Booth/tabletop display (10x5) with booth personnel*, two complimentary registrations, breakfast or lunch co-sponsor, sponsorship recognition on conference website and marketing materials
	Non-Partner	\$8,750	
SMALL BUSINESS	Partner	\$4,000	<i>(up to six)</i> Booth/tabletop display (10x5) with booth personnel*, one complimentary registration, coffee or snack break co-sponsor, sponsorship recognition on conference website and marketing materials
	Non-Partner	\$5,500	



Cyber Electromagnetic Activity (CEMA) 2024

APRIL 30 - MAY 2

Aberdeen Proving Ground, MD

CROWS.ORG/CEMA2024

Conference Topics/Focus: EW Overmatch – Reestablishing Dominance in the Electromagnetic Spectrum

The 10th annual CEMA Conference comes at a critical inflection point for Electronic Warfare (EW). After a 30+ year hiatus, the Army is on the cusp of fielding a variety of terrestrial and airborne EW capabilities that will reestablish its capabilities within the electromagnetic spectrum. This conference will focus on the pending delivery of these capabilities in support of multi-domain operations (MDO) under large-scale combat operations (LSCO) conditions, and what research remains to address future threats and achieve an Army of 2040 that is fully equipped with advanced electronic warfare, cyber, signals intelligence, information operations, and other forms of non-kinetic fires, to fully dominate the Electromagnetic Spectrum.

Conference Classification: US Secret Only and TS/SCI Sessions

Number of Attendees: 800+

TITLE	Partner	\$15,000	<i>(exclusive)</i> 20' x 5' booth space with booth personnel*, four complimentary registrations, exclusive networking reception sponsor, topic-based presentation, walk-in slides, sponsorship recognition on conference website and marketing materials
	Non-Partner	\$18,750	
PLATINUM	Partner	\$12,000	<i>(up to six)</i> 20' x 5' booth space with booth personnel*, three complimentary registrations, welcome reception co-sponsor, sponsorship recognition on conference website and marketing materials
	Non-Partner	\$15,000	
GOLD	Partner	\$7,500	<i>(multiple available)</i> 10' x 5' booth space with booth personnel*, two complimentary registrations, breakfast or lunch co-sponsor, sponsorship recognition on conference website and marketing materials
	Non-Partner	\$9,500	
SMALL BUSINESS	Partner	\$3,750	<i>(up to seven)</i> 10' x 5' booth space with booth personnel*, coffee or snack break co-sponsor, sponsorship recognition on conference website and marketing materials
	Non-Partner	\$4,750	

*Booth personnel vary by sponsorship level and event.

Conference Sponsorships



EW Capability Gaps & Enabling Tech 2024

JUNE 25 - 27

Crane, IN

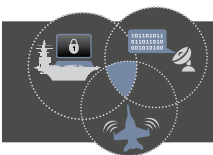
CROWS.ORG/CRANE2024

Conference Topics/Focus: This forum will discuss issues related to achieving Force Level EW and Electromagnetic Spectrum Operations (EMSO) capabilities across the Services. Technical panels and keynote speakers will address EW and EMSO requirements and emerging technologies necessary to support joint warfighting and achieve an enduring advantage in the electromagnetic spectrum. Government and military leaders across the Department of Defense will present the essential role of EW and EMSO in Joint All-Domain Command and Control (JADC2), Joint Long-Range Fires, and Information Advantage, and exchange with the EW community how innovative technologies such as Artificial Intelligence and Machine Learning are needed to advance collaborative and agile solutions to persistent gaps in our joint warfighting capabilities.

Conference Classification: US Secret Only and TS/SCI Sessions

Number of Attendees: 300+

TITLE	Partner	\$12,000	<i>(exclusive)</i> Tabletop display in premier location (secret clearance required), exclusive networking reception sponsor, three complimentary registrations, walk-in slides, sponsorship recognition on conference website and marketing materials
	Non-Partner	\$15,000	
PLATINUM	Partner	\$9,500	<i>(up to four)</i> Tabletop display in premier location (secret clearance required), networking reception co-sponsor, two complimentary registrations, walk-in slides, sponsorship recognition on conference website and marketing materials
	Non-Partner	\$12,000	
GOLD	Partner	\$6,500	<i>(multiple available)</i> Tabletop display in premier location (secret clearance required), co-sponsor of breakfast or lunch, one complimentary registration, sponsorship recognition on conference website and marketing materials
	Non-Partner	\$8,000	
SMALL BUSINESS	Partner	\$3,000	<i>(multiple)</i> Two passes to networking receptions, sponsorship recognition on conference website and marketing materials
	Non-Partner	\$3,750	



Cyber/Electronic Warfare Convergence 2024

JUNE 4 - 6

Charleston, SC

CROWS.ORG/CHARLESTON2024

Conference Topics/Focus: Cyberspace and EW capabilities are becoming more technically similar. However, the communities that practice these disciplines remain largely separated as the military services vary widely in their systems, unit organizations and operating methodologies. This conference provides the EW and Cyberspace communities an opportunity to collaborate and discuss rapid deployment of advanced capabilities, TTPs and research in EW and Cyberspace operations. The Cyber/EW Convergence Conference identifies ways to develop advanced capabilities to address the changing battlefield dynamics of the digital age and bring EW and Cyberspace together for the Warfighter.

Conference Classification: TS/SCI

Number of Attendees: 200

TITLE	Partner	\$12,500	<i>(exclusive)</i> Exclusive networking reception sponsor, four complimentary registrations, materials/givaways on take-one table at reception, walk-in slides, logo on conference website and marketing materials
	Non-Partner	\$15,570	
PLATINUM	Partner	\$9,000	<i>(up to four)</i> Co-sponsor of networking reception, three complimentary registrations, materials/givaways on take-one table at networking reception, walk-in slides, logo on conference website and marketing materials
	Non-Partner	\$11,250	
GOLD	Partner	\$6,500	<i>(multiple available)</i> Co-sponsor of networking reception, two complimentary registrations, materials/givaways on take-one table at reception, logo on conference website and marketing materials
	Non-Partner	\$8,000	
SMALL BUSINESS	Partner	\$3,000	<i>(multiple)</i> Two passes to networking reception, logo on conference website and marketing materials
	Non-Partner	\$3,750	



13th Annual Pacific Information Operations & Electronic Warfare Symposium

OCTOBER 22-24, 2024

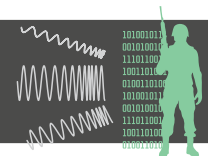
Honolulu, HI

[MORE INFO AT CROWS.ORG](https://crows.org)

Conference Topics/Focus: The conference brings together government, military, industry, academia, small business and other stakeholders for discussions on the operational challenges facing the practitioners of these IRCs, and to explore possible technological and tactics/procedural solutions. The symposium will focus on the role of information operations in maintaining the conditions for continued peace and stability within the PACOM region and will feature presentations and panels from senior U.S. Department of Defense leaders.

Conference Classification: Unclassified and US Secret Only

Number of Attendees: Approximately 200 - 300



Warfighter Information Advantage Symposium 2024

OCTOBER

Augusta, GA

[MORE INFO COMING SOON](#)

Conference Topics/Focus: Focus on the synergies of Signal, Cyber, and EW mission areas to achieve Information Advantage, while concentrating on key aspects of DOTMLPF, requirements generation, experimentation, soldier touchpoints / user feedback, education and training, and force integration.

Conference Classification: Unclassified and US Secret Only

Number of Attendees: 200 - 350

For the most up-to-date conference information, visit crows.org/conferences





ASSOCIATION
OF OLD CROWS

AOC Europe

Oslo, Norway

13-15 May 2024

AOCEUROPE.ORG

For information on AOC Europe, please contact aoceurope@clarionevents.com.





AOC 2024

International Symposium & Convention

DECEMBER 11-13, 2024
NATIONAL HARBOR, MD
AOC2024.CROWS.ORG

**EXHIBITING &
SPONSORSHIP
OPPORTUNITIES**



Book Your Booth

2024 10' x 10' Exhibitor Booth Rates

	Early Rate	Standard Rate
Partner	\$5,900	\$6,200
Non-Partner	\$6,785	\$7,130
Small Business	\$2,950	\$3,395



What's included in your booth purchase:

- Four (4) complimentary booth personnel badges per 10' x 10' booth space
- Access to welcome reception and keynote sessions for registered booth personnel
- Access to Program Manager Briefing Series for all company personnel
- 8' high black pipe and drape back wall with 3' high draped side rails
- Standard booth identification sign
- Exhibitor badge to use in your customer marketing or post on your website
- Visibility in event mobile app and website
- Company listed in official on-site program
- Company description in the pre-convention issue of the *JED* and in your company profile on the interactive floorplan
- Post-show attendee list, including name, company, and city/state
- Exhibitor Services Kit detailing fees and information on shipping, furniture rental, and booth set-up will be emailed to the main contact for each booth approximately three months prior to the event
- Access to AOC discounted hotel rates.

Book your booth at aoc2024.crows.org.

For questions about exhibiting or sponsorship at AOC 2024, contact Sean Fitzgerald at Fitzgerald@crows.org or at **703-549-1600**, ext. 222.



Sponsorship Opportunities



As a sponsor or advertiser, your brand will be elevated at AOC 2024 beyond your standard booth footprint. We offer various level packages as well as event-specific options and tailored branding packages. Plan early for the best availability and exposure.

SOLD!

HOST SPONSORSHIP — PARTNER: \$94,500 | NON-PARTNER: \$113,400

Host Sponsorship receives ten Master Pass registrations, access to the Program Manager Briefing Series, exclusive sponsor of the Crows' Nest, your company name and logo prominently displayed on event promotional materials, signs, brochures, convention website and similar marketing venues, as well as a full-page, four-color display ad in the official on-site program (outside back cover). Additionally, the Host Sponsor receives the unique benefits of being the sponsor of the annual Welcome Reception, as well as a brief welcome address by a company representative during the opening keynote session of the symposium. The Host Sponsor will receive a seat on the event planning committee. *Host Sponsorship does not include exhibit space and may only be reserved by exhibitors with a minimum of 200 square feet of contracted space.*

PLATINUM SPONSORSHIP — PARTNER: \$26,250 | NON-PARTNER: \$31,500

Platinum Sponsorship receives four Master Pass registrations, access to the Program Manager Briefing Series, your company name and logo prominently displayed on event promotional materials, signs, brochures, convention website and similar marketing venues, as well as a full-page, four-color display ad in the official on-site program. Platinum sponsors are co-sponsors of lunch in the exhibit hall each day.

GOLD SPONSORSHIP — PARTNER: \$12,600 | NON-PARTNER: \$15,120

Gold Sponsorship receives three Master Pass registrations, access to the Program Manager Briefing Series, your company name and logo prominently displayed on event promotional materials, signs, brochures, convention website and similar marketing venues as well as a half-page, four-color display ad in the official on-site program. Gold sponsors are co-sponsors of happy hours in the exhibit hall both days.

SILVER SPONSORSHIP — PARTNER: \$6,300 | NON-PARTNER: \$7,560

Silver Sponsorship receives two Master Pass registrations, access to the Program Manager Briefing Series, your company name and logo prominently displayed on event promotional materials, signs, brochures, convention website and similar marketing venues, as well as a quarter-page, four-color display ad in the official on-site program. Silver sponsors are co-sponsors of symposium coffee each morning.

BRONZE SPONSORSHIP — PARTNER: \$3,150 | NON-PARTNER: \$3,780

Bronze Sponsorship receives one Master Pass registration, access to the Program Manager Briefing Series, your company name and logo prominently displayed on event promotional materials, signs, brochures, convention website, and similar marketing venues.



Branding Opportunities



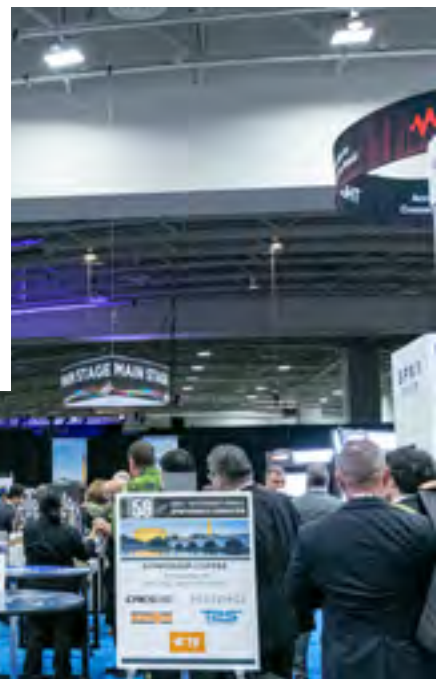
The AOC International Symposium & Convention is the largest event for members of the EW community. For companies and organizations trying to make an impression or an impact, there is simply no better opportunity to interface with clients, customers, and critical decision-makers. Several unique branding opportunities are available to raise your profile and draw your audience.

These opportunities are turn-key — All you have to do is purchase and send us artwork directly; we'll take care of the rest!

We are adding new opportunities as we speak! Head to aoc2024.crows.org to check out what we have available.

Custom Packages Available! Not seeing anything that resonates with you? Contact **Sean Fitzgerald at fitzgerald@crows.org**, to discuss and create a customized branding package that suits your budget and creative needs!

	Partner	Non-Partner
Mobile App	\$7,500	\$9,000
Registration	\$10,000	\$12,000
Registration Lobby Video Wall	\$10,000	\$12,000
Hotel Room Keys	\$7,000	\$8,400
Conference Bags (Qty 1000)	\$15,000	\$18,000
Lanyards (Qty 2500)	\$12,000	\$14,400
Registration Lobby Column Wrap (per side - 8 available)	\$4,000	\$4,800
Escalator Lobby Banner	\$18,000	\$21,600
Stair Graphics	call for details	call for details
Escalator Graphics	call for details	call for details
Exhibit Hall Entrance Sign Covers	\$2,000	\$2,400
Exhibit Hall Banners	\$10,000	\$12,000
Exhibit Hall Aisle Sign Danglers	\$8,000	\$9,600
Exhibit Hall Column Wraps (4 sides)	\$12,000	\$14,400
Exhibit Hall Triangle Banners	\$4,500	\$5,400
Exhibit Hall Floor Graphics	\$1,500	\$1,800
Exhibit Hall Table Graphics	\$5,000	\$6,000
Lightbox	\$7,500	\$9,000
Satellite Lounge	\$7,500	\$9,000
Speaker Lounge	\$10,000	\$12,000



Learn more at
aoc2024.crows.org

Secure your sponsorship positions TODAY...
before your competition does.

For additional information on AOC sponsorship please contact:

Sales & Client Operations Manager

Sean Fitzgerald

fitzgerald@crows.org



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Advancing Electromagnetic Warfare TOGETHER