



# NLIT Summit 2021 PROSPECTUS

June 7-9, 2021 | Virtual Event



[www.fbcinc.com/NLIT](http://www.fbcinc.com/NLIT)





# NLIT Summit 2021

Once a year, a dedicated group of professionals at 17 Department of Energy (DOE) National Laboratories gets together for the NLIT (National Laboratories Information Technology) Summit to discuss IT and cybersecurity issues that are unique to the national laboratory system.

A multi-day event, NLIT Summit facilitates an exchange of information management, best practices, strategies and methodologies. Each day consists of presentations, panel discussions, new equipment/technology demonstrations and information sharing.

With the event moving to a virtual environment, we expect 2021 participation to include 1,000+ attendees!

# Why Exhibit or Sponsor?

NLIT 2021 is a stand-out opportunity bringing together participants from across the DOE complex hailing from all over the United States. Sponsors can increase brand awareness, forge relationships with future customers and share new industry ideas. Contact your FBC Account Manager today to learn about new opportunities.

## Who are the attendees?

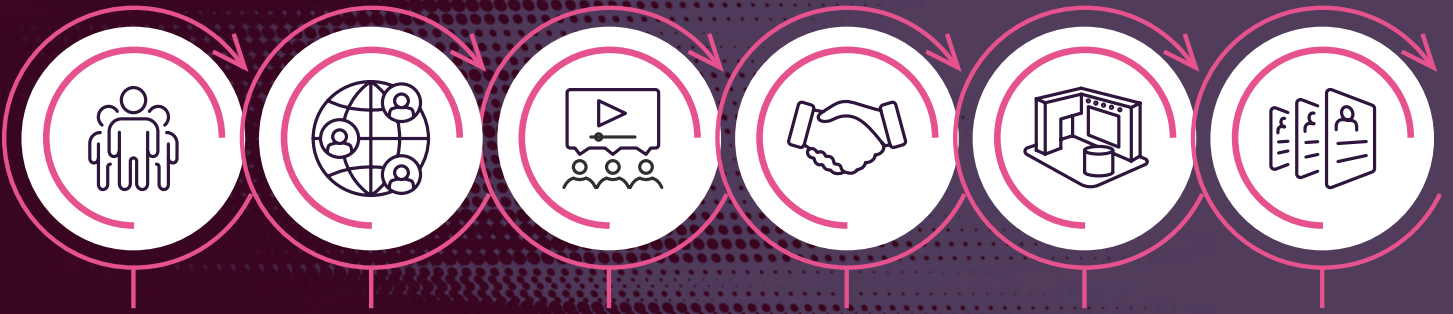
NLIT 2020 had more than 875 attendees including registrations from personnel at these labs:

- Ames Lab
- Argonne NL
- Brookhaven NL
- Department of Energy HQ
- Fermilab
- Idaho NL
- Jefferson Lab
- Kansas City Plant
- Lawrence Berkley NL
- Lawrence Livermore NL
- Los Alamos NL
- National Energy Technology Lab
- National Nuclear Security Administration
- National Renewable Energy Lab
- Naval Nuclear Lab
- Nevada National Security Site
- Oak Ridge NL
- Pacific Northwest NL
- Princeton Plasma Physics Lab
- Sandia NL
- Savannah River Site
- SLAC National Accelerator Laboratory
- UK Atomic Weapons Establishment
- Y-12 National Security Complex



For full 2020  
attendee  
demographics,  
contact your FBC  
account manager!

# 2020 Past Event Highlights



**875+**  
Attendees  
(doubled  
from 2019)

**1,390**  
Total  
Participants

**115**  
Sessions

**78**  
Virtual  
Exhibitors

**7,163**  
Total views on  
the exhibit halls

**1,108**  
Raffle vendor raffle  
forms submitted

## Titles from 2020 Include

- Chief Information Officer
- Chief Information Security Officer
- Computer Scientist
- Cyber Assurance Architect
- Cybersecurity Analyst
- Enterprise Architect
- Information Systems Architect
- IT Engineer
- IT Manager
- Network Engineer
- Program Manager
- Software Engineer
- Solutions Architect
- Systems Administrator

# 2021 Virtual Packages

## Virtual Silver Marketing Package - \$2,995

- 1 Virtual **Static** Booth
  - Company logo and overview
  - Contact information
  - Social media links
  - Ability to include white papers, videos, product brochures or any other information typically provided to attendees at a traditional event (limit 6)
  - Lead generation forms (request information, subscribe to a newsletter, etc.)
- Two event access passes. Passes provide access to the exhibit/networking area as well as presentation sessions and participation in Q&A portions of presentations. Passes include 30 days of post-event access to the content and exhibit areas.
- General attendee metrics shared with you about Summit participants  
*\*Note: this is different than the attendee demographic information received at higher support levels.*
- Access to the networking community (see attendee profiles and send messages)
- Company logo on event website
- Company logo and listing in the downloadable digital event program

## Virtual Gold Marketing Package - \$4,995

- Three event access passes. Passes provide access to the exhibit/networking area as well as presentation sessions and participation in Q&A portions of presentations. Passes include 30 days of post-event access to the content and exhibit areas.
- One virtual booth
  - Ability to break out into different rooms
  - Live chat and Q&A ability
  - Whiteboard functionality
  - Post a recorded video or slide show presentation if you are not able to staff the booth live
  - Conduct a live meeting with attendees that visit your booth during the exhibit hours
  - Company logo and overview
  - Contact information
  - Social media links
  - Lead generation forms (request information, subscribe to a newsletter, etc.)
  - Ability to include white papers, videos, product brochures or any other information typically provided to attendees at a traditional event (limit 9)
  - Support from your designated FBC Account Representative
- Opt-in attendee demographic information shared with you
- Analytics shared with you about visitors to your virtual display portal
- Guaranteed exhibit space in NLIT 2022 at the 2021 pricing levels
- Inclusion in gamification opportunities to drive traffic throughout the display portal
- Access to community networking portal which provides networking and collaboration opportunities for government and industry attendees
- Opportunity to submit an abstract for presentation consideration  
*\*Note: This does not guarantee a speaking slot, just the opportunity to have your content reviewed for consideration*

# 2021 Virtual Packages

## Virtual Platinum Marketing Package - \$7,495

You will receive all the benefits of the standard package, PLUS:

- 3 additional access passes
- Company logo on a slide shown prior to a presentation recognizing your platinum support
- Special gamification giveaway and promotion on a select day to drive additional traffic to your virtual booth
- Priority floorplan space selection for NLIT 2022
- One-page document included in an event box that will be physically mailed directly to attendees
- Three (3) additional white papers, videos, product brochures or any other information typically provided to attendees at a traditional event (total of 12)

## Virtual Premier Package - \$14,995 (limited number of opportunities available)

You will receive all the benefits of a gold and platinum level supporter, PLUS:

- 6 additional access passes
- Logo placement on the exhibit hall welcome/landing page
- Three (3) additional white papers, videos, product brochures or any other information typically provided to attendees at a traditional event (total of 15)
- Co-Sponsorship of the Conference Computer Mousepad with logos of the Premier supporters and conference logo, included in an event box that will be physically mailed directly to attendees (quantity limited)
- Company spotlight included in one attendee content update email
- **30-minute pre-conference speaking opportunity. Sessions must be educational and not a sales pitch. Content must be approved by host. Sessions will be pre-recorded.**

## Leverage FBC's 'Swag in a Bag' system for leads!

Get your brand directly into attendees' hands by taking part in one of the easiest ways to be top of mind: swag. With FBC's Swag in a Bag program, attendees receive a physical box of show-branded items at their home or office. Your item - ordered seamlessly through our partner Proforma Federal - is delivered at the conclusion of the event. You receive the contact information for all attendees who request your swag. Touchless brand recognition and quality leads!

# THANK YOU TO OUR 2020 SPONSORS



# Get Started

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## **Interested in sponsoring or exhibiting?**

Contact your FBC Account Manager today.

## **Don't have an account manager yet?**

### **ANTHONY GARGAN**

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