



SDFM

**Society of Defense
Financial Management**

October 24, 2024

DATA ANALYTICS & DECISION SUPPORT (DA/DS)

**Next-Gen Auditability: Digital
Innovation and AI Empowerment**

VIRTUAL CONFERENCE

SPONSORSHIP PROSPECTUS

ABOUT SDFM

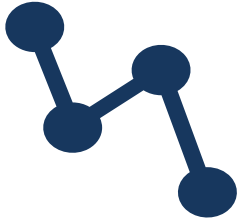
The Society of Defense Financial Management is the platform for competency, community, and content, supporting those who are mission-critical in defense financial management. With a wide membership that ranges from military to corporate professionals, SDFM continues to grow, serve, and help lead individuals to greater competency, content, and community.

ABOUT THE CONFERENCE

The Data Analytics & Decision Support Virtual Conference (DA/DS) is one of SDFM's signature events, entering its fourth year. DA/DS draws a mix of government and corporate leaders who attend to learn best practices in data analytics and the decision process. This year's theme, "Next-Gen Auditability: Digital Innovation and AI Empowerment," will present opportunities to explore what's new and what's next in our field - from harnessing digital transformation for enhanced financial auditability to digital transformation and digital tools for improved outcomes. Hear from DoD leaders on strategic goals, as well as current thought leaders who leverage critical data to make the most effective and efficient decisions.



ANTICIPATED ATTENDANCE: 600

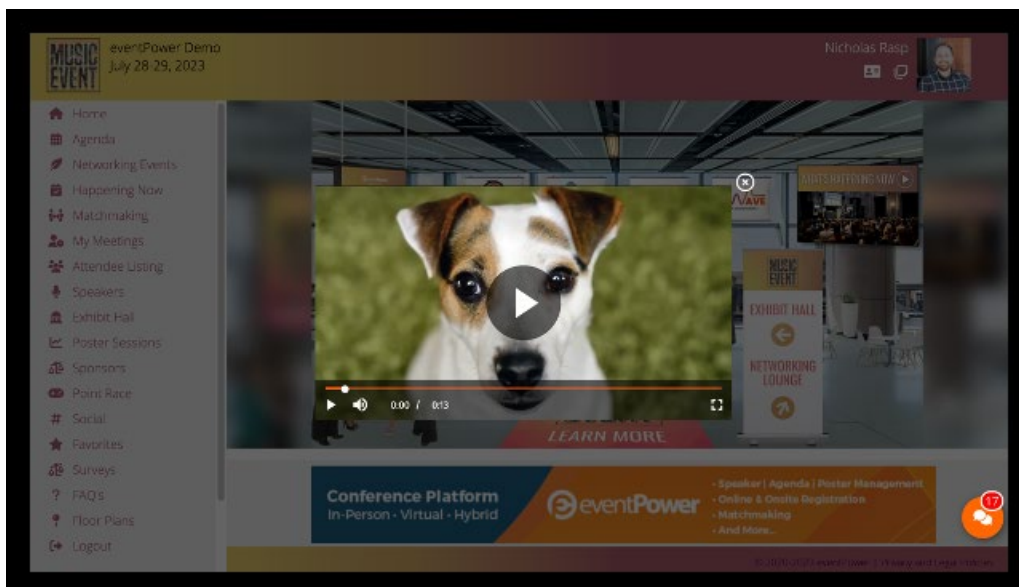


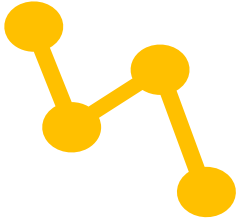
Opening General Session Sponsor

\$4,500

AVAILABLE: 1

- Provide a video (up to 2 minutes) with speaker or commercial & welcome from company leader
 - Logo provided on speaker announcement
- Sponsor banner to rotate on virtual platform
- Recognition in da/ds marketing materials
- 5 complimentary virtual registrations



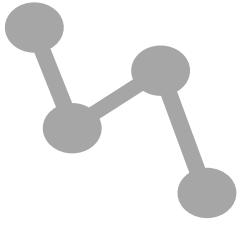


CLOSING KEYNOTE SPONSOR

\$4,500

AVAILABLE: 1

- Provide a video (up to 2 minutes) with speaker or commercial & welcome from company leader
 - Logo provided on speaker announcement
- Sponsor banner to rotate on virtual platform
- Recognition in da/ds marketing materials
- 5 complimentary virtual registrations



BREAK SPONSOR

\$2,500

AVAILABLE: MULTIPLE

- The sponsor will provide a marketing video, up to 30 seconds in length that will auto-play in the session waiting room before each Presentation begins. Sponsor can also provide a slide show. Each commercial will run in each of the five session breaks.
- Sponsor banner to rotate on virtual platform
- Recognition in da/ds marketing materials
- 2 complimentary virtual registrations