



DFMI

Defense Financial
Management Institute

20 | Sponsorship 26 | Prospectus

Resilience Through Innovation –
Empowering NextGen Leaders
to Drive Efficiency



SDFM

Society of Defense
Financial Management

Advancing the Mission of National Security

sdfm.org



DFMI

Defense Financial
Management Institute

Defense Financial Management Institutes

Two opportunities to connect with the FM community regionally.

Huntsville, AL - February 23–25, 2026 | Orlando, FL - May 26–28, 2026

The Society of Defense Financial Management (SDFM) is the leading platform for competency, community, and content—supporting professionals who are mission-critical in defense financial management. With a diverse membership spanning military, government, and corporate sectors, SDFM continues to grow, serve, and lead individuals toward greater expertise and connection. Beginning this year, SDFM's premier gatherings are now branded as Defense Financial Management Institute events, offering sponsors a high-impact opportunity to engage with key decision-makers and influencers across the defense ecosystem. Join SDFM at one of these regional events for 1-1/2 days of strategic education and dedicated networking time.

SDFM's regional event strategy allows members to engage with distinct yet complementary defense priorities—from strategic systems in Huntsville to operational readiness in Orlando and beyond. The format of all DFMI events will be similar in size, scope, and theme.

Huntsville (Redstone Arsenal region)

The SDFM Redstone/Huntsville Chapter is one of the largest in Alabama, serving a significant population of defense financial management professionals tied to agencies like the Missile Defense Agency, Army Materiel Command, and NASA's Marshall Space Flight Center.

Huntsville's defense ecosystem includes 16,000+ defense personnel and \$6.8B in DoD contracts, with a strong concentration of financial managers supporting acquisition, budgeting, and audit readiness for strategic systems.

Based on SDFM membership data and DoD workforce reports, estimates suggest several hundred DFM professionals in Huntsville, primarily across Redstone Arsenal and contractor organizations.

Orlando (Central Florida region)

The Tampa Bay Chapter of SDFM will be host of the May DFMI event located in Orlando. This region serves professionals in the modeling, simulation, and training (MS&T) sector.

Florida overall has 138,000+ DoD professionals, and Orlando is a major hub for MS&T contracts (\$6B annually), which requires robust financial management for acquisition reform and training modernization.

Regional estimates indicate hundreds of DFM professionals in Orlando, concentrated in defense contractors, simulation centers, and agencies like the Defense Contract Management Agency (DCMA)

Military Presence: While Orlando itself doesn't host large bases like Huntsville, Florida overall has 20 major installations (e.g., MacDill AFB, Eglin AFB) and ranks 4th nationally in defense spending.

Who Attends?

The inaugural Defense Financial Management Institute events in **Huntsville, Alabama** and **Orlando, Florida** bring together a highly targeted and influential audiences from across the defense financial ecosystem.

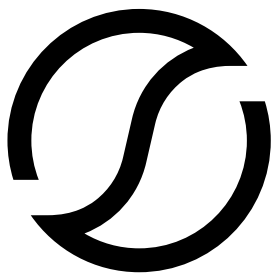
This includes:

- Senior Government Financial Managers from DoD agencies and military branches and installations specializing in logistics, missile defense, and financial operations throughout both the **Huntsville** and **Orlando** regions, Corporate Executives and Consultants specializing in defense contracting, audit, and compliance, drawn from Huntsville's thriving aerospace and defense industry, which includes major players like Boeing, Lockheed Martin, and Guidehouse Federal.
- Thought Leaders and Innovators in financial systems modernization and risk management, including professionals focused on digital transformation, AI-driven analytics, and cybersecurity in financial operations.
- SDFM Leadership and Strategic Partners, who are actively shaping the future of defense financial management through content, community, and competency.

This audience represents a unique convergence of public and private sector expertise, offering sponsors direct access to decision-makers and influencers who are driving innovation and accountability in defense financial management.



**Expected
Attendance:
1,000+ at
each event**



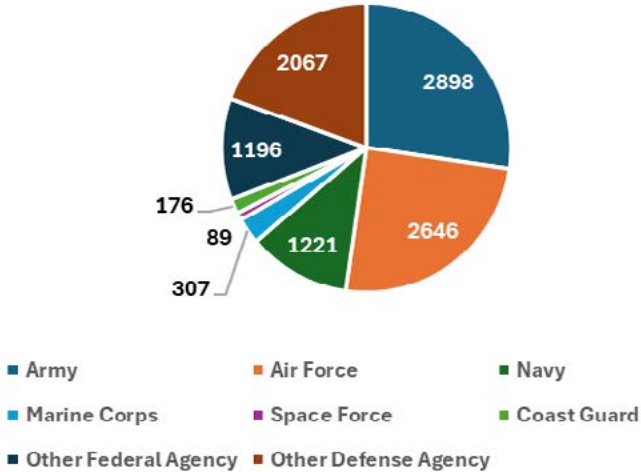
“SDFM plays an essential role in advancing collaboration between government and industry to modernize defense financial management — a mission OneStream is proud to support through innovation, transformation, and partnership.”

– Robert Bixler
Sr. Account Director, OneStream Software

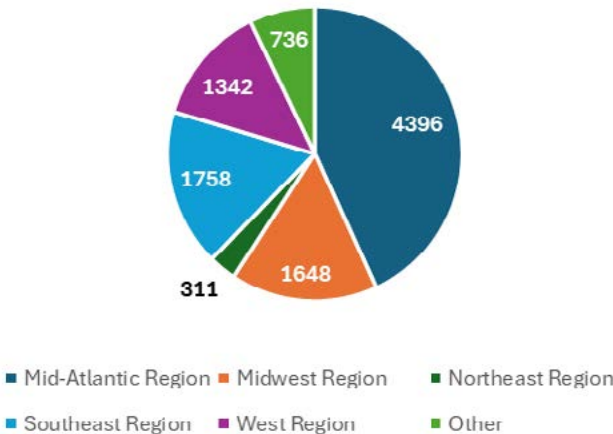
Understanding Our Audience

SDFM events bring together a diverse community of defense financial management professionals, creating unmatched opportunities for engagement and insight. The attendee demographics highlight representation across government and civilian sectors, geographic regions, and pay grades. This overview illustrates the breadth and depth of our audience, helping sponsors and partners identify where their message will resonate most and ensuring strategic alignment with key decision-makers and influencers.

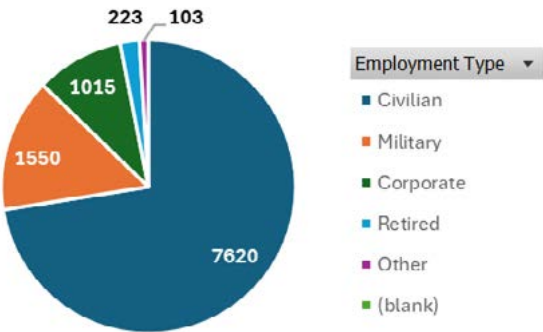
Department of Defense Member Breakdown



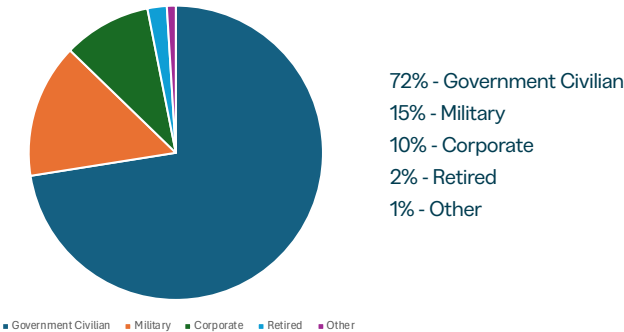
Chapter Member Count By Region



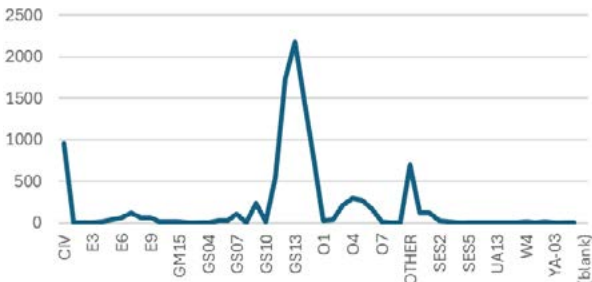
US Chapters - Membership Employment Breakdown



Employment Sector of Previous Attendees



Civilian Membership by Rank



EXCLUSIVE CORPORATE MEMBERSHIP BENEFIT

Be a Thought Leader at DFMI.

Submit an Education Session Proposal today.

Corporate Platinum, Gold, Silver, or Bronze SDFM members may submit educational session proposal(s) for consideration by the PDC for DFMI: Huntsville.

We invite our Platinum and Gold members to submit up to three proposals for consideration, Silver partners to submit up to two proposals, and Bronze partners to submit one proposal.

If a corporate member accidentally submits more than their allotted number of proposals, the proposals will be accepted in the order in which they were received. Having one Point-of-Contact (POC) for each organization will help to prevent this from occurring.

Session Basics:

Each session at DFMI is 60 minutes long, including Q and A. Participants who attend the entire session will earn 1.0 CPE. Presenting during our events is considered a membership benefit. We do not require sponsoring the event to present.

SUBMIT PROPOSAL

When are DFMI proposals due? Proposals are due December 7, 2025. Contact the Education Department with any questions at education@sdfm.org

Sponsorship & Exhibitor Opportunities at the DFMI Events

Participating as a sponsor, exhibitor, or advertiser at any of the SDFM Defense Financial Management Institute (DFMI) events offers unparalleled visibility and engagement with a high-value audience of defense financial professionals. Our strategically positioned exhibit area—adjacent to session rooms—ensures maximum foot traffic and exposure for all participants. Only members can sponsor; however, non-members can attend and exhibit at non-member rates

Reserve your space now to secure prime placement for your exhibit booth or advertisement. With a range of customizable sponsorship packages, DFMI provides a powerful platform to amplify your brand, showcase your solutions, and connect directly with decision-makers across military, government, and industry sectors.

Don't miss your chance to have brand awareness and visibility at these and other exclusive SDFM events and programs:

- SRS January 22, 2026
- Military Breakfasts
- Corporate Breakfasts
- Hosted Webinars
- AFC Journal ads
- And more!

Reach out to us today to discuss all the ways SDFM can help you reach your customers, our members.

Contact Daniel Litow
daniel.litow@sdfm.org
for more information and to secure your spot!



DFMI

Defense Financial
Management Institute

SPONSOR NOW!

Regional Event Sponsorship Opportunities

MEMBERS
\$4,500

NON-
MEMBERS
\$6,000

*discuss membership
options to join and save \$\$

LIMITED AVAILABILITY

Exhibit Booth Only

WHAT'S INCLUDED?

- 2 complimentary exhibit hall passes
- 6' table, 2 chairs and a wastebasket.

Booths will have: 8' High Backwall Drape with 3' High Sidewall Drape. Additional booth representatives can be purchased for \$195.00. Only includes access to the Exhibit Hall



SIGNIFICANCE

"At Significance, we proudly support the Society of Defense Financial Management because it brings together federal and industry professionals as one community. SDFM bridges the gap between government and contractors, creating a space where we can learn from one another and strengthen our collective ability to support the mission of the government."

– Kate Yuan

Director of Marketing & Creative Services Significance

CANCELLATION & PAYMENT POLICY

Once exhibit space and/or sponsorship has been confirmed, all commitments are final and no cancellations are permitted. Full payment of the contracted amount is due, regardless of the organization's participation status.

If SDFM would have to cancel the event, confirmed exhibitors and/or sponsors will receive full credit of fees paid toward a future event or a full refund (upon written request). The association is not responsible for any consequential costs (travel, shipping, printing, etc.)

Full payment of the contracted amount is due within 30 days of contract signing, unless alternate payment terms are requested and approved. Exhibitors/sponsors who fail to comply with payment deadlines may lose their space or benefits without a refund.

sdfm.org

\$30,000

Title Sponsor | EXCLUSIVE OFFER

Becoming the exclusive title sponsor positions your company as the premier partner of the event, giving you maximum brand visibility and association with thought leadership throughout the conference. This level of sponsorship ensures your organization is front and center with key decision-makers, reinforcing your commitment to advancing the industry.

WHAT'S INCLUDED?

- Headline Logo placement on the SDFM / DFMI website event page
- Listed on marketing emails - primary spot in sponsor banner
- On site recognition
- Recognized from the podium at a General Session
- (2) 10x10 booths in the exhibit hall
- Five exhibit hall passes
- Your logo on the entrance unit to the exhibit hall, as well as on digital monitors
- Five full registrations
- Social media posts with dual branding (up to three)

\$25,000

Education Session Recording Sponsor | EXCLUSIVE OFFER

As the exclusive sponsor of our **Education Session Recording Program**, your organization will play a pivotal role in extending the value of our regional conference far beyond the event itself. These recorded sessions will become part of our **On-Demand Education Library**, providing year-round access to thousands of professionals seeking high-quality learning opportunities.

WHAT'S INCLUDED?

- Exclusive branding on all recorded sessions, available in the OnDemand library
- Tier 1 Logo placement on the SDFM / DFMI website event page
- Tier 1 Logo placement on digital programs and signage
- On-site recognition
- Recognized from the podium at a General Session
- Prime Location (1) 10x10 booth in the exhibit hall
- Three exhibit hall passes

SPONSOR NOW!



“The relationships we’ve built have opened doors for meaningful collaboration across the defense financial management community—connecting industry and government leaders who share a common mission to strengthen accountability, innovation, and audit readiness in support of the warfighter. Sponsoring SDFM events gives us the invaluable opportunity to meet face to face with DoD FM leadership and engage in the conversations shaping the future of defense finance.”

– Erika Correll, CPA, CISA, CFE,
CGFM, PMP, CDPSE

SPONSOR NOW!

\$20,000

Platinum Sponsor | LIMITED AVAILABILITY

WHAT'S INCLUDED?

- Tier 1 Logo placement on the SDFM / DFMI website event page
- Tier 1 Logo placement on digital programs and signage
- On-site recognition
- Recognized from the podium at a General Session
- Prime Location (1) 10x10 booth in the exhibit hall
- Three exhibit hall passes

ADDITIONAL BENEFITS

(CHOOSE ONE)

Reception Sponsor: In addition to the benefits listed above, your logo will be displayed throughout the event, recognized as the Reception Sponsor.

Registration Sponsor: In addition to the benefits listed above, your logo will be displayed throughout the registration area on-site, recognized as the Registration Sponsor.

Breakfast Sponsor Day 1: Your logo will appear on the digital program's schedule of events as the breakfast sponsor. This is a great opportunity to connect and encourage those in attendance to stop by your booth.

Breakfast Sponsor Day 2: Your logo will appear on the digital program's schedule of events as the breakfast sponsor. This is a great opportunity to connect and encourage those in attendance to stop by your booth.

Lunch Sponsor Day 1: Your logo will appear on the digital program's schedule of events as the lunch sponsor. This is a great opportunity to connect and encourage those in attendance to stop by your booth.

Lunch Sponsor Day 2: Your logo will appear on the digital program's schedule of events as the lunch

sponsor. This is a great opportunity to connect and encourage those in attendance to stop by your booth.

Conference Wi-Fi Sponsor: Your branding on all signage and marketing of conference WI-FI. Opportunity to pick a unique password.

Attendee Conference Bags: Put your company logo on the conference bags. Get high visibility among attendees at DFMI and throughout the year!

\$15,000

Gold Sponsor | LIMITED AVAILABILITY

WHAT'S INCLUDED?

- Tier 2 Logo placement on the SDFM / DFMI website event page
- Tier 2 Logo placement on digital programs and signage
- On-site recognition
- Recognized from the podium at a General Session
- (1) 10x10 booth in the exhibit hall
- Three exhibit hall passes

ADDITIONAL BENEFITS (CHOOSE ONE)

Digital Program Sponsor: Your logo will appear on the digital program's cover page.

Lanyard Sponsor: Your company name or logo will be on the lanyards used throughout the days of DFMI Sessions.

Sustainability Sponsor: Be the exclusive water station sponsor at the SDFM DFMI by having branded water stations in high traffic areas. To encourage attendees to bring their own water bottles, you can give out prizes at your booth when an attendee shows their water bottle.

\$10,000

Silver Sponsor | LIMITED AVAILABILITY

WHAT'S INCLUDED?

- Tier 3 Logo placement on the SDFM / DFMI website event page
- Tier 3 Logo placement on digital programs and signage
- On-site recognition
- Recognized from the podium at a General Session
- (1) 10x10 booth in the exhibit hall
- Two exhibit hall passes

ADDITIONAL BENEFITS (CHOOSE ONE)

Opening Session Sponsor: Your logo will appear on the digital program's schedule of events. A representative from your company will introduce the general session speaker on stage and say a few words.

Closing Session Sponsor: Your logo will appear on the digital program's schedule of events. A representative from your company will introduce the general session speaker on stage and say a few words to encourage those in attendance to stop by your booth.

**Contact Daniel Litow to secure your sponsorship
and exhibit opportunities: daniel.Litow@sdfm.org**

\$7,500

Bronze Sponsor | LIMITED AVAILABILITY

WHAT'S INCLUDED?

- Tier 3 Logo placement on the SDFM / DFMI website event page
- Tier 3 Logo placement on digital programs and signage
- On-site recognition
- Recognized from the podium at a General Session
- (1) 10x10 booth in the exhibit hall
- Two exhibit hall passes

ADDITIONAL BENEFITS (CHOOSE ONE)

Coffee/Refreshment Break:

Coffee breaks are offered in the Exhibit Hall and outside of sessions. Your company logo will appear on signage posted at coffee stations as well as on napkins.

Volunteer Sponsor: Sponsor the volunteer shirts worn by the Host Chapter volunteers throughout the event. Shirts will include the sponsor and DFMI logos.

\$3,500

Partner Sponsor

WHAT'S INCLUDED?

- Listing on the DFMI website
- Listed on sponsor marketing materials
- One (1) 10x10 booth in the exhibit hall
- Two exhibit hall passes

Add-On Opportunities for Sponsors

\$1,000

Registration Bag Insert

Your insert (promotional material or item) will be included in the official conference bag. Bags are distributed to attendees at registration. If providing printed material, it should be one page and may be printed on both sides and should measure no larger than 8.5" x 11."

\$VARIES

LIMITED
AVAILABILITY

Onsite Branding

SPONSOR NOW!

Exhibitor & Sponsorship Reservation Form

February 23-25, 2026 Huntsville, AL
May 22-28, 2026 Orlando, FL

Company Name:

Contact Person:

Email:

Phone:

SDFM Corporate Member Level Platinum Silver Gold Bronze N/A

Reserving for Huntsville Orlando

Exhibit Booth Space **\$4,500 member / \$6,000 non-members**

Title Sponsor **\$30,000** Reception Registration Breakfast Lunch WI-FI Conf Bags

Recording Sponsor **\$25,000** Digital Program Lanyards Sustainability

Platinum Sponsor **\$20,000** Opening Session Closing Session

Gold Sponsor **\$15,000** Refreshment Volunteer

Silver Sponsor **\$10,000**

Bronze Sponsor **\$7,500**

Partner Sponsor **\$3,500**

Registration Bag Insert **\$1,000**

Corporate Membership

I would like to join/renew/extend our company's corporate membership and receive member prices for this and future events presented by SDFM. View current membership levels and benefits at Corporate Membership - SDFM.

Platinum \$15,000 Gold \$8,000 Silver \$5,500 Bronze \$1,250

CANCELLATION & PAYMENT POLICY

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Full payment of the contracted amount is due within 30 days of contract signing, unless alternate payment terms are requested and approved. Exhibitors/sponsors who fail to comply with payment deadlines may lose their space or benefits without a refund.

QUESTIONS? Reach out to Daniel at 571-482-4682, we are happy to work with you to customize your participation at the SRS event.

Name of Company Representative

Signature

Title

Date

Please return completed form to Daniel.litow@sdfm.org