SDFM | Signature Event

SRS

Strategy & Resources Summit

Exhibitor & Sponsorship Prospectus 2027

January 28, 2027 Carahsoft, Reston, VA

The SDFM Strategy and Resources Summit is a premier annual one-day, in-person event that brings together senior leaders from government and industry to advance financial readiness across the defense enterprise. Tailored for professionals in defense financial management, including budget and program execution experts, audit and compliance specialists, and strategic resource advisors—the summit focuses on aligning financial strategy with mission outcomes.

Through expert-led panels and interactive sessions, attendees gain actionable insights into key areas such as audit readiness and success, health program financing, strategic resource allocation, and budget transitions. The summit emphasizes forward-looking approaches to optimizing defense resources, enhancing fiscal agility, and strengthening financial decision-making in support of national security objectives.

Participants benefit from high-impact programming, best practices, and networking with key decision-makers. Exhibitors have the opportunity to engage directly with influential stakeholders, showcase innovative solutions, and contribute to the evolving priorities of the defense financial management community.

Who Attends?

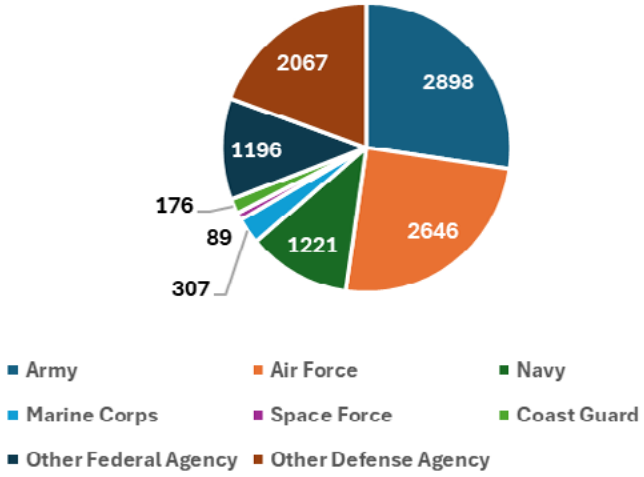
- Senior defense financial leaders, managers, and analysts
- Budget and program execution professionals
- Audit and compliance specialists
- Strategy and policy advisors
- Government and industry stakeholders in DoD financial operations
- Military

Contact Eric Gershowitz to secure your sponsorship and exhibit opportunities: eric.gershowitz@wearemci.com

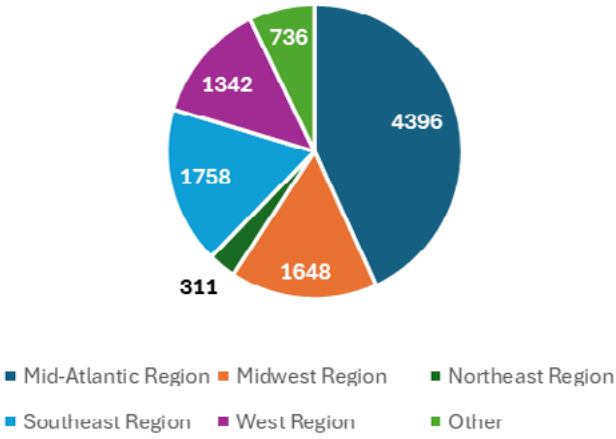
Understanding Our Audience

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.

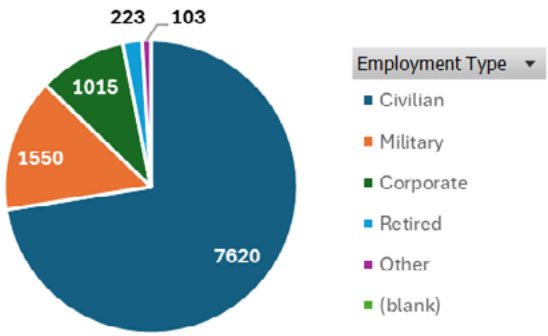
Department of Defense Member Breakdown



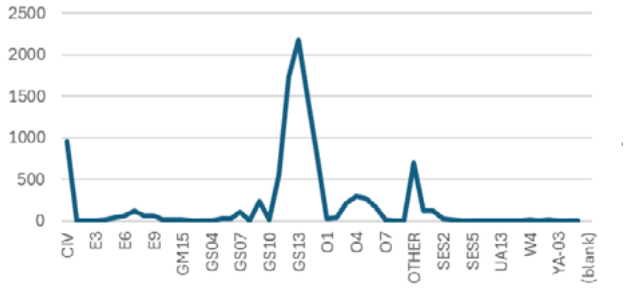
Chapter Member Count By Region



US Chapters - Membership Employment Breakdown



Civilian Membership by Rank



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

Corporate Brand Awareness Options

(includes recognition in event marketing, on-site, and digital signage)

MEMBERS
$3,000

NON-MEMBERS
$4,500
*discuss membership options to join and save $$

LIMITED AVAILABILITY

Tabletop Exhibit Only

WHATS INCLUDED?

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

LINK TO ONLINE SPONSORSHIP FORM

Contact Eric Gershowitz: eric.gershowitz@wearemci.com for more information and to secure your spot!

$20,000

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.
Includes a table top exhibit, lunch sponsorship, and speaking opportunity.

$15,000

Recording Sponsor | EXCLUSIVE OFFER

Becoming the exclusive Recording Sponsor positions your company as the essential partner for capturing and sharing the insights of SDFM's SRS event. Your brand will be prominently associated with delivering lasting value to attendees through recorded sessions, reinforcing your commitment to knowledge accessibility and industry advancement. This sponsorship ensures your organization is recognized as a key contributor to thought leadership, keeping your name front and center with decision-makers long after the event concludes.
Includes a table top exhibit, co-branding on recording, and listing on SDFM website.

$10,000

Reception Sponsor | EXCLUSIVE OFFER

Becoming the exclusive Reception Sponsor positions your company as the host of one of the event's most anticipated networking opportunities. Your brand will be prominently featured during the reception, creating a welcoming environment for attendees to connect and collaborate. This sponsorship highlights your commitment to fostering relationships and advancing the industry, ensuring your organization stands out as a key partner in building community and driving engagement.
Includes a table top exhibit and speaking opportunity at the beginning of the reception.

$7,500

Opening Keynote Sponsor

Becoming the exclusive Opening Keynote Sponsor positions your company at the forefront of the SRS event. Your brand will be prominently associated with the keynote that sets the tone for the entire conference, showcasing your commitment to thought leadership and industry innovation. This sponsorship ensures maximum visibility and recognition as attendees begin their event experience, reinforcing your role as a trusted partner in advancing the profession.

$5,000

Closing Keynote Sponsor

Becoming the exclusive Closing Keynote Sponsor positions your company as the brand that leaves a lasting impression. Your sponsorship connects your organization with the keynote that wraps up the event, highlighting your commitment to driving insights and inspiring action. This opportunity ensures your brand is top of mind as attendees conclude their experience and carry forward key takeaways, reinforcing your leadership in the industry.

$5,000

Lunch Sponsor

Put your brand at the table as the exclusive Lunch Sponsor. This high-visibility opportunity connects your company with attendees during a dedicated time to network, build relationships, and share ideas. Your brand will be prominently featured throughout the lunch experience, creating meaningful exposure in a relaxed and engaging setting.

$3,000

Refreshment Break Sponsor

Becoming the exclusive Refreshment Break Sponsor positions your company as the brand that fuels meaningful conversations and energizes attendees throughout the SRS event. Your sponsorship ensures prominent visibility during these high-traffic networking moments, with branding integrated into refreshment areas and signage.

$2,500

Lanyard Sponsor

Becoming the exclusive Lanyard Sponsor positions your company as a highly visible partner throughout the SRS event. Your logo will co-brand the lanyards worn by every attendee, ensuring continuous exposure during all sessions, networking activities, and throughout the venue. This sponsorship reinforces your organization's commitment to supporting the event experience while keeping your brand front and center from start to finish.

$2,500

Registration Website Sponsor

Becoming the exclusive Registration Website Sponsor positions your company at the very first touchpoint of the attendee experience. Your logo will be prominently displayed on the event registration page, ensuring high visibility as participants sign up and engage with event details. This sponsorship reinforces your brand's role in welcoming attendees and supporting a seamless registration process, keeping your organization top of mind from the start.

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.

LINK TO ONLINE SPONSORSHIP FORM

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Exhibitor & Sponsorship Reservation Form

January 28, 2027 Carahsoft, Reston, VA

Company Name:

Contact Person:

Email: **Phone:**

SDFM Corporate Member Level	N/A	Platinum	Silver	Gold	Bronze
Table Top Exhibit Space	$3,000 member / $4,500 non-members				
Title Sponsor	$20,000				
Recording Sponsor	$15,000				
Reception Sponsor	$10,000				
Opening Keynote	$7,500				
Closing Keynote	$5,000				
Lunch Sponsor	$5,000				
Refreshment Break	$3,000				
Lanyards	$2,500				
Registration	$2,500				

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**

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QUESTIONS? Reach out to Eric Gershowitzat eric.gershowitz@wearemci.com, we are happy to work with you to customize your participation at the SRS event.

Please return completed form to eric.gershowitz@wearemci.com