National Fusion Center Association
2026 Annual Training Event
March 30 – April 2, 2026
Omni Shoreham Hotel – Washington, DC

2026 Sponsorship Prospectus

The National Fusion Center Association (NFCA) Annual Training Event is scheduled for March 30 – May 2, 2026 at the **Omni Shoreham Hotel in Washington, DC**. Projected participation of 800+ is anticipated, comprising Fusion Center Directors, Deputy Directors, Analysts, Privacy and Liaison Officers, State and Federal partners, local law enforcement personnel and corporate sponsors.

This prospectus is a guide to the 2026 NFCA sponsorship program. ***Please read the prospectus in its entirety as several elements of the Annual Training Event are new this year.***

• Sponsorship packages have been recast for 2026 to include new elements and a new Presenting Sponsor level. This level is limited to one sponsor and offers elevated exposure to the National Network of Fusion Centers. New supplemental sponsorships are also offered, including a Sunday social, Monday social for Fusion Center Directors and Directors Day lunch.

• Exhibit space setup will begin Monday, March 30 at noon. The Annual Training Event opens on Tuesday, March 31 at 8:00 am, with the Exhibit Hall opening at approximately 10:00 am. Teardown starts at noon on Thursday, May 2.

• All booth and table assignments are allocated based on level and commitment date. Sponsors are not required to have a booth or table, but must commit to a sponsorship level to participate. ***Individual registrations by representatives of non-sponsoring corporate entities will not be approved.***

• A Call for Presentations is posted on the NFCA website. Sponsors may partner with fusion centers to co-submit an abstract, with the fusion center serving as the official submitter. Fusion centers are encouraged to include relevant sponsor content to demonstrate effective tools, but product demonstrations are not allowed. All abstracts will be reviewed, scored and ranked by the NFCA Agenda Committee. Submission of an abstract does not guarantee a presentation slot. The Call for Presentations closes September 5, 2025.

• Payment in full is due by March 15, 2025.

Please contact Laura Milford at laura@nfcausa.org or by phone at 858.602.6050 to secure your sponsorship or ask questions.

Thank you for your support of the National Fusion Center Association. We look forward to seeing you in Washington, DC.

Annual Training Event

Presenting (1) $50,000	Premier (5) $25,000	Awards (5) $15,000	Tier 1 $10,000	Tier 2 $7,500
16' (W) X 10' (D) booth	16' (W) X 10' (D) booth	8' (W) X 10' (D) booth or reverse (4)	8' (W) X 10' (D) booth	6' display table
8 registrations	6 registrations	4 registrations	3 registrations	2 registrations
Seat on Technology Insights Panel	Seat on Technology Insights Panel			
2-minute introduction at Directors Day	2-minute introduction at Directors Day			
50-minute breakout session or 15-minute plenary remarks		50-minute breakout session		
15-minute Executive Board briefing (Separate of Board meeting)				
		Company name on NFCA awards		
		5-minute remarks during plenary session		
1-minute plenary session video	1-minute plenary session video		30-second video in app	
Seat at plenary/lunch table	Seat at plenary/lunch table			
Breakout room 3/31-4/2. Wifi is sponsor responsibility.	Breakout room 3/31-4/2. Wifi is sponsor responsibility.			
All meals + networking events	All meals + networking events	All meals + networking events	All meals + networking events	All meals + networking events
Logo + ad in plenary session loop	Logo + ad in plenary session loop	Logo + ad in plenary session loop	Logo in plenary session loop	Logo in plenary session loop
Placement in event app with Featured Sponsor designation	Placement in event app with Featured Sponsor designation	Placement in event app	Placement in event app	Placement in event app
App push ad with booth location	App push ad with booth location	App push ad with booth location	App push ad with booth location	App push ad with booth location
Recognition in all event branding	Recognition in all event branding	Recognition in all event branding	Recognition in all event branding	Recognition in all event branding
Electronic copy of opt-in registration list before and after Annual Training Event	Electronic copy of opt-in registration list before and after Annual Training Event	Electronic copy of opt-in registration list before and after Annual Training Event	Electronic copy of opt-in registration list after Annual Training Event	Electronic copy of opt-in registration list after Annual Training Event
Invitation to attend Directors Only social hour on Monday	Invitation to attend Directors Only social hour on Monday			

Continuing Engagement

Presenting (1) $50,000	Premier (5) $25,000	Awards (5) $15,000	Tier 1 $10,000	Tier 2 $7,500
10-minute virtual Board update				
Year-round designation "2026 Annual Training Event Presenting Sponsor" on NFCA website and socials	Featured sponsor on NFCA website and socials - 1 month	Featured sponsor on NFCA website and socials - 1 month		
Inclusion in NFCA Sponsor Resource Guide	Inclusion in NFCA Sponsor Resource Guide	Inclusion in NFCA Sponsor Resource Guide	Inclusion in NFCA Sponsor Resource Guide	Inclusion in NFCA Sponsor Resource Guide
5 announcements posted to NFCA socials	4 announcements posted to NFCA socials	3 announcements posted to NFCA socials	2 announcements posted to NFCA socials	1 announcement posted to NFCA socials
Participation for no cost at select regional events	Participation at select regional events: $2,500	Participation at select regional events: $2,500	Participation at select regional events: $2,500	Participation at select regional events: $2,500

Supplemental Sponsorships

Item	Cost	Recognition
Sunday social	$5,000	Branded napkins
Monday Directors social hour	$5,000	Branded napkins
Directors Day lunch	$10,000	10-minute remarks (no demos)
Wednesday lunch	$5,000	5-minute remarks during lunch
Thursday lunch	$5,000	5-minute remarks during lunch
Annual Training Event app	$5,000	Acknowledgement in app
Welcome bags	$5,000	Co-branding with NFCA
Lanyards	$2,500	Co-branding with NFCA
Breakfast in exhibit area	$4,000	Acknowledgement in app
Coffee in exhibit area	$3,000	Acknowledgement in app