

**National Fusion Center Association  
2027 Annual Training Event  
March 1 – 4, 2027  
Omni Shoreham Hotel Washington, DC  
2027 Sponsorship Prospectus**





# Welcome to NFCA 2027

The National Fusion Center Association (NFCA) Annual Training Event will take place March 1 – 4, 2027 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 2027 NFCA sponsorship program. As in prior years, the 2027 sponsorship offers presence and participation at the Annual Training Event, as well as opportunities for continuing engagement throughout the year. New this year we offer bundled pricing for the three regional training events to be hosted in 2027. The dates and locations of those events will be announced in late Fall 2026.

We are in the early planning stages of the event schedule and formal agenda and will communicate specifics regarding set-up, exhibit hours, networking events and tear-down as those details are finalized. Our planning team is also imagining new ideas for engagement of sponsors and Fusion Center attendees. We look forward to sharing specifics soon.

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 will be posted on the NFCA website in the coming months. Sponsors may partner with fusion centers to co-submit an abstract, with the fusion center serving as the official submitter. All abstracts will be reviewed, scored and ranked by the NFCA Agenda Committee. A Tier 2 or higher sponsorship commitment is required if an abstract is accepted. Submission of an abstract does not guarantee a presentation slot.

Payment in full is due by February 1, 2027. Please contact Laura Milford at [laura@nfcausa.org](mailto:laura@nfcausa.org) or 858.602.6050 to secure your sponsorship.

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			
5-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			
Seat at plenary/lunch table	Seat at plenary/lunch table			
Breakout room 3/2-4. Wifi is sponsor responsibility.	Breakout room 3/2-4. 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

CONTINUING ENGAGEMENT				
10-minute virtual Board update				
Year-round designation "2027 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 for 1 event; \$7,000 for 3 events	Participation at select regional events: \$3,000 for 1 event; \$8,000 for 3 events	Participation at select regional events: \$3,500 for 1 event; \$9,000 for 3 events	Participation at select regional events: \$4,000 for 1 event; \$10,000 for 3 events

ADD-ON SPONSORSHIPS		
Item	Cost	Recognition
Sunday social	\$7500 (2)	Branded napkins
Monday Directors social hour	\$7500 (2)	Branded napkins
Board/Staff dinner	Sponsor negotiate with hotel	Remarks during event
Directors Day lunch	\$10,000	10-minute remarks (no demos)
Directors Day coffee	\$3,500	2-minute remarks during Directors Day
Analyst Summit coffee	\$3,500	2-minute remarks during Analyst Summit
Wednesday lunch	\$5,000	5-minute remarks during plenary
Annual Training Event app	\$5,000	Acknowledgement in app
Welcome bags	\$5,000	Co-branding with NFCA
Lanyards	\$2,500	Co-branding with NFCA
Coffee in exhibit area	\$3,000	Acknowledgement in app and verbal during plenary
20 minute breakout session (3)	\$5,000	Topic included in session descriptions
NFCA website sponsor	\$3,500	1 year acknowledgement on nfcausa.org