

# INSTALLATION INNOVATION 2025

OCTOBER 27-29  
MONTEREY, CA

## SPONSORSHIP OPPORTUNITIES

Join us in Monterey for ADC's Installation Innovation Forum, the nation's largest gathering of leaders from military, community and industry for a cross-service look at innovative ways to build partnership and collaboration on our bases and in our communities. It's an unparalleled occasion to cultivate your collaborative spirit and develop your partnership mindset.

A little over a decade ago, ADC launched IIF to revolutionize the way we approach military installations. Now, we're proud to announce the twelfth annual Installation Innovation Forum, promising even more dynamic discussions, groundbreaking strategies, and actionable takeaways.

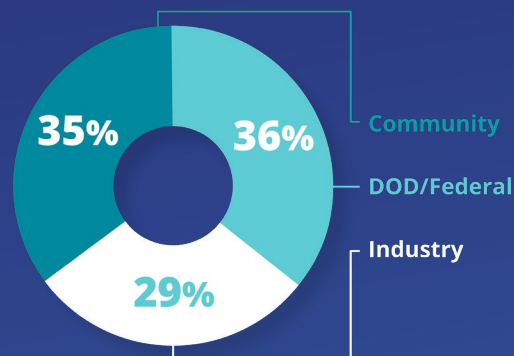
Don't miss your chance to be part of this transformation event, taking place from October 27th to 29th, 2025.

## KEY PROGRAMS

- ★ **Developing the Next Generation of Installation-Community Partnerships**
- ★ **Supporting Military Family Quality of Life**
- ★ **Leveraging State and Federal Infrastructure and Workforce Programs**
- ★ **Securing Critical Installation and Community Infrastructure**
- ★ **Implementing New Installation Management Technologies and Strategies**
- ★ **Advancing Local Defense Sector Economic Development Strategies**
- ★ **Building Healthy and Resilient Defense Communities**

## WHO ATTENDS?

- ★ Over 1,000 attendees representing over 200 defense communities and 150 installations from across the country
- ★ Military leaders from all service branches at both the installation and national level, including IMCOM, CNIC, AFCEC, MCICOM, AFIMSC, NAVFAC and many others
- ★ Community leaders committed to supporting installation missions and military families
- ★ Defense industry partners with a vested interest in installation management and defense infrastructure quality of life



## EVENT LOCATION

This year, IIF heads back to Monterey, CA. Our venue, the Monterey Conference Center (MCC), is centrally located in the heart of downtown and just minutes from the scenic coastline. We've partnered with two nearby hotels to offer exclusive discounted rates for attendees, both priced at \$269 per night.

The Portola Hotel & Spa is directly attached to the MCC, offering unmatched convenience, while the Monterey Marriott is accessible via a covered skybridge—just 70 steps from door to door—or a short walk across the street. A limited number of federal per diem rooms are also available.

For more information, contact Emma Kelly Saunders at [ekelly@defensecommunities.org](mailto:ekelly@defensecommunities.org).



## EXHIBITING OPPORTUNITIES AT IIF

Network, learn, and experience the power of IIF through our Innovation HQ. The HQ is the central gathering point for the forum and home to our expanded exhibit hall. Here you will find opportunities to explore and network with the top industry partners and organizations working in the installation innovation and community partnership fields. The HQ also offers valuable opportunities to connect with IIF's distinctive audience and network with fellow attendees through exclusive events. Sponsors receive priority access to exhibit opportunities.. Sponsors will receive priority access to exhibit opportunities.

## KEY DATES

**APRIL 15**

**Sponsorship Opportunities Released**

**MAY 31**

**Initial Sponsorship Commitment Date for Maximum Benefits**

**JUNE 16**

**Key Sponsors Announced**

**AUGUST 30**

**Final Date for all Sponsorship Commitments**



## PREVIOUS ADC SPONSORS



# IIF SPONSORSHIPS



	SIGNATURE	PLATINUM	GOLD	SILVER
Prominent role in one keynote session	X			
Collaborate with ADC on a general session component	X			
Opportunity to help organize and lead a breakout session		X		
Opportunity to participate in a breakout session			X	
Premium exhibit space (10' x 20')	X	X		
Standard exhibit space (10' x 10')			X	
Charging station				X
Acknowledgment of sponsorship by ADC President during an event general session	X			
Private Hotel Meeting Room Scheduling Access	X	X		
Video recognition during a general session	X	X	X	X
Prominent signage throughout the event	X	X	X	X
Company logo and description on the event app	X	X	X	X
Company logo on the event website	X	X	X	X
Social Media Spotlights	3	3	2	1
Email Blast Inclusion in Attendee Communication	X	X	X	X
Complimentary full conference registrations	5	3	2	1
Additional 25% off discounted registrations	Unlimited	3	2	1
Attendee List	X	X	X	X
<b>TOTAL INVESTMENT</b>	<b>\$50,000</b>	<b>\$30,000</b>	<b>\$20,000</b>	<b>\$10,000</b>

## SIGNATURE EVENT SPONSOR

\$50,000

### SOLD OUT

As the exclusive Signature Sponsor for the 2025 Installation Innovation Forum, your organization will play a leading role in all aspects of the event.

#### SPECIFIC BENEFITS INCLUDE:

- ★ Prominent role in keynote sessions
- ★ Opportunity to help organize and lead a special general session highlighting the event theme
- ★ Acknowledgment of sponsorship by ADC President during an event general session
- ★ Five (5) registrations to the conference plus an additional 25% off additional registrations
- ★ Recognition in special signature sponsor-branded event promotion emails and social media
- ★ Prominent signage throughout the event
- ★ Company logo and description on the event app
- ★ Company logo on the event website
- ★ Premium exhibit space, including a charging station and networking lounge with special signage
- ★ Mobile App Sponsorship
- ★ Attendee List

## PLATINUM SPONSOR

\$30,000

4 Available

#### OPTIONS AVAILABLE:

- ★ NAME BADGE SPONSOR
- ★ HOTEL KEY CARD SPONSOR



#### SPECIFIC BENEFITS INCLUDE:

- ★ Opportunity to participate in a general session OR organize and lead a breakout session
- ★ Three (3) complimentary registrations to the conference plus a 25% discount on up to three (3) additional registrations
- ★ Prominent signage throughout the event
- ★ Company logo and description on the event app
- ★ Company logo on the event website
- ★ Video recognition during a general session
- ★ Premium exhibit space
- ★ Attendee List



## GOLD SPONSOR

\$20,000

4 Available

### SPECIFIC BENEFITS INCLUDE:

- ★ Opportunity to participate in a breakout session OR opportunity to give opening remarks and introductions for one of the three military service workshops
- ★ Video recognition during a general session
- ★ Two (2) complimentary registrations to the conference plus a 25% discount on up to two (2) additional registrations
- ★ Prominent signage throughout the event
- ★ Company logo and description on the event app
- ★ Company logo on the event website
- ★ Standard exhibit space
- ★ Attendee list

## SILVER SPONSOR

\$10,000

4 Available

### SPECIFIC BENEFITS INCLUDE:

- ★ Video recognition during a general session
- ★ One (1) complimentary registrations to the conference plus a 25% discount on one (1) additional registration
- ★ Prominent signage throughout the event
- ★ Company logo and description on the event app
- ★ Company logo on the event website
- ★ Charging station



These Add Ons are available for all sponsorship levels unless otherwise noted.

## ADD ONS:

**PRIVATE HOTEL MEETING ROOM SCHEDULING OPTIONS**

*Limited Availability*

**SCHEDULING ACCESS**

*Limited Availability*

**UPGRADED EXHIBIT SPACE (10' X 20')**

*Limited Availability*

**CHARGING STATION W/6 CHAIRS & SIGNAGE**

*Limited Availability*

**REFRESHMENT SPONSORSHIP (BREAKFAST, NETWORKING BREAK)**

*Limited Availability*



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