HOST KIT

DEFENSE TECH WEEK

PRESENTED BY **DEFENSESCOOP**

DEFENSESCOOP PRESENTS DEFENSE TECH WEEK.

Emerging technology and innovation are rapidly transforming the nature of modern defense. Emerging technologies like drones and other autonomous systems and concepts like information and electronic warfare have taken center stage — alongside foundational investments in cybersecurity, cloud computing and artificial intelligence, and the wider push to Joint All-Domain Command and Control, or JADC2. Simply put: the ability to connect, sense, share information and take action in a rapid manner using advanced technology will be imperative in delivering decision advantage during this decisive time in our nation's history.

Host your own Defense Tech Week affiliated event during the nation's premier week-long festival attended by the most influential leaders and innovators in Defense Tech.

WHY HOST A DEFENSE TECH WEEK EVENT?

When you host a Defense Tech Week event, you will:

Extend your reach to thousands of cyber and defense tech leaders, decision makers and influencers from government, tech, academia, and influential VCs.

Amplify your brand and event through inclusion in Defense Tech Week marketing emails and social media promotion.

Maximize your event's exposure by being included on our official Defense Tech Week Calendar.

Demonstrate your organization's market leadership, expertise, and solutions.

Simply put, the sky's the limit! Whether it be an event you want to build from scratch, already have in the works, or want to repurpose, being part of Defense Tech Week will help you to further engage an audience of decision makers and influencers.

HOW WE'LL HELP

PROMOTION
Each week, we'll announce and promote Defense Tech Week events via our Defense Tech Week e-mail marketing campaign and our social media platforms.
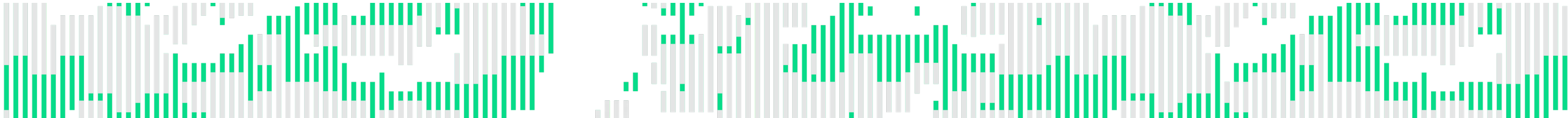
STRATEGY
Our award-winning events team is here to help! If you are building an event from scratch, our dedicated Defense Tech Week team is here to help you identify the best strategies and share best practices for putting together an incredible event.

RECOMMENDED FORMATS

ROUNDTABLE

CONCEPT

An intimate and interactive discussion amongst peers

KEY ELEMENTS

- Moderator/Host to lead the discussion
- Compelling discussion topic
- Dynamic discussion questions

SUMMIT

CONCEPT

A combination of keynote speakers, fireside chats and panel discussions with tech leaders that will present research, share case studies, outline plans for 2025 or discuss the "next big thing" in tech

KEY ELEMENTS

- Compelling presentations on timely topics
- Interesting speakers
- Big reveals

DEMO

CONCEPT

Demonstration or lab tour to showcase a product, service, or project

KEY ELEMENTS

- Opportunity for Q&A

CLASS

CONCEPT

An expert-led session to teach tools and techniques, where attendees can learn something new

KEY ELEMENTS

- Exploring trends, case studies and lessons learned of a timely topic

HAPPY HOUR

CONCEPT

Gather in an informal setting to socialize, network, cultivate relationships, discover partnerships and have fun

KEY ELEMENTS

- Space that is conducive to networking
- Music, food, drinks and fun!

HACKATHON

CONCEPT

An opportunity to collaborate on a project with your peers to solve real-world challenges

KEY ELEMENTS

- Ability to host the event over multiple days
- Meeting space that allows for collaboration, like screensharing and whiteboarding
- Moderator/Host to help guide the event

GET READY TO HOST!

Submit your Defense Tech Week Event

Head to **defensetechweek.com** to submit a Host Request form and secure your spot on the official Defense Tech Week calendar.

DEFENSE TECH WEEK

PRESENTED BY **DEFENSESCOOP**

defensetechweek.com

festivals@scoopnewsgroup.com

#DEFENSETECHWEEK

ScoopNewsGroup.com

@ScoopNewsGroup

facebook.com/scoopnewsgroup

@ScoopNewsGroup