



Leveraging Your AFCEA Corporate Membership as a Small Business

Source Book Listing

Business Development

Extensive Chapter Network

Networking

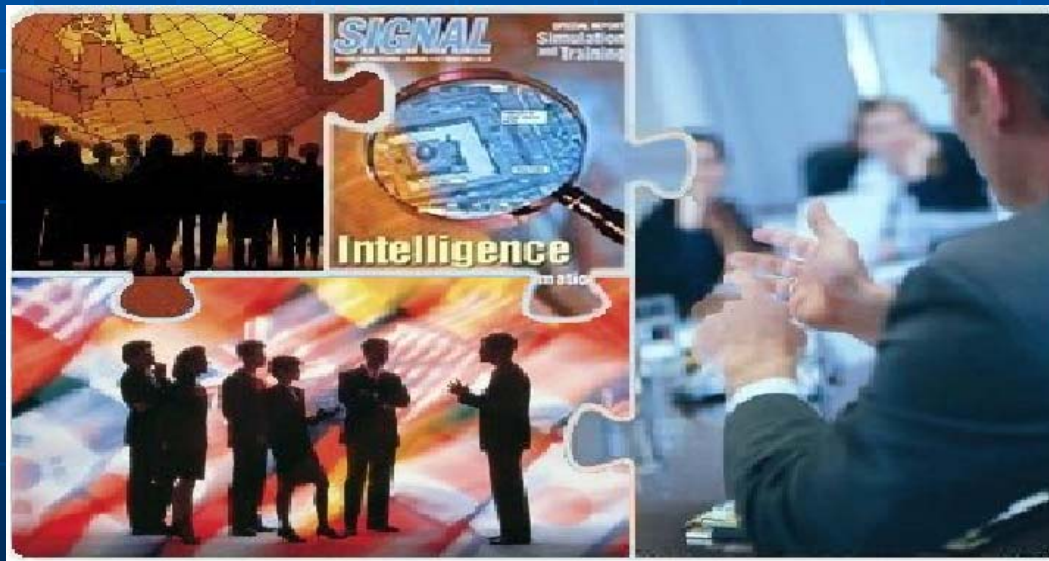


Exhibit Discounts



Leveraging Your AFCEA Corporate Membership

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January 11, 2009



Leveraging Your AFCEA Corporate Membership

Overview

- AFCEA International – What is it?
- How AFCEA Corporate Membership can help your Small Business
 - Corporate Associates and the AFCEA Chapter Network
 - AFCEA Events - Exhibit Discounts and Target Markets
 - Corporate Capabilities Listing in the SIGNAL Sourcebook
 - AFCEA International Contacts



Leveraging Your AFCEA Corporate Membership

AFCEA International is a non-profit **membership** association serving the military, government, industry, and academia as an **ethical** forum for advancing **professional knowledge** and relationships in the fields of communications, information technology, intelligence, and global security.



Leveraging Your AFCEA Corporate Membership

AFCEA provides an ethical forum to promote the exchange of technical knowledge via

- AFCEA Chapter Activities
- Events
- Publications
- Educational Foundation
- Professional Development Courses



Leveraging Your AFCEA Corporate Membership

AFCEA Membership

32,000 individual members

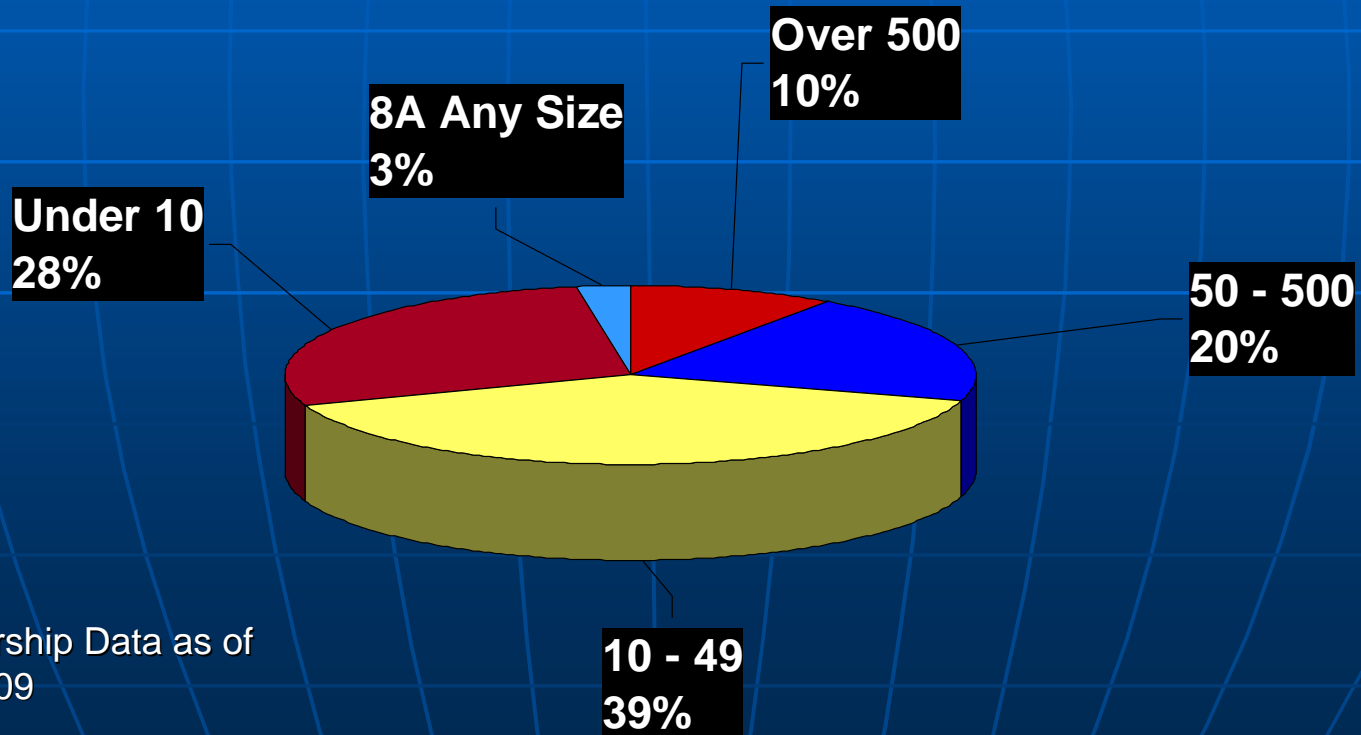
1,700 corporate members

Small Business makes up about 70% of the total number of AFCEA corporate members



Leveraging Your AFCEA Corporate Membership

Composition of AFCEA Corporate Members by Company Size (Number of Employees Working in the Government Sector)



Membership Data as of
1/31/2009



Leveraging Your AFCEA Corporate Membership

AFCEA Chapter Network

145 chapters and sub chapters in 34 countries

- 88 in the U.S.
- 39 in Europe
- 9 in the Pacific Rim
- 3 in Canada
- 1 in Central America
- 1 in South America
- 1 in the Caribbean
- 1 in Kuwait
- 1 in Afghanistan
- 1 in Iraq



Leveraging Your AFCEA Corporate Membership

Sample AFCEA Events

- WEST (with USNI)
- TechNet Asia-Pacific
- TechNet Europe
- TechNet Tampa
- MILCOM
- LandWarNet
- Homeland Security
- Intelligence Symposia
- DISA Customer Partnership Conference
- Joint Warfighting Conference (with USNI)



Leveraging Your AFCEA Corporate Membership

AFCEA Publications

Signal Magazine

- International Journal (print AND digital)
- Annual Source Book
- Source Book Online
- SIGNAL “Connections” e-newsletter



Leveraging Your AFCEA Corporate Membership

Educational Foundation

- Scholarships
- Fellowships
- Awards
- Graduate Schools
- Service Academies
- ROTC Programs
- High Schools
- Local Science Fairs – Elementary/Secondary levels



Leveraging Your AFCEA Corporate Membership

Professional Development Courses

- Classified and Unclassified Courses
 - Government
 - Military
 - Industry
- Communications/Intelligence
- Information Systems



Leveraging Your AFCEA Corporate Membership

How can AFCEA Corporate Membership benefit your organization?

AFCEA Corporate Membership can help your organization to

- **Gain visibility** in the international C4, Intelligence and IT communities as well as at local AFCEA chapter events, and
- **Build relationships** and exchange information with government and industry decision makers



Leveraging Your AFCEA Corporate Membership

AFCEA corporate membership offers these benefits

- Corporate Associate Members
- Exhibit Space Discounts at AFCEA conferences and
- A Corporate Capabilities Listing on the AFCEA website, which is also published in the January issue of Signal magazine, also known as the Source Book, distributed to all 32,000 AFCEA members



Leveraging Your AFCEA Corporate Membership

Corporate Associates help your organization to create and develop important business relationships via the extensive network of AFCEA chapters



Leveraging Your AFCEA Corporate Membership

Corporate Membership Categories

Membership Category	Company Size	Associate Members	Joining Fee/Renewal Fee
Sustaining	Can be any Size	35	\$4,800/\$3,864
Large	Over 500 Employees	25	\$2,400/\$1,932
Medium	50-500 Employees	15	\$1,300/\$1,035
Small	10-49 Employees	10	\$750/\$525
Consulting	Under 10 Employees	3	\$350/\$275
Disadvantaged 8A Business	Can be any Size	10	\$350/One year only



Leveraging Your AFCEA Corporate Membership

Take steps to maximize the effectiveness of your corporate associates

- Designate a membership point of contact within your organization who understands the role of maintaining your organization's member roster and Source Book capability statement (Updates can be made online in the AFCEA Member Portal at: <https://www.afcea.org/portal/>)
- Make sure that you use all of your allocated associate memberships
- Associate members can be affiliated with one or a combination of chapters depending upon your internal structure, business development strategy and business contact locations



Leveraging Your AFCEA Corporate Membership

- Individuals can be added and deleted from the roster and chapter affiliations can be changed at any time to fit your organization's needs
- Make sure to have these representatives in chapters where your current clients and partners and where your prospective clients and partners are located



Leveraging Your AFCEA Corporate Membership

Get to know the AFCEA network of chapters

- Most chapters have their own websites which are linked to AFCEA International website at:
<http://www.afcea.org/membership/chapters/>
- Visit chapter websites for information on chapter activities and local constituencies who participate in these events



Leveraging Your AFCEA Corporate Membership

Invest in chapter events by volunteering your time and sponsorship to help facilitate these events



Leveraging Your AFCEA Corporate Membership

Events and Exhibits

- Take advantage of exhibit space discounts at the AFCEA conferences that match your target market

- Check the AFCEA website Events page at: <http://www.afcea.org/events/>



Leveraging Your AFCEA Corporate Membership

Sample Exhibit Discounts

Conference	Month	Corporate Member Discount per 10'x10' booth	Conference Focus
Asia Pacific	November	\$300	Pacific Joint Command
Biometrics	September	\$200	NSA and NIST
DISA	April	\$600	Defense Information Systems Agency
Homeland Security	February	\$1,000	Homeland Security
Joint Warfighting	June	\$200	Joint Forces Command
LandWarNet	August	\$400	Army
MILCOM	October	\$400	Military Communication
Tampa	March	\$300	Special Operations, Central Command and Southern Command
West	February	\$300	Navy, SPAWAR, some Marine Corps



Leveraging Your AFCEA Corporate Membership

Small Business members also benefit from

- Dedicated Small Business Sponsorships
- Small Business Program Tracks
- Targeted Networking at Chapter & Int'l events
- Low Cost Membership tied to your growth
- Small Business Web site: www.afcea.org/smallbusiness
- Small Business Distribution List (monthly announcements)



Leveraging Your AFCEA Corporate Membership

Corporate Capabilities Listing

- Take immediate advantage of free advertising for your company by posting your company's capabilities listing online
- This listing can be updated at any time and is published every January in SIGNAL Magazine, which is distributed to our 32,000 AFCEA government, military and industry members



Leveraging Your AFCEA Corporate Membership

Your Source Book listing

- Visibility for Partnering/Teaming
- Publicly accessible 24/7
- Includes space for past performance, GSA Schedules, Contract Vehicles and NAICS codes
- Entries are keyword searchable with multiple fields
- Online access - you control the update directly and you can refresh information anytime



Leveraging Your AFCEA Corporate Membership

SIGNAL Source Book Update Demonstration

www.afcea.org



Leveraging Your AFCEA Corporate Membership Source Book Search

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[search](#)

Search the Source Book

- Use the fields below to specify the criteria by which you would like to search the database
- Use any single field or a combination any fields to narrow your search
- [CLICK HERE](#) to see a list of AFCEA Corporate Members

Company Name	<input type="text"/>
City	<input type="text"/>
State/Province	<input type="text"/>
Country	<input type="text"/>
Discipline	<input type="text"/>
Small Business Status	<input type="text"/>
Keywords (enter one or more keywords separated with space)	<input type="text"/>
<input type="button" value="Search"/> <input type="button" value="Clear Fields"/>	

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AFCEA International 4400 Fair Lakes Court Fairfax, Virginia 22033



Leveraging Your AFCEA Corporate Membership Disciplines

EMERSON & CUMING
MICROWAVE PRODUCTS

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About Us Articles

Search the Source Book

- Use the fields below to specify the criteria by which
- Use any single field or a combination any fields to n
- [CLICK HERE](#) to see a list of AFCEA Corporate

Company Name

City

State/Province

Country

Discipline

Small Business Status

Keywords
(enter one or more keywords separated with space)

Acoustics (9)
Acquisition Management (58)
Aeronautical Engineering Systems (10)
Air Traffic Control (18)
Airborne C2 Systems (8)
Airborne Warning (1)
Amplifiers (9)
Analytic Services (27)
Analyzers (5)
Antenna Technology (26)
Antisubmarine Warfare (2)
Application Service Providers (12)
Artificial Intelligence (5)
Automatic Target Recognition (2)
Automatic Test Equipment (3)
Avionics (20)
Batteries (5)
Broadband Services (22)
Broadcast Equipment (10)
Business Information Services/Systems (84)
Business Process Re-Engineering (53)
C3 Systems (87)
Cables (22)
Cases and Containers (20)
Client Server Technology (23)
Collaborative Tools (48)
Communications Systems (195)
Components (9)
Composite Parts (4)

Search Clear Fields

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Leveraging Your AFCEA Corporate Membership Small Business Status

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[search](#)

Search the Source Book

- Use the fields below to specify the criteria by which you would like to search the database
- Use any single field or a combination any fields to narrow your search
- [CLICK HERE](#) to see a list of AFCEA Corporate Members



Company Name	<input type="text"/>
City	<input type="text"/>
State/Province	<input type="text"/>
Country	<input type="text"/>
Discipline	<input type="text"/>
Small Business Status	<input type="text"/>
Keywords (enter one or more keywords separated with space)	<input type="text"/> Not Small Business (285) Small Business (Self-certified) (392) Small Disadvantaged Business (SBA-cert) (91) 8A Firms (SBA-certified) (94) HUB Zone (SBA-certified) (30) Minority Owned (69) Native American Owned (11) Veteran Owned (110) Service Disabled Veteran Owned (63) Woman Owned (108)

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AFCEA International 4400 Fair Lakes Court Fairfax, Virginia 22033
Editorial 703-631-6192 * Advertising 703-631-6181 * [Email](#) * Customer Service



Leveraging Your AFCEA Corporate Membership Portal Log-on

INTERNATIONAL

Welcome Members

Friday, January 30, 2009

Ligon

Enter your Member ID and Password to login.

Member ID:

Password:

[Forgot Your Member ID?](#)

[Forgot Your Password?](#)

Public Message

This is a Members Only area of the AFCEA website. Log into your membership record to access great member services and benefits. If you are not a member of AFCEA but would like to become one, click [here](#).

Individual Members, Subscribers, and Corporate Associates:

- Member ID – your membership/subscriber number can be found on your membership card, SIGNAL Magazine mailing label, or can be sent to you by clicking [here](#).
- Password – use your last name unless you have previously accessed your record and changed the password. [Forgot Your Password?](#)

Corporate POCs:

- Member POCs use your individual corporate associate 8 digit membership ID number and your last name as your Password, unless you have previously accessed your record and changed the password.
- Non-member POCs, please call the AFCEA Service Center, number listed below, to obtain your Member ID, Password is your last name.

Please take the opportunity to change your password during your first visit to ensure continued security of your personal information.


If you do not know your member number, please contact the AFCEA Service Center for assistance at 800-336-4583, extension 6158, in the US, or 703-631-6158 from outside the US. You can also reach us by [Email](#). Our service representatives will be happy to assist you once they have verified your membership status.

Site Notice:

This site is monitored. Any unauthorized access is prohibited and violators will be prosecuted.

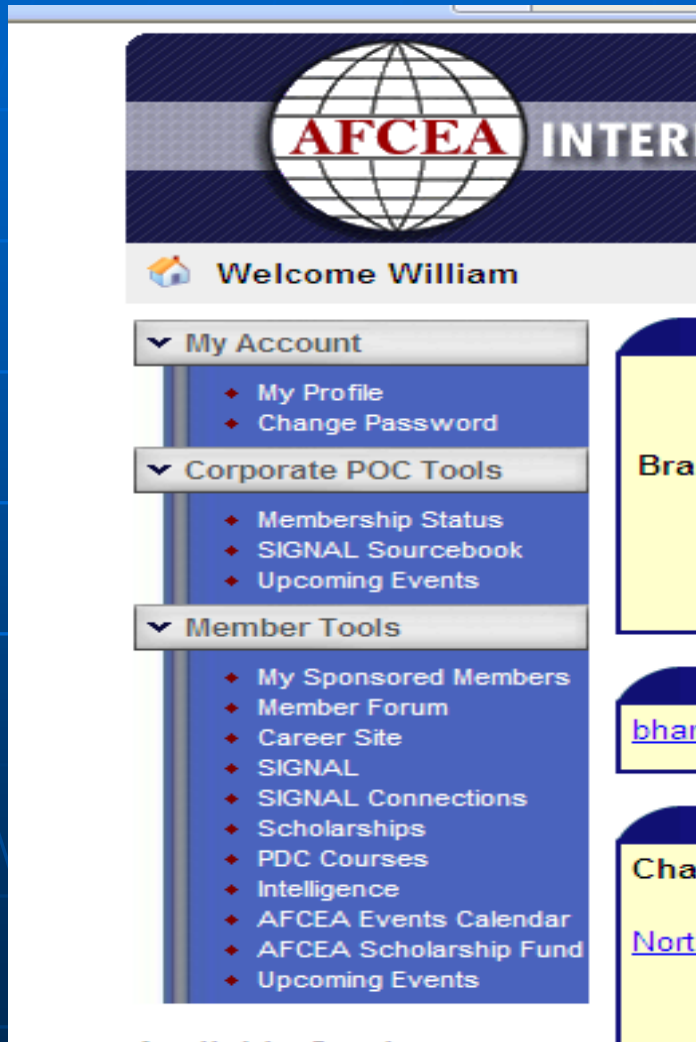
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Leveraging Your AFCEA Corporate Membership Corporate POC Tools



- Expand

“Corporate POC Tools”

- Choose

“SIGNAL Source Book”



Leveraging Your AFCEA Corporate Membership Source Book Update

View Source Book

Source Book Write-up Preview

Below is a preview of your Source Book Write-up. Please review your write-up and use the action buttons below. The last day to update and submit your write-up for the January 2010 print directory is October 10, 2009.

We encourage all new AFCEA corporate members to submit their photograph and logo along with their writeup for inclusion in one monthly issue of SIGNAL.

However, only the photographs and logos of AFCEA SUSTAINING Corporate Members will appear in the online Source Book and in the January print Source Book.

Image Upload Guideline

Image file type should be either JPG or GIF (TIF is not supported).

Images should be 300 dpi.

Head shots should be 250 x 300 pixels (or dots) in size.

Logos at their maximum width should be 600 pixels wide.

DPI (dots per inch) - The measure of resolution for images used to determine their size. Measured in the number of dots (or pixels) in a square inch.

[Click Here to Approve Source Book Write-up](#)

[Click Here For Printable View](#)

[Click Here to Update Source Book Write-up](#)

[Update Discipline Topics](#)

[Browse...](#)

[Upload Logo](#)

[Browse...](#)

[Upload Picture](#)

[Back to Member Lookup](#)

- Choose
“Click Here
to Update
Source
Book
Write-up”



Leveraging Your AFCEA Corporate Membership Company Profile Form

Company Profile

11 AF/DOK	
4400 Fair Lakes Court Fairfax, Virginia 22033	Telephone:
	Facsimile:
	E-mail:
	Web Home Page:
Director, Member and Chapter Services	Curtis H. Adams
Business Focus:	
Products/ Services:	
Clients:	
Annual Sales:	
Disciplines:	
Small Business Status:	

The following
three fields have
space for up to
999 words:

“Business
Focus”

“Products/
Services”

“Clients”



Leveraging Your AFCEA Corporate Membership Source Book Edit (view 1)

Source Book Edit

IMPORTANT MEMBERSHIP INFORMATION

The update you make here applies ONLY to the SIGNAL print and online Source Book, not to your AFCEA Membership Records.

CompanyID: 00149644

Company Name:

Address Line 1:

Address Line 2:

Address Line 3:

Foreign

City/Postal Code:

City:

State:

Zip/Postal Code:

Country:

Telephone:

Facsimile:

E-mail:

Web Home Page:

Business Focus:

Fill-in fields with all pertinent company information.

Highlight all differentiators for your company, products, and services.

All terms are keyword searchable.



Leveraging Your AFCEA Corporate Membership Source Book Edit (view 2)

Business Focus:
(999 word limit)

Products/Services:
(999 word limit)

Clients:
(999 word limit)

Annual Sales:

Photo Caption:

For AFCEA Contacts who wish to use two titles, AFCEA Contact and a job title, please include both titles in the same "Contact Title" field below, e.g. Vice President, Sales and AFCEA Contact.

Contact 1 Title:

Name:

Contact 2 Title:

Name:

Be creative with these three fields to make your company stand out.

Showcase your Awards & Certifications, GSA Schedules, Contract Vehicles, Additional Locations, Clearances, NAICs Codes, etc.



Leveraging Your AFCEA Corporate Membership

Choosing Discipline Topics

Source Book Disciplines

Discipline Topics

Select up to 5

- | | |
|--|--|
| <input type="checkbox"/> Acoustics | <input type="checkbox"/> Modeling |
| <input type="checkbox"/> Acquisition Management | <input type="checkbox"/> Modems |
| <input type="checkbox"/> Aeronautical Engineering Systems | <input type="checkbox"/> Monitors |
| <input type="checkbox"/> Air Traffic Control | <input type="checkbox"/> Multichannel Radios |
| <input type="checkbox"/> Airborne C2 Systems | <input type="checkbox"/> Multimedia Systems |
| <input type="checkbox"/> Airborne Warning | <input type="checkbox"/> Multiplexers |
| <input type="checkbox"/> Amplifiers | <input type="checkbox"/> Navigation/Guidance Systems |
| <input type="checkbox"/> Analytic Services | <input type="checkbox"/> Networking Technologies |
| <input type="checkbox"/> Analyzers | <input type="checkbox"/> Neural Networks |
| <input type="checkbox"/> Antenna Technology | <input type="checkbox"/> Night Vision Systems |
| <input type="checkbox"/> Antisubmarine Warfare | <input type="checkbox"/> Office Automation |
| <input type="checkbox"/> Application Service Providers | <input type="checkbox"/> Open Systems |
| <input type="checkbox"/> Artificial Intelligence | <input type="checkbox"/> Operations & Maintenance |
| <input type="checkbox"/> Automatic Target Recognition | <input type="checkbox"/> Optical Disks/Storage |
| <input type="checkbox"/> Automatic Test Equipment | <input type="checkbox"/> Optical Switches/Devices |
| <input type="checkbox"/> Avionics | <input type="checkbox"/> Pagers |
| <input type="checkbox"/> Batteries | <input type="checkbox"/> Passive EW Systems |
| <input type="checkbox"/> Broadband Services | <input type="checkbox"/> Patch Panels |
| <input type="checkbox"/> Broadcast Equipment | <input type="checkbox"/> Photonics |
| <input type="checkbox"/> Business Information Services/Systems | <input type="checkbox"/> Power Amplifiers/Supplies |
| <input type="checkbox"/> Business Process Re-Engineering | <input type="checkbox"/> Printers |
| <input type="checkbox"/> C3I Systems | <input type="checkbox"/> Production/Post-production |
| <input type="checkbox"/> Cables | <input type="checkbox"/> Professional Services |
| <input type="checkbox"/> Cases and Containers | <input type="checkbox"/> Publishing/Publications |
| <input type="checkbox"/> Client Server Technology | <input type="checkbox"/> Radar |
| <input type="checkbox"/> Collaborative Tools | <input type="checkbox"/> Radio Direction Finding |

You can choose up to five “Discipline Topics”.

Each one is searchable.

Focus on your core capabilities.

Remember, you can include topics you can't fit here in your write-up.



Leveraging Your AFCEA Corporate Membership Choosing Small Business Status

- Internet Technologies
- Intranet Technologies
- Laboratory Facilities
- Lasers
- Lightning Protection
- Logistics
- Management Services
- Manpack Radios
- Market Research
- Marketing
- Media/Public Relations
- Message Systems
- Meteorological Systems
- Microelectronics
- Microwave Products/Systems
- Mission Planning
- Mobile Communications
- Transmitters
- Troposcatter Systems
- Trusted Computer Systems
- Underwater Electronics
- Uninterrupted Power Supplies
- Unmanned Vehicles
- VHF Systems
- VHSIC/MMIC
- Vehicular Radio Systems
- Video Compression
- Video Equipment
- Video Conferencing
- Weather Mapping
- Wire/Cable
- Wireless Communications
- Workstations

Small Business Status

Select at least one

- Not Small Business
- Small Business (Self-certified)
- Small Disadvantaged Business (SBA-cert)
- 8A Firms (SBA-certified)
- HUB Zone (SBA-certified)
- Minority Owned
- Native American Owned
- Veteran Owned
- Service Disabled Veteran Owned
- Woman Owned

SB Status Categories were previously part of the “Disciplines”.

2009 format includes all SB socio-economic indicators without taking space from capabilities.

SB status is not the lead-in but additional information.



Leveraging Your AFCEA Corporate Membership

- Use AFCEA Headquarters as a resource for information about events, chapter focus, networking, business development and marketing opportunities
- Feel free to call on us for help and information

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