



DLA Energy Worldwide

April 21-23, 2026

Hyatt Regency Crystal City | Arlington, VA

www.dlaenergyworldwide.com

Enhanced Marketing Opportunities

Strategic Energy for Global Advantage





**DLA Energy
Worldwide**

REDEFINE ROI.

Maximize your marketing dollars while making high-level connections as a Marketing Partner at the 2026 DLA Energy Worldwide event. Get your brand in front of a who's who of Department of War employees, contractors, and top industry experts—all in one place at one time.

DLA Energy offers countless ways to engage buyers and deliver tangible ROI beyond the traditional booth. From networking events and attendee amenities to onsite branding opportunities, there are a multitude of ways you can extend your brand reach, promote thought leadership, and win attendee loyalty at the show. Mix and match opportunities to build the package best suited for your marketing goals and budget.

Conference Sponsorship

Marketing opportunities do not constitute or imply endorsement by DLA or the Department of War (DoW) of the marketing partner's products and services. All opportunities are exclusive unless otherwise noted.

Exhibitors who take advantage of marketing opportunities and advertising opportunities to help promote their presence at trade shows average **206% MORE LEADS** than companies that did not. If you want to maximize your participation, we urge you to consider some of the various options we have available to help you drive traffic to your booth.

SOLD

Opening Night Reception

\$10,000

Associate your company with the can't-miss networking event of the Conference, taking place in the Exhibit Hall on its opening night. Make sure your brand is front and center during this busy time in the hall. All food and beverage stations that are placed in the hall and will feature your logo. We'll also provide 50 complimentary drink tickets for you to provide to lucky attendees.

SOLD

Lanyards

\$7,500

See your company name and logo on the official lanyard that holds attendee badges at WWEC. These lanyards are distributed to all attendees as they enter the Exhibit Hall and are designed to be used throughout the events to display the required credentials. We'll take care of producing 2400 digitally sublimated and stylish lanyards – all we need is your artwork.

Barista Cart

\$6,500/day

Attendees will flock to your booth when they see the signs for lattes and espressos being served from your own specialty coffee cart. This high visibility opportunity features your company logo on an espresso cart with a barista for up to four (4) hours on one of the days of the event. We will have 3 available- two morning and 1 afternoon. If you purchase the exclusive, you can get a discount. Your logo will also appear on daily schedule signage & schedule.



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Event Sponsorship

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Event Bags **\$6,000**

Everyone will see your brand coming and going when you sponsor the official DLA Worldwide Energy bags, which will be available for pickup at the Exhibit Hall. This durable non-woven tote bag will continue to be used by attendees long after returning to their offices. We'll provide 1200 non-woven tote bags for government attendees with a front pocket and mesh-sides – all we need is your artwork. Artwork will be due by 1/31 for on-time.

Popcorn Stand **\$5,000**

Who doesn't love popcorn?! This welcome snack, placed strategically in the exhibit hall, is sure to be a hit during a busy day of meetings and sessions. Place your company logo on the popcorn stand and paper popcorn bags handed out to attendees.

'Network & Nourish' / Snack Break **\$4,000**

Networking is a main component of attending any conference. What a better way to do that with sponsoring one of our snack breaks at DLA Worldwide Energy 2026. We will have 3 designated snack time opportunities that your team may sponsor with signage, meterboards, and listing in the agenda as the sponsor. The pricing above is for one of the three snack times, but you may work on an exclusive sponsorship if interested, contact us.

(3) Three opportunities available.

Pen & Pad Set **\$2,000**

Attendees are always looking for something to write on—and write with—and this attractive notepad and pen combo, imprinted with your company's logo, will fit the bill perfectly! These pens or pen & pad sets will be distributed with the conference tote bags. Marketing partner is responsible for production and shipping; show management must approve design.

Charging Stations **\$2,500/station**

Always crowded and constantly used by attendees, these charging stations provide maximum visibility in the Exhibit Hall foyer and lounge area. You provide your logo; we do the rest. Two opportunities available.

SOLD

Water Coolers **\$1,500/cooler**

Make sure attendees know who is quenching their thirst with your logo on water coolers stationed throughout the Exhibit Hall. You provide the logo; we handle the rest.

(3) Three additional opportunities available.



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Onsite Activations

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35"X52" POSTERS NEAR EVENT ROOMS

\$2500

Be close to all the action and all the event sessions with your company's branding imagery or campaign within the event area at the 2026 event. The posters are 35"x52" and will be produced and installed by us, with your team submitting artwork. There are 5 available opportunities available within the 2nd and 3rd floors. Locations will be determined on a first come, first serve basis.



BRANDED METERBOARDS

\$2500

Place your strategic double sided meterboard within high traffic parts of Worldwide Energy 2026. Location of these double-sided signs will be determined in an agreed upon high-traffic location. Artwork will be due by 2/20 for maximum exposure.

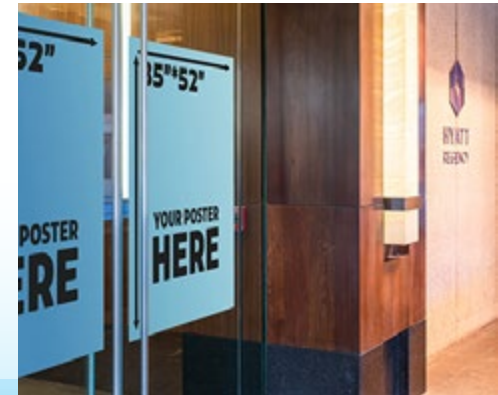


SOLD

FIRST FLOOR DOOR CLINGS

\$3000

Make your mark as your brand has maximum exposure with two door clings at the entrance of the first floor of the Hyatt Crystal City for DLA Energy Worldwide 2026. Each cling/decals is 35" x 52". Through this sponsorship, you'll get both clings and be able to tell a coherent branding story. We'll handle all production and installation, with your team sending the artwork no later than 2/15/2026.



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FIRST FLOOR-OUTSIDE POSTER

\$2500 (5) available

Arrive in style and impact.

35 x 52 poster available for clear impact as attendees arrive at the Hyatt Crystal City. Located at the entrance, these 5 different signs (and opportunities) are located on the first floor of the hotel and will be the first thing they see when arriving for DLA Energy Worldwide. You provide artwork and we'll handle the rest with a 2/15/26 deadline. Location will be determined in first come first serve.



SOLD HYATT LOBBY BAR SIGNAGE

\$2000

Premier placement within the Hyatt Crystal City with signage onsite adjacent to the Lobby Bar on the first floor of the hotel, where people congregate post-event. You supply the graphics and we'll handle the rest. Print deadline 2/15/2026.



INSIDE LOBBY COLUMN POSTER

\$3000

Prime location within the lobby and entrance at DLA Energy Worldwide 2026! Your team will design and submit artwork for your 40 x 72" poster within the Hyatt Crystal City. This is located on the first floor of the hotel and near all entrances, making it has maximum visibility to all attendees and hotel guests throughout the conference. Our team will handle production and installation, your team will need to send the artwork per approval by 2/15/26.



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AISLE SIGNS

\$10,000

Every time an attendee looks for directions in the Exhibit Hall, they will see your logo with each aisle number—a hard-to-miss advertising opportunity for your company. Your company's logo will be prominently featured on the eight hanging aisle signs in the Exhibit Hall, providing maximum visibility for your company. You provide the logo; we handle design and production.

FLOOR DECALS FOR IMPACT AROUND THE EVENT FLOOR

\$4,000

Each Floor Decal sponsor will be entitled to 2 decals in prominent locations within the Hyatt and the event floor. These are high visibility in the show area and location will be on first come first serve. You supply the artwork by 2/15/2026 and we will handle all production.



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Digital Marketing Sponsorships

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MOBILE APP

Splash Page

\$7,500

Place your brand front and center on the mobile app. Each time an attendee opens the mobile app they will see your company's advertisement.

Digital Banner

\$3,000

As attendees navigate through the app, your banner ad will be front and center to drive traffic to your booth. Five opportunities available.

Push Notification

\$1,000/alert

Have a push notification message appear on the mobile app to drive traffic to your booth. One alert allowed per sponsor per day; maximum two alerts sent each day.

OPPORTUNITIES ARE LIMITED!

Expand your exhibit presence and stand out from your competitors—secure a marketing opportunity and get started now! Call us today to find the right fit for your needs and budget.



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