

EXHIBIT & SPONSORSHIP PROSPECTUS

One of the nation's largest business
networking events for veteran suppliers

U.S. DEPARTMENT OF VETERANS AFFAIRS
**NATIONAL VETERANS
SMALL BUSINESS
ENGAGEMENT**

Cleveland, Ohio

2026

**Huntington Convention Center of Cleveland
December 8-9, 2026**

Pre-programming activities, including registration and a welcome reception,
will begin on December 7



SHOW UP. CONNECT. OWN THE OPPORTUNITY.

WELCOME



The U.S. Department of Veterans Affairs Office of Small and Disadvantaged Business Utilization (VA OSDBU) is pleased to invite you to participate in the 2026 National Veterans Small Business Engagement (NVSBE) at the Huntington Convention Center of Cleveland, Ohio, December 8–9, 2026.

Pre-programming activities, including registration and a welcome reception, will begin on December 7.

Serving as a signature event for the 11th year, NVSBE is a great example of the Department's commitment to enable Veteran-Owned Small Businesses, and firms in other disadvantaged business categories, to gain access to economic opportunity by leveraging the federal procurement system and expanding participation of procurement-ready small businesses.



Beyond scheduled activities, connections happen in the exhibit hall, during receptions, at Business Opportunity Sessions (BOS) and through scheduled networking. NVSBE welcomes you to make the connections necessary to succeed in today's competitive contracting environment.

NVSBE provides Veteran-owned and other small businesses the opportunity to:



Participate in Key Leader Roundtable discussions with senior officials (space limited)



Connect with other small business owners to network and share best practices



Connect directly with government representatives, prime contractors, and business leaders



Identify teaming partners and build valuable business relationships



Request targeted 1:1 meetings through the attendee list



Discover new opportunities and position their business for long-term growth



Learn how to develop new revenue streams and grow their business

To become an exhibitor or sponsor, please contact NVSBEexhibit@arrowarc.com

ATTENDEES

NVSBE Creates Opportunities to Connect

- Gain visibility in front of thousands of Service-Disabled Veteran-Owned Small Businesses (SDVOSBs), Veteran-Owned Small Businesses (VOSBs), and other small businesses
- Connect directly with buyers from government agencies, commercial leaders, and prime contractors
- Discover potential partners to support subcontracting goals and teaming opportunities
- Build strategic partnerships that lead to new business opportunities

Who Attends?



2,500+ attendees



150+ exhibitors



1,000+ businesses

To become an exhibitor or sponsor,
please contact NVSBEexhibit@arrowarc.com

EXHIBITORS

The Exhibit Hall serves as a hub for sponsors and exhibitors, as well as companies that offer services to other small businesses, to achieve focused networking and outreach. The exhibit hall will be organized by communities of interest:



Medical Supplies
and Services



Information Technology
and Services



Professional Services
and Other Supplies



Facilities Supplies
and Services



To become an exhibitor or sponsor,
please contact NVSBEexhibit@arrowarc.com

EXHIBIT FEES & BOOTH PACKAGES



Exhibitor Type	Price per sq ft	Corner
SBA Certified Veteran-Owned Small Business	\$33 per sq ft	\$300 per corner
Small Business, Nonprofit, Government	\$39 per sq ft	\$400 per corner
Large Business	\$52 per sq ft	\$500 per corner

Exhibitor Package Includes:

- Booth space with black pipe and drape in 10' increments (10x10, 10x20, 10x30, etc.)
- (2) Complimentary full engagement registration tickets per 10'x10' booth space
- (1) ID sign with company name
- Wastebasket
- Company name, description, and booth number included in online directory, and digital program book



Booth space is included as a part of the packaged sponsorship opportunities. (see page 6)



The contractor is permitted to charge registration and other fees pursuant to a no-cost contract between it and the U.S. Department of Veterans Affairs under which it shall provide event execution for the event with no financial obligation to the VA.



Show Floor Hours*

- Monday, Dec. 7** 5:00 pm - 6:30 pm
(Includes Welcome Reception)
- Tuesday, Dec. 8** 9:00 am - 6:30 pm
(Includes Lunch and Reception)
- Wednesday, Dec. 9** 9:00 am - 1:00 pm
(Includes Lunch)

***Show floor hours are subject to change**

To become an exhibitor or sponsor,
please contact NVSBExhibit@arrowarc.com

Packaged Sponsorship Opportunities

Sponsorships secured after September 1, 2026 may not receive priority booth placement and sponsorships secured after November 1, 2026 are not guaranteed to receive recognition on printed materials.

Deliverable	Diamond	Platinum	Gold	Silver	Bronze
Cost for SBA Certified Veteran Owned Small Business	\$100,000	\$50,000	\$25,000	\$12,500	\$6,500
Cost for Other Small Business, Government, Nonprofit		\$60,000	\$30,000	\$17,500	\$8,500
Cost for Large Business		\$70,000	\$40,000	\$25,000	n/a
Exhibit Space*	30'x30' Island	20'x30' Island	20'x20' Island	10'x20'	10'x10'
Full Registrations	15	10	8	5	3
Use of 4 Video Walls in Convention Center	✓				
1 Digital Display Board	✓	✓			
Lodging Upgrade to a Suite in 1 of 4 Top Hotels	✓	✓			
Private Conference Room at Convention Center	✓	✓			
Option to Provide Promotional Giveaway at Registration**	✓	✓			
Logo Recognition on Marketing Outreach	✓	✓			
Window Cling in Prominent Location	✓	✓			
Dedicated Social Media Post on NVSBE Channels	✓	✓			
Floor Cling in Exhibit Hall	✓	✓	✓		
Video Commercial on Screen at Registration	45-second video	30-second video	15-second video		
Advertisement in Digital Program and VIP Printed Program	Full Page	Half Page	Quarter Page		
Recognition on Sponsor Signage	Logo	Logo	Logo	Logo	Logo
Recognition on Walk-in Slides for Opening Session	Logo	Logo	Logo	Logo	Logo
Recognition in Digital Program and VIP Printed Program	Logo, Booth Number, Description	Logo, Booth Number, Description	Logo, Booth Number, Description	Logo, Booth Number, Description	Logo, Booth Number, Description

*Premium selection if reserved by September 1

**Note: Item must be pre-approved and sponsor produces the giveaway

To become an exhibitor or sponsor,
please contact NVSBEexhibit@arrowarc.com

A LA CARTE SPONSORSHIP

Want to elevate branding and marketing initiatives for your company and be acknowledged as a NVSBE sponsor through a unique avenue? Consider the sponsorship opportunities below.

For full sponsorship details, please visit our [sponsorship gallery](#).



NETWORKING RECEPTION

Monday Night
Exclusive
\$20,000

Tuesday Night
2 available
\$15,000 each



LANYARD

\$25,000 | Exclusive
(must book by October 23, 2026)



CONFERENCE CENTER WI-FI

\$25,000 | Exclusive



BAG SPONSOR

\$15,000 Standard | \$25,000 Premium
Exclusive
(must book by October 23, 2026)



NOTEBOOK & PEN

\$15,000 Standard | \$25,000 Premium
Exclusive
(must book by October 23, 2026)



MORNING & AFTERNOON BREAK

\$7,500 each | 3 available



INFORMATION KIOSK

\$5,000 | 2 available
(must book by October 23, 2026)



WATER BOTTLE

\$15,000 Standard | \$25,000 Premium
Exclusive
(must book by October 23, 2026)



HYDRATION STATION

\$2,500 each | 10 available



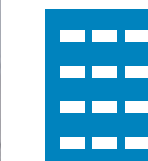
COAT & LUGGAGE CHECK (MONDAY-WEDNESDAY)

\$5,000 per day | \$10,000 for 3 days
Exclusive (must book by October 23, 2026)



PREMIUM OFFICE SPACE

\$4,500 per day | \$7,500 for 3 days
2 available
(must book by October 23, 2026)



RIBBON WALL

\$5,000 | Exclusive
(must book by October 23, 2026)



CHARGING STATION

\$10,000 | 3 available
(must book by October 23, 2026)



A la carte sponsorship does not include exhibit space or registration passes. See page 5.

To become an exhibitor or sponsor,
please contact NVSBEexhibit@arrowarc.com

BRANDING OPPORTUNITIES

Sponsor a fun activity inside the Exhibit Hall – some activities can even be held directly in your booth!
There are many options to choose from, so please visit this link to view the full [sponsorship gallery](#)

Exhibit Hall Activities

- + Headshot Booth
- + Selfie Mosaic Wall
- + Elevated Coffee Station
- + Golf Simulator
- + Caricature Artist
- + Massage Station

Clings, Digital Displays, and Banners

The venue has a variety of opportunities for prominently displaying your logo or message. Our team will work with you to find the branding solution that best suits your needs. Examples include floor or window clings, digital displays, or printed hanging banners.

Please visit this link for the full [sponsorship gallery](#)

To become an exhibitor or sponsor,
please contact NVSBEexhibit@arrowarc.com