

SOFIC

EXPANDING THE COMPETITIVE SPACE



**2021 EXHIBIT, SPONSORSHIP, &
ADVERTISING OPPORTUNITIES**

VIRTUAL | MAY 17 – 21

NDIA



The Special Operations Forces Industry Conference (SOFIC) is 2021's most important opportunity for the SOF community to interact with industry and collaborate on the challenges, initiatives, and way-ahead in delivering the most cutting-edge capabilities into the hands of SOF operators. Make a statement with your brand at this must-attend event.

SPONSORSHIPS & EXHIBITOR SHOWCASE PAGES 4 – 7

Sponsorships and the Exhibitor Showcase at SOFIC make you stand out above the crowd. With a variety of opportunities to fit any budget, sponsoring is an essential step toward SOFIC success.

ADVERTISING PAGES 8 – 10

Increase your organization's visibility at SOFIC by advertising your products and services in the digital program or one of the other array of products to suit your needs.

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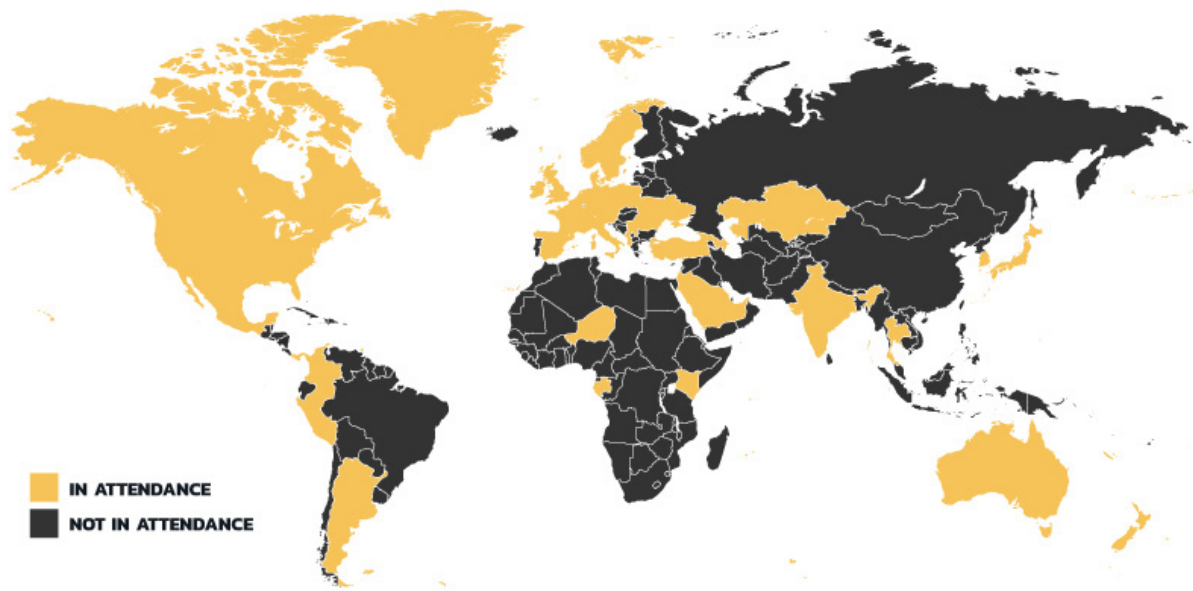
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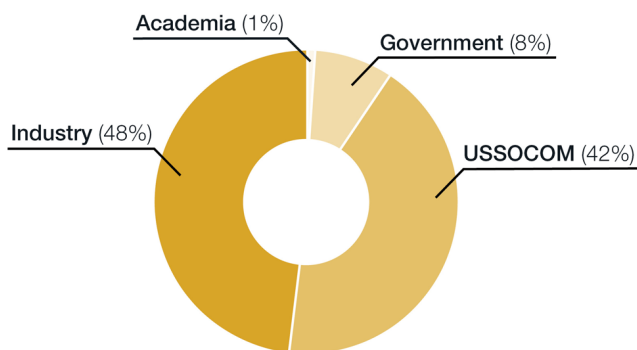
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SOFIC is the single most important opportunity for the SOF community to interact with industry and collaborate on the challenges, initiatives, and way-ahead in delivering the most cutting-edge capabilities into the hands of SOF operators. SOFIC is the premier conference for the SOF community to develop, nurture, and exercise its growing network between industry, government, academia, and international partners

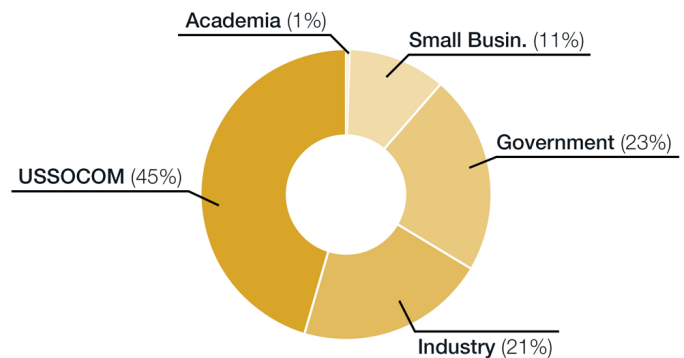
50+ NATIONS REPRESENTED



2019 SOFIC ATTENDEE PROFILE



2020 vSOFIC ATTENDEE PROFILE



SPONSORSHIPS

Invest in the opportunity. Enhance your SOFIC experience and receive customized exposure by becoming a sponsor.

PREMIER

SOLD OUT

(Sold to Battelle, L3Harris, Lockheed Martin, Mercury Systems, Panasonic)

The leading sponsorship that includes the best exposure throughout the duration of the event.

- One sponsored content email to be sent by NDIA to opted-in attendees (Emails will be sent in alphabetical order by company name based on available dates)
- One PDF posted on the virtual briefcase page
- Full page advertisement in the SOFIC digital program
- Exhibitor Showcase Premium Profile Listing with the “Top of the List” add-on
- Five (5) complimentary full conference registrations
- Three additional On-Demand registrations to be shared with your clients

ELITE

SOLD OUT

(Sold to Booz Allen Hamilton, Leidos, Rolls-Royce, ServiceNow, Skydio)

This Elite package allows your company to stand out from the pack.

- One PDF posted on the virtual briefcase page
- Half page advertisement in the SOFIC digital program
- Exhibitor Showcase Premium Profile Listing
- Three (3) complimentary full conference registrations
- Two additional On-Demand registrations to be shared with your clients

REGISTRATION

SOLD: L3 HARRIS

Be the first to welcome attendees by sponsoring virtual registration. Attendees will be face to face with your company brand when they register and when they receive their login credentials.

- Sponsor logo hyperlinked on registration website and confirmation emails sent to virtual SOFIC registrants

OPENING INDUSTRY KEYNOTE

\$20,000 Exclusive

Your company will be front and center as the sponsor for the kickoff off of SOFIC.

- Two-minute sponsor video played on rotation with other sponsor videos and uploaded to SOFICTV YouTube Channel
- Two (2) complimentary full conference registrations

CLOSING INDUSTRY KEYNOTE

\$20,000 Exclusive

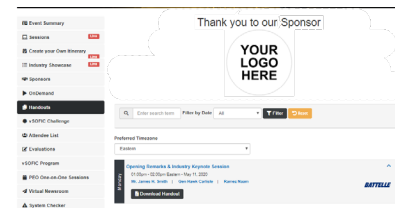
After a great week of innovation and networking, end the week on a high note by sponsoring the closing session.

- Two-minute sponsor video played in rotation with other sponsor videos and uploaded to SOFICTV YouTube Channel
- Two (2) complimentary full conference registrations

VIRTUAL BRIEFCASE

SOLD: CUBIC MISSION & PERFORMANCE SOLUTIONS

- One (1) complimentary full conference registration
- Sponsor logo displayed on virtual briefcase webpage where all handouts and presentations will be accessible
- Ability to provide two (2) PDFs to be uploaded to the virtual briefcase for attendees to download at their leisure
- Sponsor logo hyperlinked to preferred URL on sponsor page



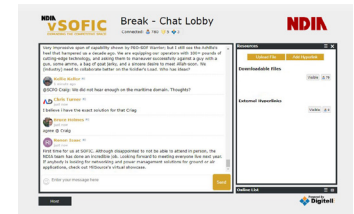
NETWORKING LOUNGE BREAK

SOLD OUT Additional may be added as agenda allows

(Sold to Boeing and iDirect Government)

Sponsor a networking lounge break where attendees will navigate to discuss their day and learn more about your company! A unique opportunity for your company to be in the midst of an active chat room conversation.

- One (1) complimentary full conference registration
- Sponsor logo displayed on networking lounge webpage
- Ability to upload two (2) PDFs for attendees to download at their leisure



NETWORKING BREAK VIDEO

SOLD OUT

(Sold to Epirus Systems, MAXAR, Novetta)

Share a meaningful message about your company with the SOFIC audience between sessions.

- One (1) complimentary full conference registration
- Two-minute sponsor video played in rotation and uploaded to SOFICTV YouTube Channel

DIGITAL RETARGETING CAMPAIGN

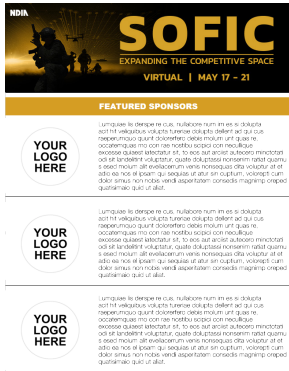
SOLD: BOEING AND ELBIT SYSTEMS

SOFIC.org visitors will see your message throughout their time online. Make a statement with your message before, during, and after this annually anticipated event.

- One (1) complimentary full conference registration
- Sponsor graphics submitted to NDIA for approval with preferred URLs hyperlinks
- Reach 50,000 impressions or more in under three (3) weeks

FEATURED SPONSOR EMAIL

SOLD OUT



(Sold to Boeing, Collins Aerospace, Curtiss-Wright Defense Solutions, Skydio, Subsea Craft) Epirus Systems, MAXAR, Novetta)

NDIA will send out two emails in the months leading up to SOFIC, each with five slots for sponsors.* Use this opportunity for your company to promote its products, services, or objectives for 2021 SOFIC. This opportunity is only available to companies that are exhibiting or sponsoring.

- Logo hyperlinked to preferred URL and 1,000-character blurb (only logo hyperlinked to preferred URL for HTML emails)
- First email deployed late March/early April; second email deployed late April/early May

* Competing and/or conflicting event promotions not allowed

SUPPORTING

\$2,000

(Sold to 3GIMBALS, American Rheinmetall Defense, Inc., MAG Aerospace, Raytheon Technologies, Textron Systems, 3 opportunities remaining)

Looking for additional exposure but on a limited budget?

- One (1) complimentary full conference registration
- Hyperlinked logo on SOFIC.org
- Logo included in the SOFIC digital program

EXHIBITOR SHOWCASE

The Exhibitor Showcase will be similar to a virtual exhibit hall. Attendees will be able to view company profiles, products, and services. Companies that have selected either the Enhanced or Premium listings will be available in real time to answer questions. An additional benefit of the Premium listing is the ability to host a meeting room for up to 100 guests, which is a perfect opportunity for companies to showcase their latest and greatest products and services. Look for the red “Live” next to a company listing to see when a company is hosting a live presentation. **New in 2021, Premium listings will also have the ability to host 1:1 meetings!**

BASIC PROFILE LISTING

\$1,500

- Company name
- Company logo
- Company description
- Company contact
- Company website link
- Includes one (1) complimentary virtual SOFIC registration
- The ability for these items to be managed and edited by the company

ENHANCED PROFILE LISTING

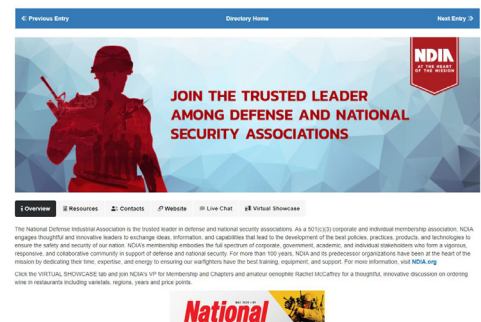
\$2,500

- Opportunity to upload digital banner (various sizes)
- Area to embed videos from YouTube and/or Vimeo
- Ability to upload resources/handouts/PDFs
- Ability to list multiple points of contacts
- Live chat feature built into your company listing
- Reporting feature includes seeing opted-in users, views, and downloads
- Includes one (1) complimentary virtual SOFIC registration
- The ability for all items to be managed and edited by the company

PREMIUM PROFILE LISTING

\$3,500

- Opportunity to upload digital banner (various sizes)
- Area to embed videos from YouTube and/or Vimeo
- Ability to upload resources/handouts/PDFs
- Ability to list multiple points of contacts
- Live chat feature built into your company listing
- Capability to host a live room to showcase products and services for up to 100 attendees
- New! 1:1 appointment booking system utilizing Zoom rooms
- Reporting feature includes seeing opted-in users, views, and downloads
- Includes one (1) complimentary virtual SOFIC registration
- The ability for all items to be managed and edited by the company



For Premium Listings Only: Add-on available to highlight your company at the top of the virtual platform Exhibitor Showcase listings. \$2,000 add-on; SOLD OUT

* A 25% discount off Exhibitor Showcase packages (Basic, Enhanced, Premium) is available for Small Businesses that are NDIA Corporate Members and that have an annual defense-related revenue of \$10 million or less. Please reach out to a team member to verify membership and obtain a discount code.

NATIONAL DEFENSE MAGAZINE

MAY 2021 ISSUE

National Defense provides authoritative coverage of business and technology trends in defense and homeland security. The major theme for the May issue is Special Operations.

- *National Defense* reaches 51,000 defense/security professionals each month
- To advertise, contact Kathleen Kenney at kkenney@NDIA.org and (703) 247-2576 or Alex Mitchell at amitchell@NDIA.org and (703) 247-2568.

DEADLINES: Space Closes **04/01/2021** and Materials Due **04/05/2021**

2-Page Spread

B/W	
\$11,635	
Color	\$13,565

Full-Page

B/W	\$6,665
Color	\$8,580

1/2-Page

B/W	\$4,125
Color	\$6,040

1/3-Page

B/W	\$2,695
Color	\$4,620

1/4-Page

B/W	\$2,100
Color	\$3,970

1/6-Page

B/W	\$1,345
Color	\$3,185



ADVERTISING OPPORTUNITIES

SOFIC SHOW DAILY

SOLD

Don't miss out on an opportunity to secure exclusive digital advertising space in our SOFIC Show Dailies!

The SOFIC Show Daily will be emailed to all registrants on Monday through Wednesday and will keep readers informed of all the important conference highlights as well as providing in-depth editorial content and a look ahead towards upcoming speakers and opportunities to engage with the special operations community.

- One daily push to all attendees, delegations, industry showcase participants, and sponsors
- 970x90
- 300x250



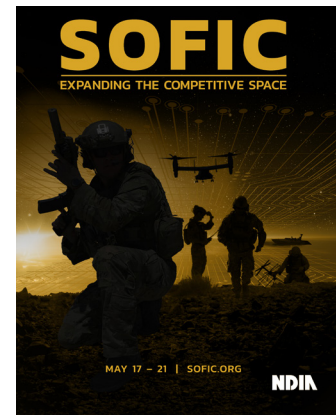
SOFIC DIGITAL PROGRAM

The SOFIC Digital Program will be available to all registrants on the SOFIC website. The program will contain important information that the registrants need, including the detailed conference agenda, Exhibitor Showcase listings, and USSOCOM overview and biographies. The program is an indispensable reference, so your ad will be seen again and again!

Full-Page, 4-color \$2,500

½-Page, 4-color \$1,750

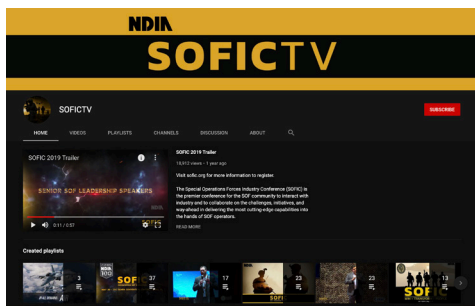
¼-Page, 4-color \$1,000



SOFICTV

The official media network for SOFIC, the premier industry event for thousands of government, military, and industry professionals of the Special Operations Forces community.

Expand your marketing reach globally and reserve your spot now to appear on SOFICTV. More than 2,000 of targeted SOF community members have viewed 2,017 sponsored videos, both during and after SOFIC. When the show is over, your message continues on SOFICTV.



Share your story on SOFICTV

SOFICTV is an exclusive YouTube channel that highlights the newest products and services, conference highlights, and other related videos.

Take advantage of this opportunity. Promote your company's products and services year-round on YouTube.

SOFICTV news-style interview: Contact for more details

The SOFICTV Video News Team will conduct a virtual interview with you. This segment will highlight your products and services during SOFIC and all year on SOFICTV.

Your news segment will include professional editing, uploading the video to the SOFIC website, your description with keywords, a link to your website, and a link to download a high-resolution version of your video after the event to display wherever you wish.

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