

# 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.

## EXHIBITOR SHOWCASE & SPONSORSHIPS **PAGES 4 – 7**

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

## ADVERTISING **PAGES 8 – 11**

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.

### SOFIC SALES TEAM

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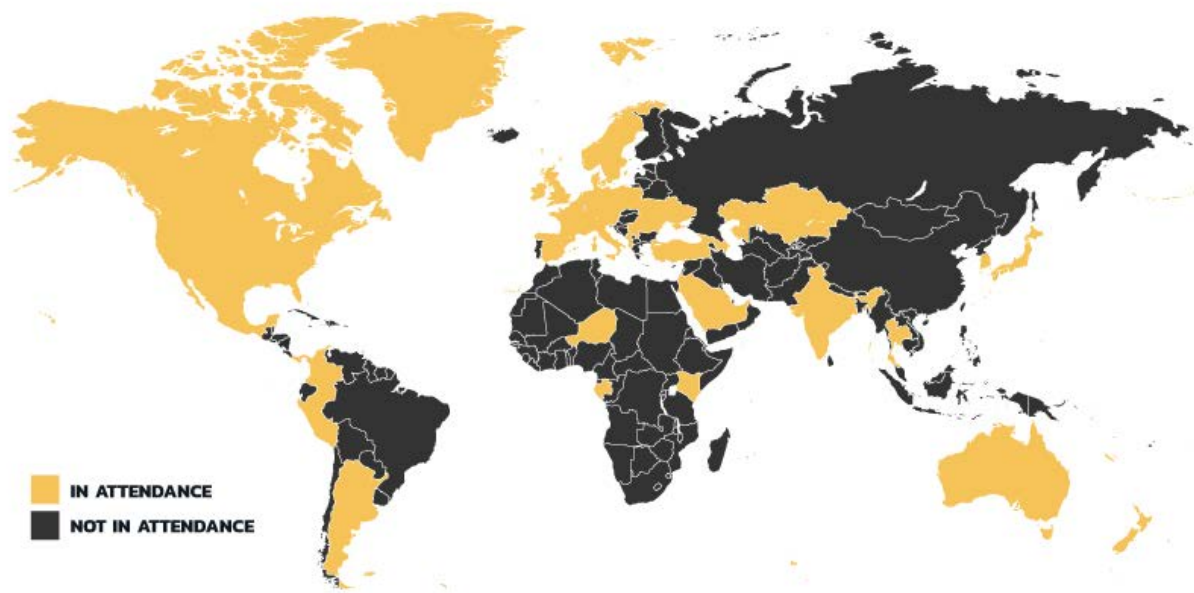
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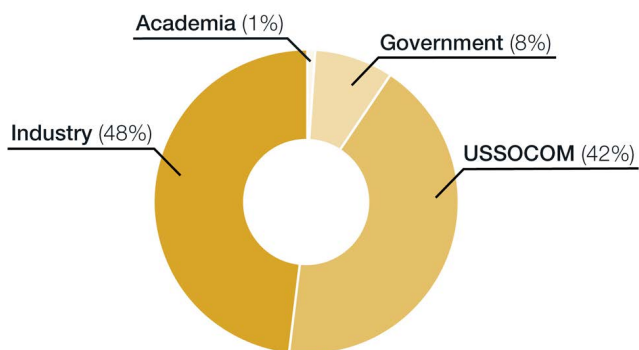
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SOFIC is the single most important opportunity for the SOF community to interact with industry and collaborate on the challenges, initiatives, and way-ahead in delivering the most cutting-edge capabilities into the hands of SOF operators. SOFIC is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

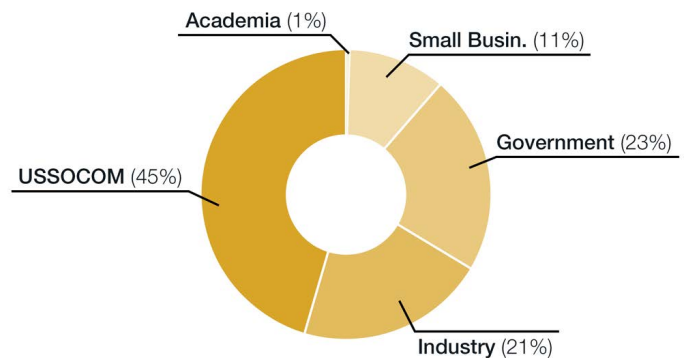
## 50+ NATIONS REPRESENTED



### 2019 SOFIC ATTENDEE PROFILE



### 2020 vSOFIC ATTENDEE PROFILE





# 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

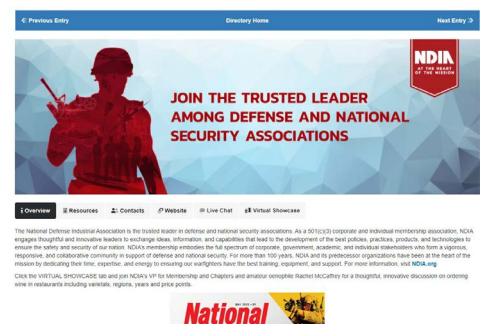
**\$2,500**

- 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.

# 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, and Panasonic**

- 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, and Skydio**

- 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

## SIGNATURE

**\$10,000 EACH**

**2 Opportunities Available. Sold to General Atomics Aeronautical Systems, Inc., Lumen, and Samsung**

- Half-page advertisement in the SOFIC digital program
- Exhibitor Showcase Premium Profile Listing
- Two (2) complimentary full conference registrations
- Two additional On-Demand registrations to be shared with your client

## SUPPORTING

**\$2,000 EACH**

**1 Opportunity Available**

**Sold to 3GIMBALS, American Rheinmetall Defense, Inc., D3 Air & Space Operations, Inc., GORE, MAG Aerospace, Raytheon Technologies, Salesforce, Salient CRGT, and Textron Systems**

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

**REGISTRATION****SOLD OUT****Sold to L3Harris**

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 pre-recorded sponsor video played before session begins
- Two (2) complimentary full conference registrations

**VIRTUAL BRIEFCASE****SOLD OUT****Sold to 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

**GAMIFICATION HEADLINER****SOLD OUT****Sold to Northrop Grumman**

- Custom banner with company logo across the top of the Gamification page and Leader-board
- Exhibitor Showcase Premium Listing
- Sponsor logo included wherever Gamification details are publicized
- Sponsor logo included on game token where attendees will gain extra points for visiting your specific Exhibitor Showcase
- Opportunity to provide promotional items to be sent to Gamification winners (NOTE: Deadlines will apply)

**GAMIFICATION ADD-ON****\$2,000 EACH****5 Opportunities Available**

- Must have an Enhanced or Premium Exhibitor Showcase listing
- Company logo included on game token where attendees will gain extra points for visiting your specific Exhibitor Showcase

## NETWORKING LOUNGE BREAK

**SOLD OUT**

### 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, and 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 OUT**

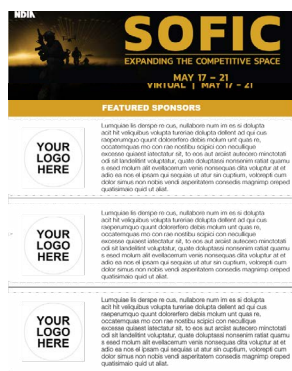
### Sold to Boeing, Elbit Systems, Northrop Grumman, and SAIC

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 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, and 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

# 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](mailto:kkenney@NDIA.org) and (703) 247-2576 or Alex Mitchell at [amitchell@NDIA.org](mailto:amitchell@NDIA.org) and (703) 247-2568.

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

### 2-Page Spread

**B/W** ..... **SOLD OUT**

**Color** ..... **SOLD OUT**

### Full-Page

**B/W** ..... **SOLD OUT**

**Color** ..... **SOLD OUT**

### 1/2-Page

**B/W** ..... **SOLD OUT**

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### 1/3-Page

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### 1/4-Page

**B/W** ..... **SOLD OUT**

**Color** ..... **SOLD OUT**

### 1/6-Page

**B/W** ..... **SOLD OUT**

**Color** ..... **SOLD OUT**





# ADVERTISING

## SOFIC SHOW DAILY

**SOLD OUT**

**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



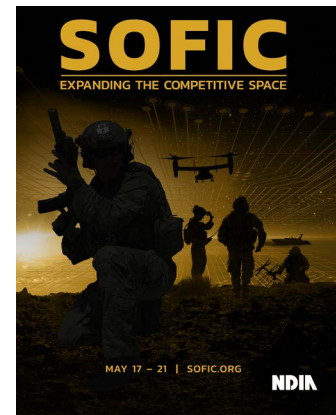
## SOFIC DIGITAL PROGRAM

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 SOLD OUT**

**1/2-Page, 4-color SOLD OUT**

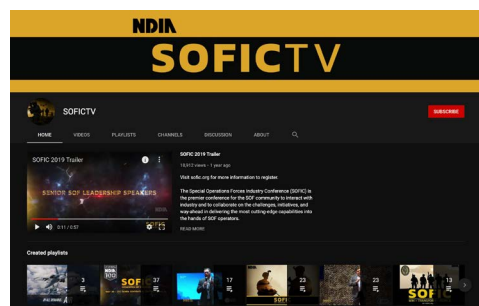
**1/4-Page, 4-color SOLD OUT**



# 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..... **SOLD OUT**

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..... **SOLD OUT**

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.

## SOFIC ADVERTISING SALES TEAM

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Manager, Sales

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## SOFIC DIGITAL ADVERTISING OPPORTUNITIES

Opportunities are still available to promote your participation in SOFIC. Check out our online media kit available [here](#) to see how you can advertise your brand on the NDIA and National Defense Magazine websites.



With digital advertising, your ads will be seen by the approximately 135,000 monthly visitors (122,000 unique) to our NDIA and National Defense websites, who aim to either register for our annual events or access our cutting-edge industry insights. These individuals hail from the niche markets of high technology and security that are comprised of decision-makers and thought leaders of diverse backgrounds:

- Military services, DoD, DHS, and the defense industry, including prime and subcontractors
- Defense professionals from over 80 countries
- Business users (.com) and Internet services (e.g. Verizon and Gmail)
- Defense Department and Armed Services
- Educational institutions
- Federal government, Non-DoD
- Non-profit organizations

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