

# SOFIC

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**EXPANDING THE COMPETITIVE SPACE**

2020 Advertising &  
Sponsorship Opportunities



With more than 13,000 attendees and more than 400 exhibiting companies, the Special Operations Forces Industry Conference is the premier special forces event. Make a statement with your brand at this must-attend annual event.

## SPONSORSHIPS PAGES 3-12

Sponsorships 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 13-17

Increase your organization's visibility at 2020 SOFIC by advertising your products and services on SOFICTV or in the official publications of the Special Operations Forces Industry Conference. Choose from an array of products to suit your needs.

### SOFIC SALES TEAM

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## **Enhance your sponsorship investment and receive customized exposure by becoming a Premier or Elite Sponsor!**

### **PREMIER SPONSOR**

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#### **Spend \$30,000+**

- Sponsor logo and link on SOFIC.org
- Sponsor logo in the Conference Program and Exhibits Guide
- Sponsor logo on promotional signage at event
- Podium recognition during General Session
- Recognition on the General Session walk-in slides
- Four (4) full conference registrations
- SOFIC Conference Bag insert of your choice (production and shipping not included)
- Social media recognition via Twitter @NDIAToday
- SOFICTV: One (1) complimentary two-minute promotional video

### **ELITE SPONSOR**

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#### **Spend \$20,000 to \$29,999**

- Sponsor logo and link on SOFIC.org
- Sponsor logo in Conference Program and Exhibits Guide
- Sponsor logo on promotional signage at event
- Recognition on the General Session walk-in slides
- Two (2) full conference registrations
- SOFICTV: One (1) complimentary two-minute promotional video

#### **Exhibiting? Premier and Elite Sponsors get additional perks:**

- Highlighted as a Premier or Elite Exhibitor in the Conference Program and Exhibits Guide
- A customized floor decal placed in front of your booth by Show Management to identify your company as a Premier or Elite Sponsor

# BRAND AWARENESS

## GENERAL SESSION

**SOLD: BANK OF AMERICA MERRILL LYNCH**

Your company will be front and center as the sponsor for one of the most crucial aspects at SOFIC, the General Session, where attendees come to gather information and network.

- Opportunity to display a 90-second video (no audio) on video walls directly outside of the General Session
- Sponsor logo on Show Management-chosen notebook and pen combo given on the first day of the General Session



## CENTRAL ENTRANCE STAIRCASE GRAPHICS

**SOLD: LOCKHEED MARTIN**

Put your company's message front and center of the main entrance of the SOFIC Exhibit Hall.

- Graphics of your choice are printed and seamlessly placed on the staircases just outside of the Exhibit Hall
- Includes printing, installation, and removal of graphic



## CONFERENCE BAG

**\$25,000 EXCLUSIVE**

Your company is guaranteed to be seen everywhere when you sponsor the Official SOFIC Conference Bag, a favorite keepsake for attendees that will last beyond the event. All full conference registrants will receive a bag when picking up their credentials.

- NDIA takes care of the ordering, production, and shipping of clear bags
- One-color sponsor logo and SOFIC branding included on the front of the bag
- Opportunity to include literature or promotional item with NDIA approval (sponsor responsible for production and shipping costs)



## REGISTRATION

**\$25,000 EXCLUSIVE**

Be the first to welcome attendees by sponsoring registration. Attendees will be face to face with your company brand upon arrival.

- Logo placed throughout registration area
- Logo included on conference attendee badge
- Logo recognition on registration website and confirmation email



## HOTEL ROOM KEYS

**\$25,000 EXCLUSIVE**

Simple and effective, branded hotel room keys put your brand in attendees' hands!

- Room keys distributed to SOFIC attendees on peak nights at the Tampa Marriott Water Street Hotel, the Embassy Suites by Hilton Tampa Downtown Convention Center, and the Westin Tampa Harbour Island
- Sponsor to provide artwork for Room Keys following hotel specifications; NDIA handles ordering and distribution of Room Keys

## WEST HALL ENTRANCE

### STAIRCASE GRAPHICS

**SOLD: ALASKA STRUCTURES**

Place your company's graphics on the staircase closest to the Security Entrance. All attendees will be cleared by security to enter the Convention Center closest to this staircase where a Scan and Go registration area will be located for ease of entry.

- Graphics of your choice are printed and seamlessly placed on the staircases just outside of the Exhibit Hall
- Includes printing, installation, and removal of graphic

## EAST HALL ENTRANCE

### STAIRCASE GRAPHICS

**\$22,000 EXCLUSIVE**

Place your company's graphics on the staircase outside of the East Hall. Graphics of your choice are printed and seamlessly placed on the staircases just outside of the Exhibit Hall.

- Includes printing, installation, and removal of graphic

## EXHIBIT HALL AISLE BANNERS

**\$15,000 EXCLUSIVE**

Put your logo on every aisle banner in the Exhibit Hall! While thousands of attendees roam the Exhibit Hall throughout the week, you can give them a constant reminder of your company as they find their way around.

- One-color sponsor logo and SOFIC branding included on aisle banners
- NDIA takes care of ordering, production, and rigging costs



## GRAPHIC BANNERS

**\$12,000 EACH**

**(Available to two sponsors)**

Graphic banners will be displayed in high-traffic areas of the Convention Center.

- Banners are full color, measurements provided by NDIA
- Includes printing, rigging, and removal of banner
- Banner is yours to keep after the event

## ESCALATOR GRAPHICS

## Contact for more information

Multiple opportunities and customizations available. Reach out to Abby Abdala (aabdala@NDIA.org) for more information.

## VIDEO WALL

**\$6,000 EACH**

### (Available to five sponsors)

Showcase your company on the video walls just outside the General Session ballrooms. These two video walls are located in the most traveled areas of the Convention Center.

- Sponsor provides a 90-second video (no audio)
- Videos will be played on rotation from Monday, May 11, through Thursday, May 14
- Videos will also be uploaded to SOFICTV

## MAGAZINE PUBLICATION BINS

**\$4,000 EACH**

### (Available to six sponsors)

A great opportunity to get your publication into the hands of the right people. Bins are located near the main entrance of the Exhibit Hall.

- One publication per slot includes opportunity to display QR Code
- Storage for magazines up to 14 days before the event
- NDIA handles restocking during event hours



## FEATURED SPONSOR EMAIL

**\$2,000 PER SLOT**

### (Five slots available per email; two emails to be sent)

NDIA will send out two emails in the months leading up to SOFIC. Use this opportunity for your company to promote its products, services, or objectives for 2020 SOFIC. This opportunity is only available to companies that are exhibiting, sponsoring, or hosting a meeting room space.

- Logo and 1,000-character blurb included in email\*
- First email deployed in mid-March 2020; second email deployed in late April 2020

*\*Competing and/or conflicting event promotions are not allowed*





# TRAFFIC DRIVERS

## CONFERENCE BAG INSERT

**\$3,000 EACH**

**(Sold one, available to four sponsors)**

Get your promotional materials in the hands of each attendee when they receive the official SOFIC Conference Bag.

- Promotional item or literature approved by NDIA provided by sponsor
- Sponsor provides and ships approved promotional piece (Deadline applies)

## POP UP CHARGING STATION

**\$7,000 EACH**

**(Available to three sponsors)**

Everyone needs to charge up at some point! Seeing your company's branding will make them remember you and your message. These charging stations will be incorporated into high traffic lounge areas throughout the Tampa Convention Center.

- Sponsor created graphic placed on tables of pop up area
- Sponsor encouraged to provide branded charging cords

## EXHIBIT HALL NETWORKING BREAKS

**\$12,000 EACH**

**(Tuesday or Wednesday)**

Provide attendees a quick refreshment on the Exhibit Hall floor. This is a great opportunity for your team to network with attendees and give them a reason to stop by your booth to learn more about your company!

- Sponsor logo in Conference Program and Exhibits Guide
- Sponsor logo on promotional signage at event
- Verbal recognition from NDIA during the break
- Beverage napkins with your logo distributed during the break; NDIA takes care of ordering, production, and shipping

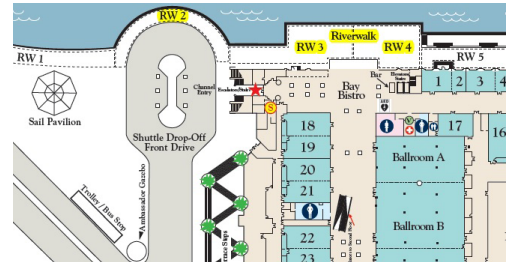


# ATTENDEE EXPERIENCE

## CAPEX DEMO VIEWING PARTY

Provide your clients with one-of-a-kind viewing party for the CAPEX Demo taking place on Wednesday afternoon at SOFIC. This special opportunity allows your company to invite up to 100 guests housed under a tent provided by NDIA located on the prime viewing spot, Riverwalk 3 as seen in the floor plan below.

**SOLD: IDIRECT GOVERNMENT**



## WI-FI

**\$25,000 EXCLUSIVE**

Keep everyone connected! Thanks to you, attendees will be able to access the Internet throughout the Convention Center.

- Sponsor's name will appear on the network ID visible from any wireless device
- One (1) landing page will be designated for your company, connecting attendees immediately to your website when they log in
- Sponsor logo is featured on login information distributed to attendees in the Conference Program and Exhibits Guide

## SOFIC BUNKERS

**\$25,000 EXCLUSIVE**

Provide attendees a place to escape at SOFIC.

- Six (6) two-seater meeting pods
- Sponsor-created graphics placed on external back, sides, and front-facing sections of the meeting pod
- Opportunity for sponsor to place promotional items with NDIA approval inside the meeting pod
- Sponsor recognition and logo included on all promotional materials for the SOFIC Bunkers

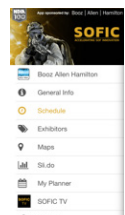


## SOFIC MOBILE APP

**SOLD: BOOZ ALLEN HAMILTON**

Be a part of the award-winning SOFIC Mobile App. Throughout the conference, attendees continuously use the app for the complete schedule, floor plan, and conference information. Your company will be seen on the "splash page" and the homepage banner.

- SOFIC Elite Sponsor benefits
- Exclusive promotion in the mobile app and everywhere the app is mentioned





## FOOD TRUCKS AT SOFLANDING

**\$15,000 EXCLUSIVE**

Provide attendees with lunch options! Includes:

- Logo on windjammer signage at SOFlanding
- Recognition and logo included on entrance unit to SOFlanding
- Complimentary 10' x 10' space at SOFlanding (optional)
- Logo included on napkins given out at Food Trucks each day

## SHUTTLE BUS

**\$10,000 EACH**

**(Available to four sponsors or as Exclusive)**

Attendees are bused to the Tampa Convention Center from West Show and MacDill AFB daily. As the buses are used for every day of the event, they are a great way to have your company exposed to a captive audience.

- Opportunity to play a two-minute promotional video during bus trip
- Full ribbon banner (35' x 2') placed on each side of one bus; graphics are to be created by sponsor while printing and implementation are to be handled by NDIA

## INDOOR HYDRATION STATIONS

**\$10,000 EXCLUSIVE**

Give the attendees the opportunity to refresh with your brand! Hydration stations will be available in various locations throughout the week-long event.

- Six (6) water stations throughout the Convention Center are branded with your company's logo
- Opportunity for sponsor to provide reusable water bottles next to each water station. Sponsor is responsible for ordering, production, and shipping water bottles to event; NDIA to approve of water bottle. Sponsor is encouraged to hand out water bottles throughout the conference!
- Interested in having water bottles included for an additional cost? Please contact Abby Abdala (aabdala@NDIA.org) for more information.



## BREAKFAST

**\$10,000 EACH**

**(Available to three sponsors; Tuesday, Wednesday, or Thursday)**

Provide the most important meal of a long day to conference attendees outside of the General Session area.

- Sponsor logo on breakfast signage
- Exclusive promotional video played during breakfast, outside General Session area (no audio)
- Opportunity to choose between branded napkins or coffee sleeves, produced by NDIA

### NEW! COFFEE TRUCK AT SOFLANDING

**\$10,000 EXCLUSIVE**

Provide attendees with a complimentary cup of morning joe and a bite of waffle. Includes:

- Logo on windjammer signage at SOFlanding
- Recognition and logo included on entrance unit to SOFlanding
- Logo included on coffee sleeve and napkins given out at Coffee Truck each day

### NEW! LYFT CODE

**\$5,000 PER DAY**

(Monday – Wednesday)

Sponsor Lyft transportation with your company name as the code to cover ride costs.

- Sponsor to be mentioned in all promotions around Lyft code throughout the event



# SPECIAL NETWORKING EVENTS

## OPENING RECEPTION

**SOLD: LOCKHEED MARTIN**

Kick off SOFIC Week by providing attendees with an excellent reception on the first full day at the conference on the exhibit hall floor. Year after year, this premier event is a hit!

- Exclusive title sponsor of SOFIC Opening Reception
- Recognition as title sponsor in all print and web promotions
- Sponsor logo and link on event website
- Sponsor logo on promotional signage at event
- Verbal recognition at reception on exhibit hall floor
- Bars placed in booth (dependent on space)
- Logo on napkins used throughout reception

## OPENING RECEPTION SUPPORTING

**\$15,000 EACH**

**(Available to four sponsors)**

- Recognition as supporting sponsor in all print and web promotions
- Sponsor logo and link on event website
- Sponsor logo on promotional signage at event
- Verbal recognition at reception on Exhibit Hall floor
- Exhibiting? We can place a bar in/near your booth depending on booth size and location





## **GALA DINNER TITLE SPONSOR**

**\$30,000 EACH**

**(Available to two sponsors)**

- Sponsor logo and 350-word company description placed in the 2020 SOFIC Conference Program and Exhibits Guide (print deadlines apply)
- Sponsor logo hyperlinked to company website displayed on SOFIC.org and dedicated Gala Dinner page
- Sponsor logo included in the Gala Dinner Program
- Sponsor logo placed on all event signage
- Sponsor logo displayed on walk in slides
- Sponsor verbal recognition from podium at Gala Dinner by NDIA during the unofficial portion
- Two (2) tables of 10
- 2020 SOFIC Premier Sponsor benefits included

## **GALA RECEPTION SPONSOR**

**\$20,000 EACH**

**(Two opportunities available)**

Benefits:

- One (1) table of 10
- Sponsor logo included in the Gala Dinner Program
- Sponsor logo placed on all event signage
- Sponsor logo hyperlinked to company website displayed on SOFIC.org and dedicated Gala Dinner page
- 2020 SOFIC Elite Sponsor benefits included

## **GALA TABLE SPONSORS**

**\$2,500 EACH**

As a table sponsor, you will be assigned a table that seats up to 10 people.

Benefits include the following:

- One (1) table of 10
- Sponsor logo displayed on table
- Sponsor name listed on on-site signage with group of table sponsors

## 2020 SOFIC ADVERTISING OPPORTUNITIES

**Increase your organization's visibility at the most important Special Operations event of the year. Advertise your products and services in the official publications of the 2020 Special Operations Forces Industry Conference.**

### SOFIC CONFERENCE PROGRAM AND EXHIBITS GUIDE

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- Complimentary to approximately 13,000 conference attendees
- Distributed throughout the Convention Center
- Includes important information for attendees: a detailed agenda, floor plan, and exhibitor directory featuring company descriptions and contact information plus a products and services index
- The guide is an indispensable desk reference, so your ad will be seen again and again

**Special bonus for exhibitors who advertise:** Your listing is highlighted so it stands out, and a reference directs readers to the page on which your ad appears: "See our ad on page \_\_\_\_."

**DEADLINE:** 4/20/2020

### NATIONAL DEFENSE MAGAZINE MAY 2020 ISSUE

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- NDIA's official magazine offers authoritative coverage of business and technology trends in defense and homeland security
- Special Operations technology is the May issue's theme
- The May issue is distributed with official SOFIC Conference Bags and available throughout the Tampa Convention Center
- The magazine has a reach beyond the conference walls to about 62,000 defense and security professionals each month
- Bonus distribution at several conferences: SOFIC, 2020 NDIA Joint Armaments and Robotics Conference & Exhibition, 63<sup>rd</sup> Annual Fuze Conference, and more. \*Bonus distributions are subject to change due to event cancellations.

**DEADLINE:** 4/8/2020

**FOR QUESTIONS OR TO RESERVE SPACE, CONTACT:**

**Kathleen Kenney**  
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kkenney@NDIA.org  
(703) 247-2576

**Alex Mitchell**  
Manager, Sales  
amitchell@NDIA.org  
(703) 247-2568



# 2020 SOFIC ADVERTISING OPPORTUNITIES

## The SOFIC Conference Program and Exhibits Guide

The SOFIC Conference Program and Exhibits Guide will be available at no cost to the attendees, exhibitors, and exhibit visitors at SOFIC.

### Benefits:

- The 2020 guide will be available for pick-up throughout the convention center.
- The guide will contain important information that the attendees need, including the detailed agenda, floor plan, and the exhibitor directory which includes a product/ services index, company contact info, and company descriptions.
- Special Bonus for Exhibitors who advertise: your exhibitor listing will be highlighted in the directory, so it stands out in the crowd. A reference will be included so the reader will know the page on which your ad appears: "See our ad on page \_\_\_\_."
- The guide is an indispensable desk reference, so your ad will be seen again and again!



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.

### 2020 SOFIC Exhibitors Guide Rates (COLOR or B&W) NET

**DEADLINES:** Space Closes 4/10/2020 and Materials Due 4/20/2020

<b>Back Cover</b> (8.5" x 11" – Bleed*) .....	<b>\$8,000</b>
<b>Inside Front Cover</b> (8.5" x 11" – Bleed*) .....	<b>\$7,000</b>
<b>Inside Back Cover</b> (8.5" x 11" – Bleed*) .....	<b>\$6,500</b>
<b>2-Page Spread**</b> (17" X 11"- Bleed**) .....	<b>\$11,000</b>
<b>1/2-page Spread***</b> (17" x 5.5"- Bleed***) .....	<b>\$7,000</b>
<b>Full-Page*</b> (8.5" x 11" – Bleed*) .....	<b>\$6,000</b>
<b>1/2-Page</b> (Horz. 7.5" x 5", Vert. 3.75" x 10, Isl. 5.5"x 7.5") .....	<b>\$5,000</b>
<b>1/3-Page</b> (Horz. 7.5" x 3.33", Vert. 2.5" x 10", Sq. 5" x 5") .....	<b>\$4,000</b>
<b>1/4-Page</b> (Horz. 7.5" x 2.5", Vert. 3.75" x 5") .....	<b>\$3,500</b>
<b>1/6-Page</b> (Vert. 2.339 " x 4.875") .....	<b>\$3,000</b>

\*Full-Page: Final trim size is 8.5 x 11. File should have .125 bleed on each side, so final file size should be 8.75 x 11.25.

\*\*2-Page Spread: Final trim size is 17 x 11. File should have .125 bleed on each side, so final file size should be 17.5 x 11.25.

\*\*\*1/2-Page Spread: Final trim size is 17 x 5.5. File should have .125 bleed on each side, so the final file size should be 17.25 x 5.75.

## Electronic Specifications:

Files may be saved in the following formats:

### PDF (preferred):

High resolution PDFs must be created through Acrobat Distiller. PDFs must have: 1. All fonts embedded (no True Type fonts accepted); 2. Correct color mode (CMYK or Grayscale); 3. 300 dpi resolution; and 4. No OPI settings (Uncheck "Preserve OPI comments" in Distiller's advanced preferences).

### Quarkxpress:

All fonts and linked images must be supplied with the files. Fonts should be PostScript-based (Adobe Type 1) fonts. TRUE TYPE FONTS WILL NOT BE ACCEPTED. Linked images (photos, logos, etc.) must be supplied in TIFF or EPS formats. Digital ads should also include a specification sheet or report indicating the version of software used, fonts used, and linked images. Avoid reducing large files in QuarkXpress. All images should be no greater than 10% of the actual placed size (E.g. A Photoshop TIFF being placed in Quark as 2" x 2", should not be larger than 2.2" x 2.2"). Please avoid sending unnecessarily large/high-resolution files.

### Adobe Illustrator:

All type set in Adobe Illustrator must be converted to paths. Files should be saved in .EPS format. Embedded PhotoShop files must be CMYK or grayscale.

### Adobe Photoshop:

Files should be flattened and saved in .TIF format. CMYK or grayscale color modes only.

### Additional Specs:

Four-color and two-color ads must be saved as CMYK files. Please make sure all colors are CMYK or PMS (spot) color. NO RGB COLORS. Black and white ads should be saved as grayscale files. Total density factors of all colors should not exceed 280%.

National Defense Magazine's May 2020 Issue

National Defense provides authoritative coverage of business and technology trends in defense and homeland security. The May issue's major theme is Special Operations. Benefits:

- The May issue will be available for pick-up throughout the Convention Center
- Provides reach beyond the Exhibit Hall walls
- National Defense reaches 62,000 defense/security professionals each month
- Bonus distribution at several conferences: SOFIC, 2020 NDIA Joint Armaments and Robotics Conference & Exhibition, 63<sup>rd</sup> Annual Fuze Conference, and more.

(Bonus distributions subject to change due to meeting cancellations)

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DEADLINES: Space Closes 4/1/2020 and Materials Due 4/6/2020

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

# 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 from the SOFIC Exhibit Hall floor, conference highlights, and other related videos.

Each day, the SOFICTV Video News Team will interview participating companies to create a clip (usually one to two minutes). Clips are uploaded each evening and promoted to SOFIC attendees and speakers on the SOFICTV network.

The SOFICTV Channel Icon is displayed prominently on the SOFIC event mobile device app, available to all attendees and exhibitors.

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

### SOFICTV news-style interview: \$3,000

The SOFICTV Video News Team will conduct an in-person interview with you. This segment will highlight your products and services during SOFIC Week, 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.

### YouTube.com/SOFICTV

2019 SOFIC (Special Operations Forces Industry Conference) | May 20-23, 2019



Your company's contact info included in the SOFIC Conference Program & Exhibits Guide as part of this package.

### SOFICTV products and services promotional video: \$2,500

Not exhibiting at 2020 SOFIC? Have a video of your own to show? SOFICTV has benefits for you, too.

This package provides a link to our staff to download your promotional video (up to two minutes long). Your video is then uploaded to SOFICTV before or during SOFIC Week for view during the show and all year long after. You also get a video description with keywords and a link to your website.

[DOWNLOAD SOFICTV CONTRACT HERE!](#)

## CONTACT:

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