

**NDIA**

# 2023 SOFIC

May 9 – 11 | Tampa, FL

## EXHIBIT TIER SYSTEM

NDIA uses a tier system to allocate SOFIC booth space. NDIA designed the process to provide order, structure, and transparency to booth purchasing; introduce new companies and small businesses to SOFIC; and enable companies to improve the opportunity of obtaining booth space.

Below are the Tier qualifications that will be used to allocate space for 2023 SOFIC. Company participation in FY 2022 (October 1, 2021 – September 30, 2022) impacts their placement for 2023 SOFIC.

Should NDIA not produce SOFIC, the Tier System will not be valid. Refunds will not be granted for NDIA Corporate Membership or items that were purchased to secure a specific tier. We encourage you to participate in NDIA events that meet your company's mission.

### HIGHLIGHTS

- If your company qualifies for more than one tier, NDIA will use the higher tier.
- The application portal will open on August 1, 2022. Any company or organization interested in exhibiting at 2023 SOFIC must submit an application.
- International and Government (domestic and international) partners must submit an application. The process for assigning booth space to these partners does not require them to qualify for a tier.
- Exhibit rates for 2023 SOFIC (pricing is subject to change):
  - NDIA Corporate Members – \$32.00 per square foot (\$3,200 per 10'x10')
  - Non-Members – \$42.00 per square foot (\$4,200 per 10'x10')
  - Boat Dock Slips - \$3,000 per slip
  - Outdoor Space – SOFsail \$25.00 per square foot / SOFlanding \$20.00 per square foot

## Contact Us

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## EXHIBIT TIER SYSTEM FOR 2023 SOFIC

### Tier 1 – New Exhibitor

Tier 1 is open to NDIA Corporate Members and Non-Members.

**Qualifier:** This tier is only open to small businesses that have not exhibited at SOFIC in the past 5 years.

A dedicated area in the main exhibit hall will be available to companies in the New Exhibitor area. If more companies qualify than space available, a lottery will be conducted.

**Space Allowance:** Limited to 100 sq.ft.

### Tier 2 – Anchor Booths

**Qualifier:** Tier 2 is open to NDIA Corporate Member companies exhibiting with 600 sq.ft. or more at 2022 SOFIC.

These companies will be able to obtain the same amount of space at 2023 SOFIC.

### Tier 3 – SOFIC Sponsors

**Qualifier:** This tier is open to NDIA Corporate Member companies with sponsorship support of \$20,000 or more at 2022 SOFIC.

Companies with the highest sponsorship support will receive space selection preference. If multiple companies sponsor at the same level, NDIA will conduct a lottery to determine selection order.

**Space Allowance:** Limited up to 400 sq.ft. Island booths are not guaranteed.

### Tier 4 – SO/LIC Sponsors

Tier 4 is open to NDIA Corporate Members and Non-Members.

**Qualifier:** This is available to companies with sponsorship support of \$5,000 or higher at the 2021 SO/LIC Symposium held November 3-4, 2021.

NDIA will conduct a lottery of qualifying companies to determine booth selection order.

**Space Allowance:** Limited up to 400 sq.ft. Island booths are not guaranteed.

# EXHIBIT TIER SYSTEM FOR 2023 SOFIC

## Tier 5 – Advertising

Tier 5 is open to NDIA Corporate Members and Non-Members.

**Qualifier:** Available for NDIA Corporate Member companies that advertised in any of the following NDIA products; *National DEFENSE* Magazine, NDIA.org, NationalDefenseMagazine.org, eBooks, eNewsletters, Podcasts, Conference Program advertising, Webinar Sponsorships, or in the 2022 SOFIC Conference Program, Exhibits Guide, SOFIC Digital Daily and SOFICTV for a combined total of more than \$10,000 in FY 2022 (October 1, 2021 – September 30, 2022). Non-Member companies that advertised with the above listed items for a combined total of \$15,000 or more in FY 2022 (October 1, 2021 – September 30, 2022).

Companies with the highest advertising spend in qualifying publications will receive space selection preference. If multiple companies advertised at the same level, NDIA will conduct a lottery to determine selection order.

**Space Allowance:** Limited up to 400 sq.ft. based on remaining space. Island booths are not guaranteed.

## Tier 6 – SOFIC Sponsors

Tier 6 is open to NDIA Corporate Members and Non-Members.

**Qualifier:** Available for companies with sponsorship support between \$10,000 – \$19,999 at 2022 SOFIC.

Companies with the highest sponsorship support will receive space selection preference. If multiple companies sponsored at the same level, NDIA will conduct a lottery to determine selection order.

**Space Allowance:** Limited up to 400 sq.ft. based on remaining space. Island booths are not guaranteed.

## Tier 7 – Advertising

**Qualifier:** NDIA Corporate Member companies that advertised in any of the following NDIA products: *National DEFENSE* magazine, NDIA.org, NationalDefenseMagazine.org eBooks, eNewsletters, Podcasts, Conference Program advertising, Webinar sponsorships, or in the 2022 SOFIC Conference Program and Exhibits Guide, SOFIC Digital Daily and SOFICTV for a combined total between \$5,500 and \$9,999 in FY 2022 (October 1, 2021 – September 30, 2022).

Companies with the highest advertising spend in qualifying publications will receive space selection preference. If multiple companies advertised at the same level, NDIA will conduct a lottery to determine selection order.

**Space Allowance:** No more than 400 sq.ft. based on remaining space. Island booths are not guaranteed.

### Tier 8 – Other NDIA Participation

Tier 8 is open to NDIA Corporate Members and Non-Members.

**Qualifier:** Available for companies with sponsorship of \$5,000 or more or who have exhibited (in-person and virtual events qualifying for exhibits are marked with an \*) at a single NDIA National event or purchased two or more tabletop displays at events.

**Events include:**

- 2021 Virtual Systems and Mission Engineering Conference | December 6 – 8, 2021
- \*2021 Future Force Capabilities Conference and Exhibition | October 18 – 20, 2021
- \*2022 Tactical Wheeled Vehicles Conference | February 28 – March 2, 2022
- \*2022 Pacific Operational Science & Technology (POST) Conference | March 7 – 10, 2022
- \*2022 DLA Land & Maritime Supplier Conference and Exhibition | April 6 – 7, 2022
- \*2022 CBRN Defense Conference & Exhibition

Sponsorship and exhibit spend are cumulative once companies meet the basic criteria of an exhibit or a \$5,000 sponsorship at a single event. Companies with the highest cumulative totals will receive space selection preference. If multiple companies sponsor/exhibit at the same cumulative level, NDIA will conduct a lottery to determine selection order.

**Space Allowance:** Limited up to 300 sq.ft. based on remaining space.

**Note:** This event list is subject to change.

### Tier 9 – NDIA Corporate Members

NDIA Corporate Members who do not qualify for any other tier will participate in a lottery for space.

**Space Allowance:** Limited up to 300 sq.ft. based on remaining space.

### Tier 10 – Non-Members

Non-Members who do not qualify for any other tier will participate in a lottery for space.

**Space Allowance:** Limited up to 300 sq.ft. based on remaining space.