

UPDATED 04.02.19



# SOFIC

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**ACCELERATING SOF INNOVATION**

2019 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 3-10

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 11-17

Increase your organization's visibility at the 2019 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

#### Allison H. Carpenter

Director, Exhibits &  
Sponsorships  
ahcaprenter@ndia.org  
703-247-2573

#### Christine M. Klein

Senior Vice President,  
Meetings & Business  
Partnerships  
cklein@ndia.org  
703-247-2593

#### Sarah O'Hanley

Manager, Exhibits &  
Sponsorships  
sohanley@ndia.org  
703-247-9460

#### Abby Abdala

Manager, Exhibits &  
Sponsorships  
aabdala@ndia.org  
703-247-9461

### SOFIC ADVERTISING SALES TEAM

#### Kathleen Kenney

Director, Sales  
kkenney@ndia.org  
703-247-2576

#### Alex Mitchell

Coordinator, Sales  
amitchell@ndia.org  
703-247-2568

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

### **Learn about the benefits below:**

There are advantages to being a Premier or Elite Sponsor. Here's what you get.

### **PREMIER SPONSOR**

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

- Sponsor logo and link on SOFIC.org
- Sponsor logo in the Conference Program & Exhibits Guide
- Sponsor logo on promotional signage at event
- Podium recognition during opening general session
- Recognition on the general session walk-in slides
- Four full conference registrations
- Six tickets to SOFTalk, SOFIC's Wednesday networking event
- SOFIC Registration Bag insert of your choice (production and shipping not included)
- Social media recognition via Twitter @NDIAToday
- Two-minute promotional video from your company uploaded to SOFICTV, the event's official YouTube channel

### **ELITE SPONSOR**

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

- Sponsor logo and link on SOFIC.org
- Sponsor logo in Conference Program & Exhibits Guide
- Sponsor logo on promotional signage at event
- Recognition on the general session walk-in slides
- Two full conference registrations
- Four tickets to SOFTalk, SOFIC's Wednesday networking event
- Two-minute promotional video from your company uploaded to SOFICTV, the event's official YouTube channel

#### **Are you also an exhibitor? Premier and Elite Sponsors that exhibit get these additional perks:**

- Highlighted as a Premier or Elite Exhibitor in the Conference Program & 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

**\$25,500 Exclusive**

Your company can 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 general session
- Sponsor logo on show management chosen notebook and pen combo given on the first day of General Session

## CENTRAL ENTRANCE STAIRCASE GRAPHICS

**\$25,000 Exclusive**

Put your company's graphics 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, installing, and removal of graphic



## HOTEL ROOM KEYS

**\$20,000 Exclusive**

Simple and effective, branded hotel room keys put your company logo in attendees' hands multiple times throughout the week.

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

## WEST HALL ENTRANCE STAIRCASE GRAPHICS

**\$20,000 Exclusive**

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, installing, and removal of graphic





## REGISTRATION

**\$20,000 Exclusive**

Be the first to welcome attendees by sponsoring the Registration area. Attendees will be face to face with your brand while receiving their credentials.

- Logo recognition on registration website
- Logo included in registration confirmation email
- Logo placed throughout registration area
- Company name on 1,000 pens handed out at registration. NDIA takes care of ordering, production, & shipping

## CONFERENCE BAG

**\$20,000 Exclusive**

Your logo is guaranteed to be seen everywhere by branding 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 handles ordering, production and shipping of 7,000 clear bags
- One-color sponsor logo and SOFIC branding included on front of bag
- Opportunity to include literature or promotional item with NDIA approval (sponsor responsible for production & shipping costs)



## NEW! MEZZANINE LOUNGE

**\$15,000 Exclusive**

This lounge will be an exclusive area for your company to invite clients or prospects to mingle with your staff right out front of exhibit hall floor. Plenty of branding opportunities available, your presence will not be missed! Benefits include:

- Hanging banner 16'x16' (include production and rigging)
- Convention Center tables and chairs, additional furnishings must be ordered separately

## NEW! ESCALATOR GRAPHICS **HOT ITEM!**

One opportunity available and customizations considered, reach out to Abby Abdala (aabdala@ndia.org) for more information.

## GRAPHIC BANNERS

**\$12,000 Each**

**(Available to three sponsors; one sold)**

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

- Banners are full color and 15-feet wide by 7-feet high
- Includes printing, rigging and removal of banner
- Banner is yours to keep after the event

## EXHIBIT HALL AISLE BANNERS

**\$12,000 Exclusive**

Put your logo on every aisle banner in the exhibit hall! While thousands of attendees roam the exhibit hall throughout the week, you would give them a constant reminder when they look up to find their way around.

- NDIA handles ordering, production and rigging costs



**VIDEO WALL****\$5,000 Per Video**

Showcase your company on the video walls just outside the general session ballrooms. These two video walls are in the most traveled areas of the convention center.

- Sponsor provides a 90 second (no audio)
- Videos will be played on rotation Monday, May 20, through Thursday, May 23
- Videos will also be uploaded to SOFICTV

**MAGAZINE PUBLICATION BINS** **HOT ITEM!****\$2,500 Each****(Available to one sponsor; four sold)**

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 bin includes two slots for magazines
- Storage for magazines up to 14 days before the event
- NDIA handles restocking during event hours

**NEW! FEATURED SPONSOR EMAIL** **HOT ITEM!****\$1,000 Per Slot****(Ten slots available on one email, two email opportunities)**

NDIA will be sending out two emails throughout the months leading up to SOFIC. Use this opportunity for your company to promote your products, services, or objectives for SOFIC 2019. Opportunity only available to companies that are exhibiting, sponsoring or hosting a meeting room space

- Logo and 500-character blurb included in email
- First email deployed Mid-April 2019, second email deployed beginning of May 2019

*\*NDIA approves of message, competing event promotions not allowed*

**TRAFFIC DRIVERS****CHARGING STATIONS****\$5,000 Each or \$15,000 Exclusive****(Exclusive includes four stations)**

Everyone needs to charge up at some point! Having your company's branding will make them remember you and your message. This sponsorship includes a philanthropic advantage, every charging table utilized at SOFIC 2019, 50 trees in California will be planted. This exclusive opportunity would result in 200 trees being planted in California to help in the reforestation process after the many destructive forest fires over the last two years. Signage with sponsor logo will be included near the Charging Station to give visibility to the humanitarian effort that the SOF Community coming together can bring.

- Showcase your graphics and logo on the market's premier charging table featuring solid steel construction and a high tempered glass top. The table comes with a total of 12 charging cords (4 x Apple Lightning, 4 x Android, 4 x USB-C) and features rapid charge technology. The table also includes 8 USB ports for people that have their own charging cables with them and also 4 x 110v outlets for those that may need to charge a laptop or another device.
- Table includes opportunity to mingle with users and leave promotional items for the taking
  - Exhibiting? We can place the Charging Table in your booth!

**CONFERENCE BAG INSERT** *HOT ITEM!***\$2,500 Each****(Available to three sponsors; two sold)**

Get your promotional materials in the hands of each attendee when they receive the official SOFIC conference bag

- Your single-page promotional insert (no larger than 8.5 inches by 11 inches) inserted into all attendee bags
- Sponsor provides and ships 7,000 pieces to NDIA for insertion

(Deadline applies)

**ATTENDEE EXPERIENCE****TUESDAY NETWORKING RECEPTION****\$30,000 Exclusive**

Kick off SOFIC Week as the exclusive sponsor of the opening reception. This premier event is a hit, year after year.

- Package includes SOFIC Elite sponsor benefits
- Verbal recognition from NDIA during the networking reception
- Additional benefits to be discussed and agreed upon with the sponsor

**WI-FI****\$25,000 Exclusive**

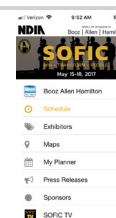
Be the sponsor that keeps everyone connected. Attendees will access the Internet throughout the Tampa Convention Center, thanks to you.

- Sponsor's name will appear on the network ID visible from any wireless device
- One 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 MOBILE APP****\$15,000 Exclusive**

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

- Package includes SOFIC Elite Sponsor benefits
- Opportunity for one company to receive exclusive promotion in the mobile app and everywhere the app is mentioned

**NEW! EXHIBIT HALL SEATING****\$5,000 Per Bench or \$15,000 Exclusive****(Exclusive includes three benches)**

With so much to see, attendees will be searching for a seat to rest for a few minutes each day. Brand their experience by sponsoring the Exhibit Hall benches located in the center of the main aisle.

- Signage next to benches
- Customized branded pillows



**EXHIBIT HALL NETWORKING BREAK****\$12,500 Each****(Three Opportunities Available: Tuesday morning, Tuesday afternoon, Wednesday morning SOLD: Wednesday afternoon)**

Provide attendees a quick refreshment in the morning or afternoon 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 & 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

**MACDILL SHUTTLE BUS****\$12,000 Per Bus**

Attendees are bused to the Tampa Convention Center from MacDill AFB daily. The buses are used all three days of event and is a great way to have your company exposed to a captive audience.

- Full color head rest covers on every seat on one bus
- Opportunity to play a three minute video/commercial during each bus trip
- Full ribbon banner (35' x 2') placed on each side of one bus. Graphics to be created by sponsor, printing and implementation handled by NDIA
- Production and placement included in the price of the sponsorship

**INDOOR HYDRATION STATIONS****\$10,000 Exclusive**

Give the attendees the opportunity to refresh with your brand! Hydrations Stations will be located throughout the week-long event.

- 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 responsible for ordering, production, and shipping water bottles to event, NDIA to approve of water bottle. Sponsor encouraged to hand out water bottles through the days!
- Interested in having water bottles included for an additional cost? Please contact Abby Abdala (aabdala@ndia.org) for more information

**NEW! OUTDOOR HYDRATION STATIONS****\$10,000 Exclusive**

Give the attendees the opportunity to refresh with your brand! Hydrations Stations will be located throughout SOF Landing, a parking lot transformed into an extension of the exhibit hall and a unique attendee experience.

- Branded water station placed throughout SOFLanding with your company's graphics
- Opportunity for sponsor to provide reusable water bottles next to each water station. Sponsor responsible for ordering, production, and shipping water bottles to event, NDIA to approve of water bottle. Sponsor encouraged to hand out water bottles through the days!
- Interested in having water bottles included? 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 (no audio)
- Opportunity to choose from branded napkins or coffee sleeves, produced by NDIA

## NEW! EXHIBIT HALL CHARGING LOUNGE

**\$10,000 Each**

Enhance the attendees experience by giving them an area to charge up while on the show floor! Lounge includes:

- Charging coffee table with sponsor graphics, along with comfortable couches
- Customized branded pillows
- Ability to leave promotional items or literature for attendees
- Signage at the lounge inviting attendees in

## 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

## OPERATION SOFtalk Sponsorship Opportunities

### SOFtalk TITLE SPONSOR

**\$30,000 Exclusive**

- 10 complimentary tickets to Operation SOFtalk
- Exclusive title sponsor of Operation SOFtalk
- Recognition as title sponsor in all print and web promotions
- Sponsor logo and link on event website
- Sponsor logo on promotional signage at event
- Sponsor logo on step and repeat at venue entrance
- Verbal recognition at Operation SOFtalk and SOFIC
- Recognition in press release

### SOFtalk SUPPORTING SPONSORS

**\$15,000 Each**

**(Available to 3 sponsors)**

- 5 complimentary tickets to Operation SOFtalk
- Recognition as sponsor in all print and web promotions
- Recognition in press release
- Sponsor logo and link on event website
- Sponsor logo on promotional signage at event
- Verbal recognition at Operation SOFtalk and SOFIC

### SOFtalk TRANSPORTATION SPONSOR

**10,000 Exclusive**

- Lyft discount code will be customized to include your company name
- Lyft discount codes will be provided to attendees to use towards their safe ride home after the event
- Exclusive sponsor of Lyft discount code to be used by attending Operation SOFtalk
- Sponsor logo and link on event website
- Sponsor logo on promotional signage at event



## 2019 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 2019 Special Operations Forces Industry Conference.**

### SOFIC CONFERENCE PROGRAM AND EXHIBITS GUIDE

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- Complimentary to approximately 13,000 conference attendees
- Available 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:** 4/29/19

### NATIONAL DEFENSE MAGAZINE MAY 2019 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 theme
- The May issue is distributed with conference bags and available throughout the convention center
- The magazine has reach beyond the conference walls to about 65,000 defense and security professionals monthly
- Bonus distribution at several conferences, including: SOFIC, NDIA's Armament Systems Forum, 62nd Annual Fuze Conference and more. \*Bonus distributions subject to change due to event cancellations

**DEADLINE:** 4/15/19

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

**Kathleen Kenney**  
Sales Director  
kkenney@ndia.org  
703-247-2576

**Alex Mitchell**  
Sales Coordinator  
amitchell@NDIA.org  
703-247-2568

## 2019 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 include:*

- The 2019 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, their 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 what page your ad appears..."See our ad on page \_\_\_\_."
- Desk Reference – An indispensable desk reference, so your ad will be seen again and again!



To advertise contact Kathleen Kenney, [kkenney@ndia.org](mailto:kkenney@ndia.org), (703) 247-2576 or Alex Mitchell, [amitchell@ndia.org](mailto:amitchell@ndia.org), (703) 247-2568.

#### 2019 SOFIC Exhibitors Guide Rates (COLOR or B&W) NET

**DEADLINE:** Space closes - 4/26/19 Materials Due - 5/1/19

<b>Back Cover (8.5" x 11" – Bleed*) SOLD</b>	<b>\$7,425</b>
<b>Inside Front Cover (8.5" x 11" – Bleed*) SOLD</b>	<b>\$6,600</b>
<b>Inside Back Cover (8.5" x 11" – Bleed*) SOLD</b>	<b>\$6,050</b>
<b>2-Page Spread** (17" X 11"- Bleed**) .....</b>	<b>\$9,075</b>
<b>1/2 page Spread*** (17" x 5.5"- Bleed***) .....</b>	<b>\$6,325</b>
<b>Full Page* (8.5" x 11" – Bleed*) .....</b>	<b>\$6,000</b>
<b>1/2 Page (Horz. 7.5" x 5", Vert. 3.75" x 10, Isl. 5.5"x 7.5") .....</b>	<b>\$4,125</b>
<b>1/3 Page (Horz. 7.5" x 3.33", Vert. 2.5" x 10", Sq. 5" x 5") .....</b>	<b>\$3,575</b>
<b>1/4 Page (Horz. 7.5" x 2.5", Vert. 3.75" x 5") .....</b>	<b>\$3,025</b>
<b>1/6 Page (Vert. 2.339 " x 4.875") .....</b>	<b>\$2,475</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. 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 (Adobe Type 1) based 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 spec 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. (ex: 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 mode 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 May 2019 Issue

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

Benefits include:

- The May issue will be available for pick up throughout the convention center
- Provides reach beyond the exhibition hall walls
- *National Defense* reaches 65,000 defense/security professionals monthly



- Bonus distribution at several conferences including SOFIC, NDIA's Armament Systems Forum, 62<sup>nd</sup> Annual Fuze Conference and more

(Bonus distributions subject to change due to meeting cancellations)

To advertise contact Kathleen Kenney, [kkenney@ndia.org](mailto:kkenney@ndia.org), (703) 247-2576 or Alex Mitchell, [amitchell@ndia.org](mailto:amitchell@ndia.org), (703) 247-2568.

Deadlines: Space closes 04/10/19    Materials due 04/13/19

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

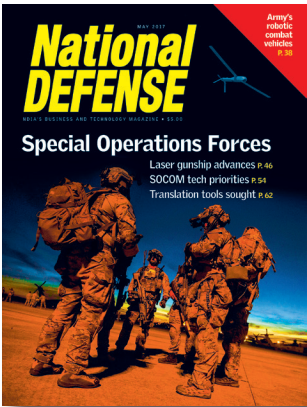
B/W .....	\$2,695
Color .....	\$4,620

1/4 Page

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

1/6 Page

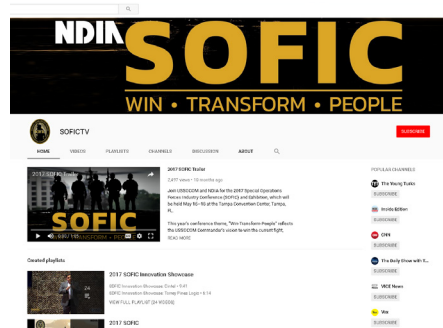
B/W .....	\$1,345
Color .....	\$3,185



# 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 2,500 targeted SOF community members have viewed 2017 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 to highlight the newest products and services from the SOFIC exhibit 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, upload to the SOFIC website, your description with keywords and link to your website, 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 the 2019 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 then is 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 link to your website.

## CONTACT:

**Kathleen Kenney**  
Director, Sales  
kkenney@ndia.org  
703-247-2576

**Alex Mitchell**  
Coordinator, Sales  
amitchell@NDIA.org  
703-247-2568



2101 Wilson Boulevard, Suite 700, Arlington, VA 22201-3060 • (703) 522-1885 Fax

**ORGANIZAITON INFORMATION** (To be completed by applicant. Please type or print legibly.)

Organization Name (as it should appear on signage/printed materials)			
Point of Contact (for fees & fulfillment questions)		Title	
Street Address		City	State Zip
Phone	Mobile	E-mail	
I consent to receiving marketing emails from NDIA and Affiliates. I can always update my specific preferences and unsubscribe at any time. To read NDIA & Affiliates' private policy, go to: <a href="https://ndia.org/privacy-statement">NDIA.org/privacy-statement</a>			Yes No

**SOFICTV NEWS STYLE INTERVIEW**

**\$3,000 EACH**

(Up to 2 minutes, limit 2 per company)

The SOFICTV news crew will conduct an in-person interview at SOFIC. This featured news segment (up to 2 minutes), will highlight your products and services to the SOF community during SOFIC week, and all year on SOFICTV. Your news segment will include professional video editing, uploading to the SOFIC website during SOFIC week, your description with keywords and link to your website. SOFICTV will also provide a link to download a Hi-Res version of your video following the event to display on your website or wherever you wish. Your company's website information will also be included in the SOFIC Conference Program and Exhibits Guide (the official publication of SOFIC) as part of this package.

**SOFICTV PRODUCTS & SERVICES PROMO VIDEO**

**\$2,500 EACH**

(up to 2 minutes)

Companies with existing videos can benefit from a presence on SOFICTV by providing a link to our staff to download your promotional video (created by your company) that is up to 2 minutes in length. Your video will be uploaded to SOFICTV before or during SOFIC week and will be available all year on SOFICTV for the SOF community to view. Your video description with keywords and link to your website will accompany the video. Your company's website information will also be included in the SOFIC Conference Program and Exhibits Guide (the official publication of SOFIC) as part of this package.

**Total Amount Due:**

**CANCELLATION POLICY**

There are no refunds for sponsorships. All cancellations must be in writing.

**PAYMENT INFORMATION**

Payment in full must be received along with the signed contract to guarantee sponsorship. Purchase Orders are not accepted. All payments are due upon receipt.

Check (payable to NDIA)   VISA   MasterCard   American Express

Credit Card Number	Exp. Date	CSV
Printed Name	Signature	

**SIGNATURE** *The undersigned agrees to abide by the terms and conditions for sponsoring set forth in this agreement. Please see page 2 for specific terms and conditions.*

Authorized Signature	Date
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# NDIA SOFICTV SPONSORSHIP SPECIFIC GUIDELINES

- 1. The undersigned ("Sponsor"), by duly authorized representative, enters into this agreement with NDIA, to purchase a sponsorship at the above-listed conference in exchange for the sponsorship listed above.  
NDIA will promote the Sponsor at the conference in accordance with the sponsorship benefits outlined.  
NDIA, at the signing of this agreement, will project the quantity and quality of items necessary for the sponsored event, and said items will be provided by NDIA based upon said projections.
- 2. Sponsor agrees to pay 100% of the sponsorship fee within 7 days of submission of this contract. If Sponsor does not pay 100% of the sponsorship fee within 7 days, NDIA reserves the right to cancel this sponsorship agreement and resell this sponsorship to another company.
- 3. NDIA reserves the right to cancel the sponsored item or event. In the event of such cancellation, Sponsor will be notified in writing and shall receive a full refund. Parties agree that in the event of such cancellation, the Sponsor's sole remedy against NDIA shall be the refund of monies paid by Sponsor to NDIA pursuant to this agreement.
- 4. Force Majeure Clause: If NDIA should be prevented from holding the exhibition for any reason beyond NDIA's control, such as, but not limited to acts of God; war; government regulation, acts or decisions; terrorism; disaster; strikes; civil disorder; curtailment of transportation facilities; or any other emergency beyond NDIA's control, making it inadvisable, impossible, illegal or which materially affects NDIA's ability to perform its obligations under this Contract then NDIA has the right to cancel or postpone the exhibition, or any part thereof, with no further liability to the exhibitor other than a refund of exhibit space fee, less a proportionate share of the exposition cost incurred.
- 5. Sponsor agrees to abide by official exposition rules and regulations (copies provided by NDIA upon written request).
- 6. Videos provided to be uploaded to SOFICTV are subject to approval by NDIA before being uploaded.
- 7. A copy of this contract and any signatures herein shall be valid as an original.

**FINAL APPROVAL:**

Sponsor Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**NDIA: Christine M. Klein, Sr. VP Meeting & Business Partnerships**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## ADVERTISING CONTACT:

**Kathleen Kenney**

Director, Sales

kkenney@ndia.org

703-247-2576