

2010 Special Operations Forces Industry Conference

Event Number: 0890

Exhibit Dates: June 15 – 17, 2010

Location: Tampa Convention Center - Tampa, Florida

Sponsorship Menu as of March 25, 2010

Tuesday Networking Reception (limited to 1 sponsor): This reception offers a great networking opportunity at a local restaurant near the convention center. This is a first class reception for all the attendees and a great way to brand your company.

Benefits Include:

- *Company logo and link to company's webpage on the conference website
- *Company description (350 words) and logo in the onsite agenda
- *Company logo on exhibit entrance unit and event specific signage
- *6 Tuesday Networking Reception tickets for the sponsor to invite their clients

Investment: **SOLD to Lockheed Martin**

Wednesday VIP Gala Reception (limited to 1 sponsor): This elite reception offers a great networking opportunity with high profile attendees at the invitation only VIP Gala Reception. This is a first class reception and a great way to brand your company.

Benefits Include:

- *Company logo and link to company's webpage on the conference website
- *Company description (350 words) and logo in the onsite agenda
- *Company recognition in the Wednesday Gala Dinner program
- *Company logo on exhibit entrance unit and event specific signage
- *6 VIP Gala Reception tickets for the sponsor to invite their clients
- *1 table with 8 seats at the Wednesday Gala Dinner
- *Company logo on a tent sign at your sponsored table

Investment: **SOLD to Raytheon**

Wednesday Gala Reception (limited to 1 sponsor): The Wednesday Gala Reception allows your company to be the highlight before dinner to all attendees and exhibitors. Your company presence at this reception is sure to be remembered and you will have the opportunity to send representatives to network with high profile attendees at the *invitation only* VIP Gala Reception.

Benefits Include:

- *Company logo and link to company's webpage on the conference website
- *Company description (350 words) and logo in the onsite agenda
- *Company logo on exhibit entrance unit and event specific signage
- *Company recognition in the Wednesday Gala Dinner program
- *2 VIP Gala Reception tickets for the sponsor to invite their clients
- *1 table with 8 seats at the Wednesday Gala Dinner
- *Company logo on a tent sign at your sponsored table

Investment: **SOLD to SRA**

Wednesday Gala Dinner (limited to 1 sponsor): As the Wednesday Gala Dinner Sponsor your networking opportunities are endless. Through logo branding, podium recognition and a VIP table, your top executives will be able to network with the other high level attendees throughout the evening.

Benefits Include:

- *Company logo and link to company's webpage on the conference website
- *Company description (350 words) and logo in the onsite agenda
- *Company logo on exhibit entrance unit and event specific signage
- *Company recognition in the Wednesday Gala Dinner program
- *2 VIP Gala Reception tickets for the sponsor to invite their clients or send their executives
- *1 table with 8 seats at the Wednesday Gala Dinner amongst other VIP tables
- *Company logo on a tent sign at your sponsored table

Investment: SOLD TO Northrop Grumman

Wednesday Gala Dinner Table Co-Sponsorship (available to 20 sponsors): The Gala Dinner is very special and a highlight for the conference. As a sponsor, you will be assigned a table which seats up to 8 people. You may choose to fill your seats with your employees and/or clients who are NOT registered conference attendees (the sponsorship will cover their fee to attend the Gala Dinner ONLY) or invite those who are registered for the conference to sit at your table.

Benefits Include:

- *One table for up to 8 guests
- *Sponsor tent sign on table with your company name
- *Company logo on the entrance unit to the exhibit hall

Investment: \$1,500 per table for up to 8 guests

SOLD TO:

- 1. L-3 STRATIS**
- 2. North American Surveillance Systems, Inc.**
- 3. North American Surveillance Systems, Inc.**
- 4. Insitu Inc.**
- 5. CSC**
- 6. SAIC**

Internet Café (limited to 1 sponsor, 2 locations):

The Internet Café will be centrally located just outside the Exhibition Hall and allows all attendees to stay connected while attending the SOFIC Expo. Attendees can use the Internet Café to check their e-mail and search the Internet. Brand your name with maximum exposure at this high traffic area. Sponsorship includes screen saver with your logo, and logo on the café structure.

Investment: \$15,000

Travel Mugs (limited to 1 sponsor): A great way to drive traffic to your booth is by giving away the event travel mugs! This sponsorship keeps on giving, as these mugs are reused well after the conference.

Benefits Include:

- *3,000 travel mugs with company logo to be distributed from your booth
- *Coupon inside each attendee bag directing them to your booth for picking up their travel mug. This is a great traffic driver.
- *Company logo on exhibit entrance unit
- *Company logo and link to company's webpage on the conference website
- *Company logo in the onsite agenda

Investment: SOLD to Scientific Research Corporation

Attendee Tote Bag (limited to 1 sponsor): This tote bag is very popular and will be handed out to all conference attendees at the registration desk when they check in. The sponsorship that keeps on giving: these bags are used by attendees well after the show ends.

Benefits Include:

- *Company logo will appear on one side of the bag
- *A promotional coupon insert will also be stuffed inside the bag for attendees to visit your booth
- *Company logo on exhibit entrance unit
- *Company logo and link to company's webpage on the conference website
- *Company description (350 words) and logo in the onsite agenda

Investment: \$20,000

Networking Exhibit Hall Coffee Break (available to 3 sponsors): Brand your logo with maximum exposure in the high traffic exhibit hall that everyone will visit during the breaks. Who doesn't like a cup of coffee and cookie to replenish them after the sessions? Your company will be featured as the Break Sponsor when attendees refill their cup for the next round of sessions!

Benefits Include:

- *Paper napkins with your company logo
- *Company logo on exhibit entrance unit and event specific signage
- *Company logo in onsite agenda

Investment: \$8,000 each or \$20,000 Title

Wednesday Lunch (limited to 1 sponsor): This is a great opportunity to highlight your company's name in the middle of the day to the attendees while they eat.

Benefits Include:

- *Company name or logo on tent signs at each table (if applicable)
- *Company description in on-site brochure (350 words)
- *Company logo in on-site brochure
- *Company logo on exhibit entrance unit and event specific signage in the lunch on Wednesday

Investment: SOLD TO L-3 Enterprise IT Solutions

Lanyard (limited to 1 sponsor): Every attendee receives a lanyard to hold their badge with your company logo printed on it.

Benefits Include:

- *Company logo in onsite agenda
- *Company logo on exhibit entrance unit
- *Lanyards with your company logo

Investment: SOLD to National Air Cargo

NEW! Shuttle Bus Sponsor (available to 3 sponsors): After a long day at the conference, attendees will line up to catch a ride from the shuttle bus back to their hotel or to the base. Become a shuttle bus sponsor and attendees will see your name as they step onto the bus.

Benefits Include:

- *Company logo on Shuttle time hand-outs
- *Company logo on signage (if applicable)
- *Company logo in onsite agenda
- *Sponsor ribbons

Investment: \$3,000 each

NEW! Commemorative T-Shirts (limited to 1 sponsor): T-shirts are always going to be the favorite item attendees walk away with and they wear it again and again! By sponsoring the t-shirt, your company logo/name is printed on the front left hand side and the show logo on the back. 3,000 assorted sizes T-shirts will be distributed to conference attendees from your booth.

Benefits Include:

- *Company logo in onsite agenda
- *Company logo on exhibit entrance unit
- *Company logo on front of t-shirt along with the show logo on the back

Investment: \$15,000 – Tentative SOLD to Military Essential Personnel. Emailed contract 3/15.

Padfolio (limited to 1 sponsor): The padfolio is very popular and will be handed out to all conference attendees at the registration desk as they check in. These padfolios are carried throughout the entire event, and beyond.

Benefits Include:

- *Company logo on front or inside of the padfolio
- *Company logo on exhibit entrance unit
- *Company logo and description (350 words) in the onsite agenda

Investment: \$12,000

NEW! Popcorn (limited to 1 sponsor): Nothing beats a fresh bag of popcorn. A popcorn cart will be located near your booth in the exhibit hall. This sponsorship is a great traffic driver.

Benefits Include:

- *A server handing out 1,000 bags of popcorn on Wednesday
- *Also included is a coupon inserted into each attendee bag directing everyone to your booth in the exhibit hall

Investment: \$10,000

NDIA Magazine Print Advertisement: National DEFENSE magazine has a circulation of 40,000 each month, including each member of Congress. The June issue will also be placed inside the 3,000 conference attendee tote bags. Another chance to have your company ad in the attendees hands, as well as distributed at each of the publication bins leading into the exhibit halls. The ads are a great way to promote new products or say “come see us in booth #” at the *SOFIC Expo*. Contact Dino Pignotti, NDIA Vice President for Advertising at dpignotti@ndia.org or 703-247-2541.

Exhibit Show Guide Advertisements: Please contact Dino Pignotti, Vice President for Advertising above.

NEW! Kiosk Literature Insert Sponsorship (available to 20 sponsors): Be the pick of the litter and sponsor a slot in our literature kiosk! A kiosk will be placed inside the exhibit hall near the entrance. This is a great opportunity to place your inserts directly in front of attendees as they enter the exhibit hall. (Pre-approval required for inserts. It is the sponsor's responsibility to keep the slots full of inserts.)

Investment: \$300 each for an 8 ½" x 11" slot

SOLD TO:

1. Applied Physical Electronics, L.C.

2. UXB International, Inc.

Golf Tournament Sponsorships: The golf tournament is a popular event, don't forget to sign up or sponsor. Contact Steve Sutherland at 256-302-4736 or ssutherland@ndia.org

To receive more information please contact **Steve Sutherland** at 256-302-4736 or ssutherland@ndia.org or **Alden Davidson**, CEM, Associate Director at 703-247-2582 or adavidson@ndia.org.

Companies do not need to be an exhibitor to sponsor at the 2010 SOFIC Show and are based on first-come first-serve basis. All sponsors last year have the first right of refusal to renew again.