

2011 Special Operations Forces Industry Conference

Event Number: 1890

Exhibit Dates: May 17-19, 2011

Location: Tampa Convention Center - Tampa, Florida

Sponsorship Menu as of March 30, 2011

Tuesday Networking Reception (limited to 1 sponsor): This reception offers a great networking opportunity between the sponsor and attendees. 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

*2 tickets to the VIP Gala Reception

Investment: SOLD to Lockheed Martin

Wednesday Gala Dinner (limited to 1 sponsor): As the Wednesday Gala Dinner Sponsor, your networking opportunities are endless. Through logo branding 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

*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 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 logo on exhibit entrance unit and event specific signage

*4 VIP Gala Reception tickets

*1 table with 8 seats at the Wednesday Gala Dinner

*Company logo on a tent sign at your sponsored table

Investment: SOLD to Booz Allen Hamilton

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
- *2 VIP Gala Reception tickets
- *1 table with 8 seats at the Wednesday Gala Dinner
- *Company logo on a tent sign at your sponsored table

Investment: **SOLD to L3 Stratis**

Wednesday Gala Dinner Table Co-Sponsorship (available to 25 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. Aerovironment
2. Apptis
3. Booz Allen Hamilton
4. HP
5. SAIC
6. CACI
7. North American Surveillance Systems
8. Northrop Grumman
9. L3 Stratis
10. Leonie
11. Elbit Systems of America
12. iGov
13. SRA International
14. Cases2Go
15. Dell
16. Camber Corporation
17. KGS
18. AirScan, Inc.
19. Raytheon
20. DRS Defense Solutions
21. DRS Defense Solutions
22. Boeing
23. Boeing
24. Insitu, Inc.
25. Force Protection Industries, Inc.

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

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: SOLD to General Dynamics

Commemorative T-Shirts (limited to 1 sponsor): T-shirts are always going to be the favorite item attendees walk away with and 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. Assorted sized T-shirts will be distributed to conference attendees at the registration desk!

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

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

The Cyber Café will be located in two locations inside the Exhibition Hall and allows all attendees to stay connected while attending the SOFIC Expo. Brand your name with maximum exposure at this high traffic area.

Benefits Include:

- *Screen saver of your company logo and the landing page is your company website
- *Cyber Café lounges
- *Computers with internet access
- *Company logo on exhibit entrance and in Cyber Café lounges

Investment: SOLD to CSC

Reusable Water Bottle (limited to 1 sponsor): A great way to drive traffic to your booth is by giving away the reusable water bottles in the Tampa heat! This sponsorship keeps on giving, as these water bottles are reused well after the conference.

Benefits Include:

- *1,500 water bottles with your company logo to be distributed from your booth
- *Coupon inside each attendee bag directing them to your booth for picking up their water bottle. 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 CACI

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 will hand out bags of popcorn on Wednesday
- *A coupon will be inserted into each attendee bag directing everyone to your booth in the exhibit hall

Investment: \$7,000

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

Investment: SOLD to Raytheon

Lanyard Sponsorship (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

NDIA Magazine Print Advertisement: National DEFENSE magazine has a circulation of 40,000 each month, including each member of Congress. The May issue will also be placed inside the 3,000 conference attendee tote bags. 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.

Show Guide Advertisements: The show guide is distributed to all attendees and exhibitors as they pick up their badges. This advertisement offers you a great opportunity to promote your company in the official onsite show guide. Please contact Dino Pignotti, Vice President for Advertising to advertise (contact info above).

Map Sponsor (available to 8-10 sponsors): We are offering exhibitors the chance to stand out on this map by becoming a **Map Sponsor!**

Benefits Include:

*Your booth and company name will be highlighted in yellow

*Your company logo with your booth number will be printed on the map

*An arrow will point from your booth to your logo

Investment: \$1,000 each

1. Scientific Research Company

2. Aurora Flight Sciences

3. Force Protection Industries, Inc.

Map Ad Sponsor (limited to 1 sponsor): The map folds neatly into a 3 ½" x 8 ½" packet. The front cover will be the show logo and the back cover is open for a company to sponsorship! This map will be used by all attendees and offers an easy marketing solution to branding your company at this show.

Benefits Include:

*Your company ad in full color

*All the benefits of the Map Sponsorship

Investment: \$3,000

Literature Insert Sponsors (available to 10 sponsors): Inserting a one page flyer into all the attendee tote bags is a great way to promote a new product or service. Company provides the promotional flyer materials and covers cost of shipping.

Investment: \$2,000 each

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 on sponsorships, please contact **Alden Davidson**, CEM, Associate Director, Exhibits, at (703) 247-2582 or adavidson@ndia.org.