



2017 SOFIC CONFERENCE & EXHIBITION

May 16-18, 2017 | Tampa Convention Center | Tampa, FL

HOW TO BOOK EXHIBIT SPACE IN 2017 SOFIC

Due to the exceptionally high demand for SOFIC exhibit space, NDIA will continue in 2017 with the purchasing procedure that was implemented for 2016 SOFIC.

The procedure is designed to inject more structure and transparency into the booth purchasing process, introduce new companies into the Exhibit Hall each year, ensure the presence of a set of 'foundation' exhibitors around which to build an attractive show floor, and provide a path for companies to improve their opportunity for obtaining booth space.

The procedure is a tier system that assigns preference to groups of potential exhibitors on the basis of their NDIA membership status and prior year NDIA exhibiting and advertising profiles.

This procedure will be a two step process:

Interested companies will apply for booth space, followed by assignment of space in accordance with the tier system outlined below.

TIER 0

NDIA Corporate Member companies who have not exhibited in SOFIC in the past five years will have the option of exhibiting in one 10' x 10' booth in a designated section of the show floor.

This section is limited to 30 companies. Selection method will be by lottery among applicants.

(Once the space is sold out, remaining companies will be placed in tier IV or in a higher tier depending on their NDIA exhibiting or advertising profile.)

Once 30 tier 0 companies are assigned space, companies in tier I will be assigned space and we will move to the remaining tiers until all space is assigned.

TIER I

NDIA Corporate Member companies who have purchased over 400 square feet of exhibit space in 2016 SOFIC and invited government exhibitors.

Space purchased for 2017 SOFIC by returning exhibitors will be limited to not more than that purchased in 2016 SOFIC.

TIER II

NDIA Corporate Member companies who exhibited in 2016 SO/LIC, advertised in the 2016 January or 2016 May issue of National DEFENSE magazine, or advertised in the 2016 SOFIC Show Guide. Qualifying companies may purchase booth space up to a maximum of 400 square feet, while space lasts.

Any of the following options for color advertising will qualify a company to be placed in tier II

- A. Total of one-half page or more in 2016 January and/or May National DEFENSE issues
- B. One full page or more in the 2016 SOFIC Show Guide
- C. At least one-fourth page in the 2016 SOFIC Show Guide and at least one-fourth page in the 2016 January or May National DEFENSE issues

TIER III

NDIA Corporate Member companies who exhibit in at least one of the following NDIA 2016 events:

- (1) Pacific Operational S&T Conference
- (2) Ground Robotics
- (3) Armaments Forum
- (4) National Logistics Forum
- (5) CBRN
- (6) Medical RDA
- (7) Global EOD
- (8) DLA

<http://exhibits.ndia.org>

Qualifying companies will be allowed to select booth space on the basis of available remaining space configuration on the show floor.

In the event of over subscription, available space will be allocated by lottery until all space is assigned.

TIER IV

Companies will be allowed to compete for remaining space based on a lottery system with NDIA Corporate Member companies receiving preference.

This tier of potential exhibitors will be allowed to select space on the basis of available remaining space on the show floor until all the space is assigned.

Due to limited physical space at the Tampa Convention Center, and high demand for SOFIC exhibit space, many companies qualifying in tier III or tier IV may not get space, including NDIA Corporate Member companies.

NDIA Corporate Membership DOES NOT GUARANTEE a company space in 2017 SOFIC, but it does increase the opportunity. All companies must be an NDIA Corporate Member and must remain in good standing through May 16, 2017.

QUESTIONS?

HOW DO I SIGN UP FOR EXHIBIT SPACE FOR NEXT YEAR?

After 2016 SOFIC, the 2017 SOFIC application link will be online at www.sofic.org/exhibits. Information will be sent out to all 2016 SOFIC exhibitors and all companies on the 2016 wait list throughout the summer. The application link will become live on August 1, 2016 and will be available through the whole month of August. Booth assignments will begin with tier 1 on August 10, 2016 and so on, until all space has been filled.

HOW MUCH WILL EXHIBIT SPACE COST?

NDIA Corporate Member Rate*: \$27.00/sq. ft.

*Rate also applies to bona-fide U.S. government agencies and academic institutions

IS THERE A CORPORATE MEMBERSHIP SAVING ON BOOTH SPACE?

Yes, to qualify for the Corporate Member rate for booth space, your company must join NDIA as a Corporate Member first. For more information on joining, contact Ms. Erica Utegaard, eutegaard@ndia.org, 703-247-2549

IS MY COMPANY A CORPORATE MEMBER WITH NDIA?

To see current list of NDIA Corporate Members www.ndia.org/MembershipandChapters/NDIACapters/Pages/corpportal.aspx.

WHAT DOES THE BOOTH INCLUDE?

- All networking social functions inside the exhibit hall
- Carpet, 6' table, 2 chairs, wastebasket with each 10' x 10' booth up to 300 sq. ft.
- Two complimentary full registrations for exhibit personnel, per 10' x 10'
- Company profile online, including press releases and logos
- 24 hour security
- Fabric back and side walls and 7" x 44" ID sign

NDIA CONTACTS:

Exhibits

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Membership

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