HOW TO BOOK EXHIBIT SPACE IN 2020 SOFIC

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 to provide a process for companies to improve their chances of obtaining booth space.

NDIA updated the tier criteria for 2020.

Any company interested in exhibiting at SOFIC must submit an application between August 1 and August 30, 2019. At the close of the application period (August 30, 2019), NDIA reviews the applications and assigns each company a tier.

HIGHLIGHTS

- Applications received after August 30, 2019 will automatically be placed on a wait list. ANY company/organization interested in exhibiting at SOFIC must submit an application during August 2019.
- If your company qualifies for more than one tier, NDIA will use the higher tier.
- International and government partners must submit an application so NDIA is aware of their interest. The process for assigning booth space does not require them to qualify for a tier.
- Companies that exhibited with 600 sq. ft. or more in 2019 SOFIC will be able to obtain the same amount of space in 2020 SOFIC.
- Companies can qualify for tiers 5 and 7 through advertising during fiscal year 2019 (October 1, 2018 - September 30, 2019). Qualification criteria is provided within each tier.
- After the application period closes, NDIA will assign each company a tier. NDIA will allocate exhibit space beginning with tier 1 and following in numerical order. If exhibit space sells out, companies remaining in that tier and subsequent tiers will be placed at the top of the waitlist.
- Exhibit rates for 2020 SOFIC
  - NDIA Corporate Members - $30 per sq. ft. (or $3,000 per 10’x10’)
  - Non-Members - $40 per sq. ft. (or $4,000 per 10’x10’)

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Tier 1/New Exhibitor area

NEW IN 2020! Companies do not have to be an NDIA Corporate Member to qualify for Tier 1.

Qualifier: Small businesses that have not exhibited at SOFIC in the past 5 years.

65 - 10’x10’s booths will be available to companies in the New Exhibitor area. If more than 65 companies qualify for this tier, NDIA will conduct a lottery.

Tier 2

Qualifier: NDIA Corporate Member companies that exhibited with 600 sq. ft. or more in 2019 SOFIC.

Companies that exhibited with 600 sq. ft. or more in 2019 SOFIC will be able to obtain the same amount of space in 2020 SOFIC.

Tier 3

Qualifier: NDIA Corporate Member companies that provided sponsorship support of $20,000 or more at 2019 SOFIC or Legacy, Visionary, or Champion level for NDIA’s 100th Anniversary.

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: no more than 400 sq. ft.

Tier 4

NEW IN 2020! Companies do not have to be an NDIA Corporate Member to qualify for Tier 4.

Qualifier: Companies that exhibited or sponsored (sponsor level at $3,000 or higher) at the 30th Annual SO/LIC Symposium & Exhibition (staged February 5 – 7, 2019).

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

Space Allowance: no more than 400 sq. ft.
 Tier 5

NEW IN 2020! Companies do not have to be an NDIA Corporate Member to qualify for Tier 5.

Qualifier: NDIA Corporate Member companies that advertised with National DEFENSE Magazine, NDIA.org, or SOFIC Conference Program and Exhibits Guide for a combined total of more than $10,000 in FY 2019 (October 1, 2018 - September 30, 2019).

Non-Member companies that advertised with National DEFENSE Magazine, NDIA.org, or SOFIC Conference Program and Exhibits Guide for a combined total of $15,000 or more in FY 2019 (October 1, 2018 - September 30, 2019).

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.

 Tier 6

Qualifier: Companies that sponsored between $10,000 - $19,999 at 2019 SOFIC.

NEW IN 2020! Companies do not have to be an NDIA Corporate Member to qualify for Tier 6.

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: no more than 400 sq. ft. based on remaining space.

 Tier 7

Qualifier: NDIA Corporate Member Companies that advertised with National Defense Magazine, NDIA.org, or SOFIC for a combined total between $5,500 and $9,999 in FY 2019. (October 1, 2018 - September 30, 2019)

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.
Tier 8

NEW IN 2020! Companies do not have to be an NDIA Corporate Member to qualify for Tier 8.

Qualifier: Companies that sponsored (sponsor level at $5,000 or higher) or exhibited (events qualifying for exhibits are marked with an *) at a single NDIA National event.

Events include:
- 23rd Annual Expeditionary Warfare Conference | October 16-18, 2018
- 21st Annual Systems Engineering Conference | October 22-25, 2018
- Aircraft Survivability Symposium | November 6-8, 2018
- Tactical Wheeled Vehicles Conference | February 3-5, 2019
- Undersea Warfare Technology Spring Conference | March 25-27, 2019
- *Robotics Capabilities Conference & Exhibition | April 24-25, 2019
- 62nd Annual Fuze Conference | May 13-15, 2019
- *Armaments Systems Forum | June 3-6, 2019
- *CBRN Defense Conference & Exhibition | July 22-24, 2019
- *Global EOD Symposium & Exposition | August 6-8, 2019
- Undersea Warfare Technology Fall Conference | September 16-18, 2019

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: no more than 400 sq. ft. based on remaining space.

Note: This event list is subject to change.

Tier 9

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

Space Allowance: no more than 300 sq. ft. based on remaining space.

Tier 10

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

Space Allowance: no more than 300 sq. ft. based on remaining space.