2017 GLOBAL SOF FOUNDATION PROSPECTUS

Bucharest, Romania
27 - 28 SEPT 2017

BUILDING TRUST

Showcase your unique capabilities to the Special Operations Community!

Updated as of 8 AUGUST 2017

WHAT IS THE GLOBAL SOF FOUNDATION (GSF)?

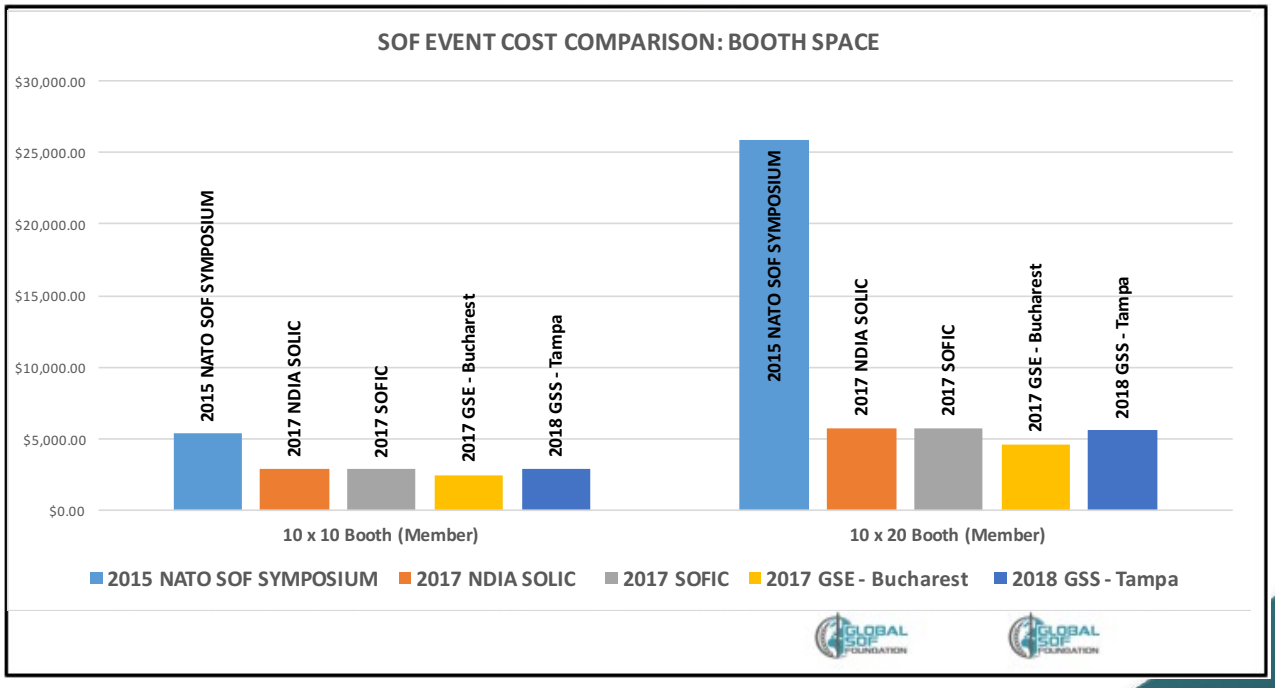
The GSF is the only professional association for the international special operations forces (SOF) community. It is a 501(c)(3) non-profit organization that advocates for all aspects of SOF deployment, employment, and sustainment in the fight to defeat globally networked threats. The Foundation leads an international effort to increase understanding of SOF, advance SOF capabilities, and responsibly promote the role of SOF by strategically linking public and private sector initiatives.

WHY SPONSOR OR EXHIBIT IN BUCHAREST?

1. Romania is the logistics hub for NATO support to Afghanistan and all Black Sea operations.
2. Romania's defense budget has increased significantly since 2016.
3. Romania is upgrading its Armed Forces to a Western-based structure, starting with SOF.
4. Romania has provided the GSF with its capabilities requirements broken down into four categories: Critical, Essential, Enhancing and Not Needed. Find it on the event website to determine if your offerings are in high demand: www.globalsofsymposium.org/europe
5. The symposium venue is in the national capital of Bucharest in the JW Marriott–a five-star hotel for which we have rates under $130 per night—during beautiful autumn weather.
6. Breaks and receptions will take place around the exhibits, which brings heavy "foot traffic."
7. This event is co-sponsored by the Romanian Minister of Defense (MOD) and Chief of Defense, who have invited decision-makers from countries in the Black Sea & Baltics regions.
8. At the 2016 Global SOF Symposium – Europe in Vilnius, Lithuania, the MOD and his staff visited EVERY exhibit and spoke to the vendors.

HOW DO THE COSTS COMPARE?

Costs to Register and Exhibit at the Bucharest Symposium are less than competing SOF-focused events, and also include daily lunches, coffee, energy breaks, and receptions:



EVENT SPONSORSHIPS: AT-A-GLANCE

This Prospectus provides greater detail on each of the below Sponsorships on pages 4-8, but this summary allows you to better assess what option(s) will work best for your organization.

	COST		
SPONSOR OPPORTUNITY	**GSF PARTNER**	**NON PARTNER**	**PAGE #**
Platinum Event Sponsorship	$12,000.00	$15,000.00	4
Gold Event Sponsorship	$10,000.00	$12,500.00	4
Silver Event Sponsorship	$6,000.00	$7,500.00	5
Bronze Event Sponsorship	$4,000.00	$5,000.00	5
Charging Station	$3,000.00	$4,000.00	6
Closing Night Reception	$3,000.00	$4,000.00	5
Second Night Reception	$3,000.00	$4,000.00	5
Opening Night Icebreaker / Beer Garden	$2,250.00	$3,000.00	5
Save the Date for 2018 Symposium	$2,250.00	$3,000.00	6
Tuica & Cigar Bar	$2,250.00	$3,000.00	6
Branded Water Bottles	$1,875.00	$2,500.00	7
Symposium Swag Bags	SOLD OUT		6
Symposium Lanyards	SOLD OUT		6
Afternoon Energy Break	$1,125.00	$1,500.00	7
Cofee Break	SOLD OUT		7
Lunch	$1,125.00	$1,500.00	7
Symposium Program Guide	$1,125.00	$1,500.00	7
Symposium WiFi	$1,125.00	$1,500.00	7
Registration	$750.00	$1,000.00	7
Shuttle Bus	$600.00	$800.00	7
Flier Distribution	$450.00	$600.00	7

EXHIBIT OPPORTUNITY	**GSF PARTNER**	**NON PARTNER**	**PAGE #**
Hospitality Suite	$5,000.00	$6,500.00	8
Booth Space: 2 x 6 sq. meters	$4,600.00	$6,000.00	8
Booth Space: 2 x 3 sq. meters	$2,500.00	$3,200.00	8
Table Top: 2 x 2 sq. meters	$1,800.00	$2,000.00	8

ADVERTISING OPPORTUNITY	**GSF PARTNER**	**NON PARTNER**	**PAGE #**
Premium Full Page Cover (Inside Back)	$450.00	$600.00	4
Premium Full Page Cover (Inside Front)	$450.00	$600.00	4
Premium Full Page Cover (Outside Back)	$450.00	$600.00	4
Full Page Color -Exhibitor	$340.00	$450.00	4
Half Page Four Color	$225.00	$300.00	4

There were nearly 300 attendees from over 20 countries and 27 demonstrating organizations at the inaugural 2016 overseas Symposium, which took place in Vilnius, Lithuania. One attendee said:

"This was a great event -- not like anything I have ever seen or attended. So glad I had the opportunity to participate and when I get back to my corporate headquarters I am going to urge the leadership to become even more involved."

Here's how you can maximize your company's participation:

ADVERTISING OPPORTUNITIES

☐ Premium Full Page Cover (Inside Back Cover)	CP: $450	NCP: $600
☐ Premium Full Page Cover (Inside Front Cover)	CP: $450	NCP: $600
☐ Premium Full Page Cover (Outside Back Cover)	CP: $450	NCP: $600
☐ Full Page Color - Exhibitor	CP: $340	NCP: $450
☐ Half-page four color	CP: $225	NCP: $300

SPONSORSHIP OPPORTUNITIES

	CP	NCP
☐ **Platinum Sponsor**	**$12,000**	**$15,000**

- Logo and Platinum Sponsor designation on all Symposium marketing materials and program guide distributed at the Symposium
- Logo and Platinum Sponsorship designation on Symposium website
- Logo included on banner and signage displayed during the Symposium
- Logo on signs displayed on the General Session stage
- Logo included as Sponsor on the Symposium Mobile App
- 8 Complimentary Symposium registrations
- Verbal acknowledgment of sponsorship during the Symposium
- Full page advertisement in the Symposium Program Guide
- Opportunity to introduce a Keynote Speaker
- Opportunity to provide a short video that will play during General Session
- Opportunity to provide fliers for each seat in General Session
- 2 x 3 sq. meter exhibit space included

☐ **Gold Sponsor**	**$10,000**	**$12,500**

- Logo and Gold Sponsor designation on all Symposium marketing materials and program guide distributed at the Symposium
- Logo and Gold Sponsorship designation on Symposium website
- Logo included on banner and signage displayed during the Symposium
- Opportunity to introduce a Keynote Speaker
- Opportunity to provide a short video that will play during General Session
- 6 Complimentary Symposium registrations
- Verbal acknowledgment of sponsorship during the Symposium
- Full page advertisement in the Symposium Program Guide
- 2 x 3 sq. meter exhibit space included

SPONSORSHIP OPPORTUNITIES (continued)

	CP	NCP
☐ **Silver Sponsor** • Logo and Silver sponsor designation on all Symposium marketing materials and program guide distributed at the Symposium • Logo included on banner and signage displayed at the Symposium • Sponsor flier inserted in program guide distributed at the Symposium • 4 Complimentary Symposium registrations • Verbal acknowledgment of sponsorship during the Symposium • 2 x 3 sq. meter exhibit space included	**$6,000** 2 SOLD! DATAPATH AIRBUS	**$7,500**
☐ **Bronze Sponsor** • Logo and Bronze sponsor designation on all Symposium marketing materials and program guide distributed at the Symposium • Logo included on banner and signage displayed at Symposium • 2 Complimentary Symposium registrations • Verbal acknowledgment of Sponsorship during the Symposium • 2 x 2 sq. meter tabletop space included	**$4,000** 5 SOLD! L3 GCS EXCELITAS TECHNOLOGIES QIOPTIQ	**$5,000** Bell Helicopter A Textron Company TACTICAL ELECTRONICS constellis
☐ **Opening Night Ice Breaker Beer Garden (only 1 available):** Exclusive Sponsorship, Sponsor will be recognized on the Symposium website, program guide and on signage. Cocktail napkins with the sponsor logo will be distributed at the reception. Reception will be located in an outdoor "Beer Garden" style space at the JW Marriott.	**$2,250**	**$3,000**
☐ **Second Night Reception (3 available):** Sponsor will be recognized on the Symposium website, program guide and on signage. Cocktail napkins with the sponsor logo will be distributed at the reception, located in the Exhibit Hall. Exclusive sponsorship option for $10,000 (non-partner) or $7,500 (partner).	**$3,000**	**$4,000**
☐ **Closing Night Reception (3 available):** Sponsor will be recognized on the Symposium website, program guide and on signage. Cocktail napkins with the sponsor logo will be distributed at the reception. Exclusive sponsorship option for $10,000 (non-partner) or $7,500 (partner). ***Photos below depict 2016 Closing Night Reception in Lithuania.***	**$3,000**	**$4,000** 1 SOLD! DigitalGlobe

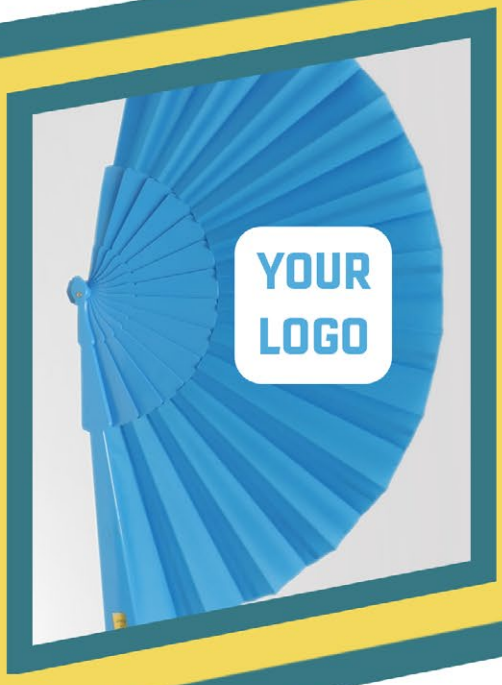
"Very good job despite first ever overseas event! Very intimate and engaging. Good to see military and government attendees make themselves available for discussions."

- 2016 Symposium Attendee

GLOBAL SOF SYMPOSIUM-EUROPE

SPONSORSHIP OPPORTUNITIES (continued)

	CP	NCP
☐ **Charging Station (only 1 available):** Exclusive Sponsorship; located near the Exhibit Hall the charging station allows attendees to charge electronic devices. Sponsor name is prominently displayed on the charging station.	**$3,000**	**$4,000**
☐ **Tuica & Cigar Bar (only 1 available):** Exclusive Sponsorship, Sponsor will have a designated bar to serve Tuica, Romania's traditional spirit, and offer cigars to attendees during the first night reception. Sponsor will be recognized on the Symposium website and in printed material distributed at the event.	**$2,250**	**$3,000**
☐ **Save the Date for the 2018 Symposium (only 1 available):** Exclusive Sponsorship, Sponsor will work with eventPower crew to choose from a selection of Save the Date "swag" items advertising the 2018 Symposium in Spain. **One option is shown to the left below: a Spanish fan branded for both the Symposium and your company.**	**$2,250**	**$3,000**



Lunch will be served at the Bucharest JW Marriott each day of the Symposium, in a room such as the one shown above.

☐ **Symposium Bags (only 1 available):** Exclusive Sponsorship; includes the name of the Symposium and sponsor's logo on a bag distributed to all attendees.	**$ SOLD!** VALOROUS
☐ **Symposium Lanyards (only 1 available):** Exclusive Sponsorship; includes the name of the Symposium and sponsor's logo on the badge lanyard distributed to all attendees.	**$ SOLD!** fulcrum PIVOTAL PERFORMANCE

SPONSORSHIP OPPORTUNITIES (continued)

	CP	NCP
☐ **Branded Water Bottles (only 1 available):** Sponsor's branding appears on the label of water bottles that will be available for attendees and will be on the main stage for speakers. Sponsor will receive recognition on the Symposium website and printed material.	**$1,875**	**$2,500**
☐ **Lunch (2 available):** Sponsorship includes verbal recognition during the lunch, sponsor logo on the Symposium website, in the program guide and on signage.	**$1,125**	**$1,500**
☐ **Coffee Break (only 1 available):** Exclusive Sponsorship, Coffee is served during the entire duration of the Symposium. Coffee cups with the sponsor's logo will be at the breaks. The sponsorship also includes recognition on Symposium website, in program guide and signage. ***The photo above shows an example of coffee break stations with branded cups.***	**$1** SOLD!	**0** World Wide Technology
☐ **Symposium WiFi Sponsor (only 1 available):** Exclusive Sponsorship, Sponsor's logo on signage and on WiFi sign-in page.	**$1,125**	**$1,500**
☐ **Symposium Program Guide (3 available):** The Symposium program guide is distributed to all attendees. Sponsorship includes logo on the front cover of the program guide as well as a free, full page advertisement within the guide. Sponsor is recognized on the Symposium website, program guide and on signage.	**$1,125** 1 SOLD!	**$1,500** spatial networks location leverage™
☐ **Afternoon Energy Break (only 1 available):** Exclusive Sponsorship, includes recognition on the Symposium website, in the program guide and on signage near the refreshments.	**$1,125**	**$1,500**
☐ **Shuttle Bus Sponsor (4 available):** Sponsor will have their company name and logo prominently displayed in the shuttle bus window offering service to the Closing Night Reception. The sponsor will also be recognized in printed material and on the Symposium website.	**$600**	**$800**
☐ **Registration Sponsor (3 available):** All attendees of the Symposium must register to attend. The sponsor receives recognition on the Symposium registration page as well as onsite at the registration desk. The sponsor will also be recognized on the Symposium website, program guide, signage at the Symposium.	**$750**	**$1,000**
☐ **Flier Distribution:** Provide a one-page marketing flier that will be handed out during registration.	**$450**	**$600**

EXHIBITOR OPTIONS

The European Symposium is the only event in 2017 where we offer exhibition space that is more aligned with a traditional trade show. Size options include:

Booth Sizes and Pricing:	CP	NCP
☐ 2 x 6 sq. meter booth	$4,600	$6,000
☐ 2 x 3 sq. meter booth	$2,500	$3,200
☐ 2 x 2 sq. meter space w/ tabletop	$1,800	$2,000
☐ Booth Partner Company	$125	$125

The 2 x 2 space does not include piping and draping, while the top two options do. Current floor plan will be provided upon request.

Booth Amenities:
- Includes 1 complimentary registration; additional people from your organization may register at a reduced rate of $395 each
- One 6 ft table and 2 chairs

Tabletop Amenities:
- Includes 1 complimentary registration; additional people from your organization may register at a reduced rate of $395 each
- One 6 ft table and 2 chairs

Booth Partners: Exhibitors and sponsors are permitted to have partner companies for a cost of $125 per partner. Partner companies will be included in the guide with a description and logo.

"This was spectacularly well-run and very interesting. The Minister of Defense visited each industry participant. The best event of its kind I have attended in more than a decade."
- 2016 Industry Exhibitor

HOSPITALITY SUITES

First come, first served! We have just THREE hospitality suites available for purchase for this Symposium. Each is a private room in close proximity to the exhibit area and General Session and provide an excellent opportunity to demonstrate or showcase your company's product--or just a place set aside to host invited guests.

Please note that Catering and AV needs would need to be handled and paid for directly with the JW Marriott.

☐ **Corporate Partner: $5,000**
☐ **Non-Corporate Partner: $6,500**

Each suite includes three complimentary registrations.

GLOBAL SOF SYMPOSIUM- EUROPE

RESERVATION FORM

INSTRUCTIONS:

1. Mark your sponsorship and advertising selections throughout the Prospectus using the check boxes.
2. Complete the contact information below.
3. Save the PDF and email it to LPowell@eventPower.com or print and fax it to (703) 740-1941.
4. Register attending personnel for each event through event registration sites, which can be found at www.globalsoffoundation.org.
5. Await further instruction and response from eventPower representatives!

COMPANY AND CONTACT INFORMATION:

Company Name:

Main Contact:		Billing Contact:	
Street Address:		Street Address:	
City, State, Zip:		City, State, Zip:	
Email:		Email:	
Phone #:	Fax #:	Phone #:	Fax #:

CONTRACT ACCEPTANCE (SIGNATURE REQUIRED):

This contract is accepted as binding by the following Exhibitor Representative.

Signature: Printed Name: Date:

INVOICING POLICY, PAYMENT, AND CANCELLATION TERMS & CONDITIONS:

INVOICING: Invoices will be sent by email. If you wish to receive a printed copy, please check this box.

PAYMENT: 50% payment is due 180 days prior to the program start date, with the remaining 50% due 90 days prior to the program start date. Companies are 50% liable for contracted funds at 180 days prior to the program and 100% liable for the contracted funds 90 days prior to the program.

CANCELLATION: Cancellations must be received by email from a representative of the company signing this contract and confirmed by email from eventPower. Cancellations received at or after 180 days of the event start date but prior to 90 days of the event start day will be 50% liable for contracted funds. Cancellations received at or after 90 days of the event start date will be 100% liable for contracted funds.

PAYMENT AMOUNT AND METHOD:

SPONSORSHIP TOTAL:

ADVERTISING TOTAL:

TOTAL AMOUNT:

NOTES:

PAYMENT METHOD:

☐ CHECK- Payable to: "eventPower,"
Mail to: eventPower Accounts Receivable, 5667 Stone Rd., Box 575, Centreville, VA 20120

☐ CREDIT CARD- A confirmation email will be sent with invoice attached and a link to a secure online payment portal.

☐ WIRE TRANSFER- A confirmation email will be sent with invoice attached and wire transfer information. Send wire transfer confirmations to SComer@eventPower.com.

THE FINE PRINT

Event Reservation Form and Contract

Terms and Conditions

Contract

This Commonwealth of Virginia Contract is for exhibit space, sponsorships, and/or advertising as noted below, by and between Direct Marketing Productions, Inc. (Doing Business As: eventPower), and the exhibitor named herein. The exhibitor agrees to comply with all terms and conditions appearing in this contract and further agrees that this contract is binding on all parties and can be amended only in writing by both parties.

Payment and Liability Schedule

- 50% liable and 50% payment due 180 days prior to the first day of the conference.
- 100% liable and 100% payment due 90 days prior to the first day of the conference.
- If contract is received after payment due dates, the exhibitor agrees to pay the amount due within 15 days of submitting the contract.
- If contract is received within 15 days of the conference date, the exhibitor agrees to pay immediately with credit card, wire transfer or express check.
- Payment must be clear before the exhibitor is permitted to set up.
- eventPower reserves the right to reassign space or remove contracted company from the floor plan if the above payment schedule is not met.
- Failure to make payments does not release the contracted financial obligation.
- If payment is not received by the event date, a collection agency will be assigned to collect the debt. The exhibitor will be assessed the collection agency fees (typically an additional 30%).

Cancellation or Downgrade

- Cancellations must be received in writing (email or letter) from a representative of the company signing this contract and confirmed as accepted in writing (email or letter) from an eventPower representative.
- Cancellations received at or after 180 days of the event start date but prior to 90 days of the event start date will be 50% liable for contracted funds. Cancellations received at or after 90 days of the event start date will be 100% liable for contracted funds.
- In the event of either a full or partial cancellation of space by an exhibitor, eventPower reserves the right to reassign canceled booth space, regardless of the cancellation assessment. Subsequent reassignment of canceled space does not relieve the canceling exhibitor of the obligation to pay the cancellation assessment.
- The exhibitor agrees that the appropriate payment based on the schedule above must be received by eventPower within 15 days of the cancellation notice or by the first date of the conference (whichever comes first). If payment is not received by these dates, a collection agency will be assigned to collect the debt. The exhibitor will be assessed the collection agency fees (typically an additional 30%)

Relocation and Floor Plan Revisions

eventPower retains the exclusive right to revise the exhibition hall floor plan and/or move assigned exhibitors as necessary.

Occupancy Default

Any exhibitor failing to occupy contracted space shall not be relieved of their financial obligation. If not occupied by the time set for completion of the installation of the displays, such space shall be taken by eventPower, and re-allocated or reassigned for such purposes or use eventPower may see fit.

Limitation of Liability

- Exhibitor agrees to make no claim for any reason against eventPower, its employees, agents, or representatives for loss, theft, damage, or destruction of goods; nor for any injury, including death, to himself, employees, agents or representatives; nor for any damage of any nature, including damage to his business for failure to provide exhibit space; nor for failure to hold the exposition as scheduled; nor for any action or omission of eventPower.
- The exhibitor is solely responsible for his own exhibition materials and products, and should insure exhibit and products from loss or damage from any cause whatsoever. It is understood all property of an exhibitor is in his care, custody, and control in transit to, or from, or within the confines of the exhibit hall. eventPower shall bear no responsibility for the safety of the exhibitor, its personnel, employees, agents or representatives or personal property.

Damage to Property

The Exhibitor is liable for any damage caused by exhibitor, exhibitor's agents, employees or representatives to building floors, walls, or columns, or to standard booth equipment, or to other exhibitor's property.

Insurance

Exhibitors shall, at their sole cost and expense, procure and maintain through the term of this contract, the following insurance: Comprehensive General Liability insurance with limits not less than $1,000,000 including Contractual Liability and Products Liability coverage and Workman's Compensation in full compliance with all laws covering the exhibitor's employees. Proof of such insurance shall be provided to eventPower or its agent or representative upon request. Email certificate of insurance (COI) to SComer@eventPower.com.

Installing, Exhibiting, Dismantling

eventPower specifies hours and dates for installing, exhibiting, and dismantling. Exhibitor shall be liable for all storage and handling charges resulting from failure to set up their booth or removing shipping crates from their exhibit booth three hours before the posted start time for the exhibit hall. Additionally, the exhibitor agrees not to begin dismantling their display or open crates before the specified conclusion of the dismantling period set by eventPower. Removal of exhibit materials or displays before the published dismantle times may be subject to a fine.

Agreement to Rules

Exhibitor and all exhibitor personnel agrees to abide by the foregoing rules and those provided and contained in the Exhibitors Manual, and by any amendments and additional rules that may be put into effect by eventPower.

Use of Space

Displays and demonstrations are limited to the confines of an exhibitor's own booth. Distribution of literature or other giveaways must be in the confines of the exhibitor's own booth. Displays must abide by the rules and regulations provided in the exhibitor service kit distributed by the event decorator.

Cancellation or Change of Exposition by eventPower

In the event that the premises in which the exposition is conducted should become unfit for occupancy or substantially interfered with by reason of any cause or causes not within the control of eventPower or its agents, the exposition may be canceled or moved to another appropriate location. eventPower shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of cause or causes not within the control of eventPower. Causes for such action beyond the control of eventPower shall include, but are not limited to: fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, act of a public enemy, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel, labor union disputes, loss of lease or other termination by the venue, municipal, state or federal laws, or act of God. Should eventPower terminate this agreement pursuant to the provisions of this section, the exhibitor waives claims for damages. Refunds of "Paid Exhibit Space Fees" in the case of event termination or cancellation shall be made to exhibitors at the sole discretion of eventPower and in any case, will not exceed the amount of each exhibitor's paid exhibit space fee less any pro rata adjustments based on non-reimbursable direct and/or indirect event costs or financial obligations incurred by eventPower through the date of exhibitors' notification of event termination or cancellation or through the completion of event termination or cancellation processes, whichever is later.

Exhibitor Representative's Responsibility

Exhibitor agrees to indemnify eventPower, its employees, agents, or representatives against, and hold them harmless for, all claims arising out of the acts of negligence of exhibitor, exhibitor's agents, employees or representatives, and any claims for injury to exhibitor, its employees, agents, representatives, or event attendees.

Amendment and Addition Rules

Any matters not specifically covered by the preceding rules shall be subject solely to the decision of eventPower. eventPower may, at any time, amend or add further rules to these rules, and all amendments made shall be binding on exhibitor equally with the foregoing rules and regulations.

QUESTIONS OR COMMENTS?

LEARN MORE ABOUT THE GSF AND OUR EVENTS:

- **Global SOF Symposium:** www.globalsofsymposium.org/us
- **Global SOF Symposium- Europe:** www.globalsofsymposium.org/europe
- **Global SOF Foundation:** www.globalsoffoundation.org/
- **SOF for Life:** www.sofforlife.org/

CONTACT US ABOUT:

- **GSF Partnerships:** Steve Jones at sjones@globalsoffoundation.org
- **Event Sponsorships:** Laurie Powell at LPowell@eventPower.com
- **GSF Marketing Opportunities:** Chelsea Hamashin at chamashin@globalsoffoundation.org

GLOBAL SOF FOUNDATION

2017 GLOBAL SOF FOUNDATION
PROSPECTUS