

# Video Production Guide

**NDIA**

National Defense Industrial Association

Promoting National Security Since 1919

Strength Through Industry & Technology



## Video Branding Guidelines

3

NDIA marketing videos have established motion graphics, music and introductory VO for each video production to maintain consistent branding.

5

Style Guide: The NDIA marketing videos should be high tech, fast changing, fast moving and reveal people, businesses and industry on the edge of cutting technology for the defense industry.

## Introduction to NDIA

**The National Defense Industrial Association (NDIA)** is America's leading Defense Industry association promoting national security. The NDIA expositions provide a legal and ethical forum for the exchange and presentation between private manufacturers and designers in the technology and defense industry to government for National Security advancements. Members of the NDIA foster the development of the most innovative and cutting edge equipment, training, technology and support for our first responders and war fighters through expos, conferences and events.



**Get complete close-ups, medium, wide and overview shots**

### **SHOT LIST:**

Getting full coverage shots at each exhibition is very important. This means wide overview shots of the show, great pans of logos, exhibition booths, various close up, medium and wide-shots of speeches, demonstrations and networking. Some fun zooms of hi tech products would be nice.

### **LIGHTING EXPECTATIONS:**

- 2X3 times normal light
- Light both sides of the subject
- Don't shoot in front of window

### **SOUND EXPECTATIONS:**

- Lavalier microphone or external microphones for sound bites and ambient sound
- Dub over capabilities
- Tape sounds before and after recording for

## **Pre-production:**

- Shot list
- Lighting
- Sound

band-aids

- Watch echo – especially in large empty rooms, or tile

### **VIDEO TESTIMONIALS:**

- Scripts for questions to get good on camera interviews can be found on page 5.
- When approaching exhibitors, attendees and speakers, make sure they know you are with the NDIA and that you are promoting the event.

### **Exhibitor Stock Footage:**

- Pay close attention to any video footage being shown at the show that we may be able to use. Ask for contact info and list on this guide.



# Production

NDIA

## B-ROLL COVERAGE:

1. Shoot outside shots of the event, the building and room
2. Get good wide, medium and CU crowd shots of people signing up and/or lining up
3. **Shots of uniformed military networking w/ industry people (suits, booth personnel) is critical**
4. Get interior shots of people eating breakfast or at the buffet or eating and networking in general
5. Get close-ups and pan shots of NDIA logo and schedule
6. Get medium and wide shots of attendees walking into the show
7. Get pan, medium and close-up shots of people registering
8. Get wide overview shots of the tradeshow floor
9. Get still, medium and wide shots of sponsor logos
10. Get close-up, medium and pans of cutting edge technology, demonstrations, equipment, training
11. Get shots of people at exhibitors booths of presentations of products
12. Get shots of speakers at podiums, close-ups, wide and pans as well as overview shots with audience
13. Try and get brief I.V. with speakers after speech  
\*Note: do not shoot entire speaker presentations!
14. Get contextual footage of soldiers or mannequins wearing equipment on the trade floor.

## SHOT LIST

15. Get medium and wide shots and pans of panel discussions – Get CU shots of moderator.
16. Get interior shots of people eating lunch
17. Get CU shots of food at lunch
18. Shoot primary footage (interviews, action) in between B-Roll and the presentations.
19. Interview exhibitors and attendees about why they are at the expo and why they like it. (See I.V. questions on page 4.
20. Get as many cut-away shots as possible of what the interviews of the exhibitors and attendees discuss on camera
21. Shoot reception in the evening: get over view shots and shots of networking and people enjoying their time.
22. Shoot all interviews with room for LOWER THIRDS

- \* Always shoot more than you think you need!
- \* Get the correct spelling and name, on camera, of everyone you interview
- \* Get safety shots – just in case! (Meaning – Close-ups, medium shots and full shots of everything you shoot.)

## SHOT LIST SPECIFICS FOR SOFIC

### Items to Capture:

May 20 – 8:00 AM Registration, People Signing In, Walking into the door

May 20 – 8:40 AM Capture audience/crowd in - General Session

May 20 – 9:00 – 12:00 Exhibit Hall Event  
Sponsorship signage  
Exhibit Hall Advanced high-end booth displays  
Exhibit Hall Average/basic booth displays  
Exhibits with interesting technology that is interactive

12:00 – 12:15 Shoot Lunch

12:15 – 1:00 Eat Lunch

May 20 – 1:15 – 1:45 Keynote Address - General Session

May 20 – 3:45 PM USSOCOM Theater Special Operations Commander Panel

5:00 – 5:30 – Networking Reception

May 21 – 8:00 AM USSOCOM Component Commander Panel

Outdoor Displays – if there

Exhibit Hall with a busy crowded floor

1:30 PM - 2:00 PM, International Special Operations Exercise

Exhibit Hall Attendees in uniform interfacing with Exhibitors NETWORKING – these are the money shots!

Exhibitor Testimonials

Overall attendees meeting/greeting each other

# Production

NDIA

## INTERVIEWS

Comments from Exhibitors (Please capture their full names, and company)

### Questions to Ask Exhibitors:

How has the show been so far?

Why is this a must attend event for you?

What are the top three things you get out of exhibiting at NDIA's SOFIC Exhibition?

Will you exhibit again next year?

We make sure the interviewees repeat the question...

Example: Yes, we will exhibit next year, we can't wait to come back.

**WILL GET A FEW ATTENDEES AS WELL!!**

## SEGMENT BREAKDOWN

### Opening:

1. Opening NDIA graphic with music should be followed by the title of conference, unless you have an incredible shot of the conference you can use in your footage to underlay of the title of the conference. .20 seconds
2. Create a montage with various b-roll shots with the NDIA music to immediately follow the motion graphic intro. The editing should be quick exciting shots of people walking into the show, signing up, watching a demo, a panel discussion, a cool piece of technology, etc. 20.seconds

### Segment 1:

1. Quick cut shots of people walking in, montage of the exterior shots of exhibit hall, people networking, some logo or booth shots of the major players, all should be edited in time with the music.
2. Edit in testimonials between and over b-roll shots of various things happening at the show. WE DON'T NEED THE ON CAMERA TESTIMONIAL THE ENTIRE TIME. Put b-roll under what they speak about, especially if they are not smiling or have no on-camera charisma. Pick testimonials that are positive and short about how excited they are to get STARTED, why they arrived, their first impression, what they are looking FORWARD to, how they are anticipating this being a great event.

### Segment 2:

1. Shots of people in the thick of networking, special speakers, hot products and demonstrations intercut together.
2. Edit in testimonials between and over b-roll shots of various things happening at the show in the thick of it. Put b-roll speakers are discussing about, especially if they are not smiling or have no on-camera charisma. Pick testimonials that are positive and short about how excited they are to get to see the speaker, what they got out of the pane, etc. Get testimonials on how it has been so far, what they are experiencing NOW, what their impression has been now that they have been there a while.

### Segment 3:

3. Testimonials of people talking about what a good time they had... how this show was phenomenal... how they will come back again.

Use a lower third of the person talking on camera that has their name and the title of the show with the NDIA logo.

# Post Production

### MUSIC:

File:  
Length: 2:00  
Intro Vo File:  
Length:

### MOTION GRAPHIC:

File:  
Length:

### Intro VOICE OVER:

File: (This can be attached to graphic...  
Length:





## WHEN WE ARRIVE:

### **Location:**

#### **Tampa Convention Center**

333 South Franklin Street

Tampa, FL 33602

(813) 274-8511

### **Parking:**

We won't have a vehicle, but will be taking a taxi to and from the airport.

### **Check in:**

Monday May 19, Check out Thursday May 22

### **Press Pass:**

Pick this up at the registration desk on May 20.

### **Floor plan:**

List of Exhibitors you would like on video will be needed.

Legally and because of security issues, some products, people and subject matter are sensitive and cannot be recorded or used for NDIA's marketing purposes.

CALL THE PRODUCER AT ANY TIME IF YOU HAVE A QUESTIONS

Dawn Willson  
new dawn media  
www.ndawnm.com  
[dawn@ndawnm.com](mailto:dawn@ndawnm.com)

310-600-3181 cell

