

**FY2021**

# EVENT PROSPECTUS



## PAGE#

**3** **HUDDLES & VIRTUAL OPPORTUNITIES**  
VARIOUS LOCATIONS / VIRTUALLY

**5** **15-17 MAR 2021**  
GSOF SYMPOSIUM - US, TAMPA, FL AND  
THE HONOR FOUNDATION FUNDRAISER

**13** **17 MAY 2021**  
GLOBAL SOF ANNIVERSARY RECEPTION, TAMPA, FL

**16** **16 JUNE 2021**  
SOF IMPERATIVES FORUM, WASHINGTON, DC

**26-28 OCT 2021**

GSOF SYMPOSIUM - EUROPE, WARSAW, POLAND  
*- [SEE GSOFEUROPE.ORG FOR MORE INFO](https://gsofeurope.org)*

**17** **16-19 NOV 2021**  
MODERN WARFARE WEEK, FAYETTEVILLE, NC

# THE GLOBAL SOF FOUNDATION



## WHAT WE DO

The Global Special Operations Forces (SOF) Foundation (GSOF) is a 501(c)(3) non-profit organization that aims to build and grow an international network of military, government, commercial, and educational stakeholders in order to advance SOF capabilities and partnerships to confront global and networked threats.

**The GSF includes 2,900+ individual members from 60 countries and 85+ Corporate Partners.**

## WHY SPONSOR

GSF events bring together a diverse set of stakeholders dedicated to working with SOF, both in the US and internationally. We establish the ideal forum for military, government, academia, and industry to collaborate and hold meaningful discussions.

UNPARALLELED  
OPPORTUNITY  
TO INTERACT WITH  
THE INTERNATIONAL  
SOF COMMUNITY

UNIQUE AND  
ENGAGING WAYS TO  
DEMONSTRATE YOUR  
BRAND AND  
OFFERINGS

DIRECT INPUT INTO  
THE DEVELOPMENT  
OF SOLUTIONS TO  
SOF-SPECIFIC ISSUES



# 2021 GSOF SYMPOSIUM - US

**16-17 MAR 2021, TAMPA, FL**

Our flagship Symposium in Tampa is returning in 2021. We'll be back at the waterfront Grand Hyatt Tampa Bay with a limited exhibit hall, Professional Development (Pro-Dev) opportunities, and a line-up of interactive sessions.

**Please Note: All Sponsorships listed in this Prospectus include recognition on the event website, program guide, and social media.**

OPPORTUNITY	CORPORATE PARTNER RATE	NON-PARTNER RATE
<b>PROGRAM GUIDE ADS</b>		
Program Guide Sponsor (2 available):	\$1,000	\$1,250
- Includes Sponsor Logo on Cover & Free Ad		
Premium Full Page Cover (Inside Back Cover)	\$600	\$750
Premium Full Page Cover (Inside Front Cover)	\$600	\$750
Premium Full Page Cover (Outside Back Cover)	\$600	\$750
Centerfold	\$750	\$950
Full Page Color	\$350	\$450
Half-page Four Color	\$200	\$300

## **PLATINUM [EXCLUSIVE]**




**\$10,000**

**\$12,500**



- Logo included on banner and signage displayed during the Symposium
- Opportunity to introduce a Keynote Speaker
- Opportunity to provide two 1-minute videos to air during General Session and in the Virtual Library
- 6 Complimentary Symposium registrations
- Verbal acknowledgment of sponsorship during the Symposium
- Full page advertisement in the Symposium Program Guide
- One 6 x 8 tabletop space (Foyer) included

**1 SOLD**



OPPORTUNITY	CORPORATE PARTNER RATE	NON-PARTNER RATE
<b>GOLD</b> <ul style="list-style-type: none"> <li>• Logo included on banner and signage displayed during the Symposium</li> <li>• Opportunity to introduce a Keynote Speaker</li> <li>• Opportunity to provide a 1-minute video to air during General Session</li> <li>• 4 Complimentary Symposium registrations</li> <li>• Verbal acknowledgment during the Symposium</li> <li>• Full page advertisement in the Program Guide</li> <li>• One 6 x 8 tabletop space (Foyer) included</li> </ul>	\$7,500	\$9,300
<b>SILVER</b> <ul style="list-style-type: none"> <li>• Logo included on banner and signage displayed at the Symposium</li> <li>• Sponsor flier inserted in program guide distributed at the Symposium</li> <li>• 3 Complimentary Symposium registrations</li> <li>• Verbal acknowledgment of sponsorship during the Symposium</li> <li>• One 6 x 8 tabletop space (Foyer) included</li> </ul>	\$5,000	\$6,250
	1 SOLD	
		
<b>BRONZE</b> <ul style="list-style-type: none"> <li>• Logo included on banner and signage displayed at Symposium</li> <li>• 2 Complimentary On-Site Symposium registrations</li> <li>• Verbal acknowledgment of Sponsorship during the Symposium</li> <li>• One 6 x 8 tabletop space (Foyer) included</li> </ul>	\$3,000	\$3,750
	2 SOLD	
	 	
<b>PATRON</b> <ul style="list-style-type: none"> <li>• Sponsorship includes one 1/2 page ad</li> <li>• 2 Complimentary On-Site Symposium registrations</li> </ul>	\$2,500	\$2,000
<b>WORKOUT SHIRT</b> <p>These Sponsors will be recognized not only for their desire to provide attendees with high-quality fitness attire, but also throughout the Symposium. Sponsor brand will be placed on the back of the GSF-branded shirt.</p>	\$7,000	\$8,750
<b>NETWORKING LUNCH</b> <p>Sponsorship includes your company's logo on signage at the lunch--including a unique centerpiece. Exclusive lunches available on both Wednesday and Thursday.</p>	\$4,000	\$5,500
<b>WATERFRONT WELCOME RECEPTION</b> <p>Three sponsorships available. What better way to start the Symposium than with a cocktail overlooking the bay...and your company's logo featured prominently on napkins and signage!</p>	\$3,750	\$3,000
	SALE PENDING!	

OPPORTUNITY	CORPORATE PARTNER RATE	NON-PARTNER RATE
<b>SWAG BAG</b>  Get your logo on the bag that every attendee carries around the event! Sponsor the swag bag and get recognized.	\$3,500	\$4,375
<b>BEER GARDEN / COFFEE CAFE</b>  The Sponsor will be recognized on unique signage in the "Biergarten" section of the exhibit Hall. Cups with Sponsor Branding will be used to pour from a selection of quality beers in the evening, and coffee will be available during the day.	\$3,000	\$3,750
<b>WIFI NETWORK [EXCLUSIVE]</b>  Everyone loves the free WiFi sponsor! The Sponsor's logo will appear on signage and on WiFi sign-in page.	<b>SOLD OUT</b>  	
<b>CONTINENTAL BREAKFAST</b>  Each morning we'll provide attendees with breakfast options... help them start their day by sponsoring! Sponsor will be recognized on signage and napkins.	\$3,000	\$3,750
<b>CIGAR ROLLER [EXCLUSIVE]</b>  The Cigar roller is sure to be popular at the Waterfront Welcome Reception! Get your logo on the cigar wraps!	\$2,500	\$2,825
<b>REGISTRATION [EXCLUSIVE]</b>  All attendees of the Symposium must register to attend. Sponsors receive recognition on the Symposium registration page as well as at on-site registration.	<b>SOLD OUT</b>  	
<b>ALL DAY COFFEE</b>  Coffee is incredibly popular at these events. Coffee sleeves with the sponsor logo will be held by most attendees.	\$2,000	\$2,500
<b>AFTERNOON ENERGY BREAK</b>  Give attendees a pick-me-up snack in the afternoon, accompanied by your company's logo on the napkins.	\$2,000	\$2,500

OPPORTUNITY	CORPORATE PARTNER RATE	NON-PARTNER RATE
<b>2021 GSOF EUROPE LUGGAGE TAG</b> Help attendees save the date for our Poland event with a custom branded luggage tag! Sponsors will be recognized on the luggage tag.	\$2,000	\$2,500
<b>HAND SANITIZER</b> Hand sanitizer is a HOT item in 2020--get your logo on a travel-sized bottle that will be given to each attendee! Sponsor also recognized on the website, program guide, and signage.	\$2,000	\$2,500
<b>BRANDED WATER BOTTLES</b> 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.	\$1,800	\$2,250
<b>LANYARDS [EXCLUSIVE]</b> Sponsorship includes the name of the Symposium and sponsor's logo on the badge lanyard distributed to all attendees	<b>SOLD OUT</b> 	
<b>SIGNAGE [EXCLUSIVE]</b> We have informational posters all around the Symposium, and you can get your company brand on ALL of them!	<b>SOLD OUT</b> 	
<b>PRO-DEV DAY</b> Professional Development, or Pro-Dev Day, will feature several educational opportunities within the SOF realm. The Sponsor may bring branded flyers or collateral to distribute, and will be recognized on signage.	\$1,500	\$2,000
<b>SPEED NETWORKING</b> This is a great opportunity for attendees to meet a variety of people... make sure they're thinking about your company while they do it! Sponsor will be recognized verbally and on signage.	\$1,000	\$1,250
<b>BRANDED PEN</b> Help our attendees take notes and write down contact info by providing us with a branded pen that will be given to each attendee at registration. <i>Pen must be provided by the Sponsor.</i>	\$800	\$900
<b>FLYER DISTRIBUTION</b> Provide a one-page marketing flier that will be handed out during registration to all onsite Symposium attendees and in the Virtual Swag Bag.	\$250	\$300





## EXHIBITION OPPORTUNITIES

Want to do something more hands-on than a Sponsorship? Consider an opportunity to exhibit at this event.

### BOOTH INFORMATION:

- Each 6 x 8 space includes 1 complimentary registration.
- Additional people from your organization may register at a reduced rate of \$250 each for Corporate Partners and \$350 each for Non Corporate Partners
- Includes one 6 ft table and 2 chairs
- Booth Partners: Exhibitors and sponsors are permitted to have up to two additional partner companies at their booth. Partner companies will be included in the guide with a description and logo. Costs for each Partner Company are:
  - Corporate Partner: \$150
  - Non-Corporate Partner: \$185

OPPORTUNITY	CORPORATE PARTNER RATE	NON-PARTNER RATE
<b>6' X 8' TABLETOP EXHIBIT</b>  Due to COVID19 safety and distancing regulations, we will only have tabletop displays available to exhibitors at this event. These spaces are located in the Foyer outside of the General Session.		
STANDARD LOCATION	\$1,900	\$2,700
PREMIUM LOCATION	\$2,050	\$2,850

**3 SPACES REMAIN**





# Global SOF Foundation Exhibitor / Sponsor Contract | Terms and Conditions

**ENTIRE AGREEMENT.** These Terms and Conditions along with the Contract identified above (the "Contract") merge, integrate and supersede any prior negotiations and agreements between the parties, whether written or oral, concerning the subject matter hereof and constitute the entire agreement by and between Exhibitor and the Foundation. Any use of the phrase "these Terms and Conditions" shall be deemed to include the Contract to which these Terms and Conditions are attached or to which these Terms and Conditions relate.

**COMPLIANCE WITH LAWS.** Exhibitor shall comply with all applicable federal, state and local laws, statutes, ordinances, rules and regulations ("Law(s)") and any rules and regulations that may be promulgated by the Foundation and/or the Event Venue from time to time, including, without limitation, the Exhibitor Services Kit. Exhibitor shall obtain, at its sole expense, any and all permits and/or licenses necessary for its participation in the Exposition.

**ASSIGNMENT OF EXPOSITION SPACE.** The Foundation will use good faith efforts to accommodate Exhibitor's request for Exposition booth space. The Foundation shall notify Exhibitor of the location of its Space by delivering to Exhibitor a Notice of Space Assignment within the individual exhibitor portal. If the Foundation cannot accommodate Exhibitor's Space request, the Foundation will notify Exhibitor of available remaining Space. Exhibitor shall have the right to select a Space from such remaining Space. Such remaining Space shall be assigned on a first-come, first-served basis. The Foundation reserves the right to modify the Floor Plan, in its sole discretion, as may be necessary for the best interests of the Exposition and for the safe and efficient operation of the Exposition.

**RELOCATION.** Although it is the intention of the Foundation to make permanent assignments of Space, the Foundation may have to relocate Exhibitor's Space to a different location on the Floor Plan. In the event of relocation, the Foundation shall promptly notify Exhibitor of such relocation.

**PAYMENT.** Exhibitor shall pay the Foundation 50% of the full contract value 180 days prior to the event; and 100% of the full contract value 90 days prior to the event start, unless an alternative payment plan is agreed to in writing. If Exhibitor fails to make such payments, the Foundation shall have the right to immediately terminate the Contract and rent the Space to another exhibitor, or eliminate or maintain vacant the Space without further obligation to Exhibitor, provided that Exhibitor shall not be relieved of any of its obligations under these Terms and Conditions, including, without limitation, its payment obligations.

**TERMINATION.** The Foundation shall have the right to immediately terminate the Contract if: (A) Exhibitor breaches any of these Terms and Conditions; (B) the Foundation determines, in its sole discretion, that Exhibitor is not eligible to participate in the Exposition or Exhibitor's products and services are not eligible to be displayed at the Exposition; If the Foundation elects to terminate the Contract, the Foundation shall have the right, in addition to any other remedies it may have under these Terms and Conditions or at law or in equity, to close the exhibit located in the Space, repossess any property of the Foundation or the Venue Provider (as defined below) used by Exhibitor, and remove Exhibitor's property from the Space and Exposition Venue.

**CANCELLATION AND WITHDRAWAL.** Exhibitors/Sponsors will be liable for 50% of the full contract value if written cancellation is received between 180 days and 90 days prior to the event start. Sponsorships are non-cancellable. If Booths/Sponsorships are cancelled within 90 days of the event start, the exhibitor will be liable for the full contract value even if the exhibit space is resold. If Exhibitor cancels or withdraws from the Exposition, Exhibitor shall immediately notify the Foundation of such decision in writing. In such event, Exhibitor shall forfeit all exhibitor registrations, as well as any items offered with the Space. Exhibitor will be subject to the provisions under the TERMINATION section of this contract.

**ASSIGNMENT AND SUBLETTING OF SPACE.** Exhibitor shall not assign, sublet, or share all or any portion of the Space, or display any third-party equipment, materials and/or services, without the prior written consent of the Foundation.

**LIMITATION OF LIABILITY.** THE FOUNDATION'S LIABILITY TO EXHIBITOR HEREUNDER SHALL NOT, UNDER ANY CIRCUMSTANCES, EXCEED THE AMOUNTS PAID TO THE FOUNDATION BY EXHIBITOR PURSUANT TO THE CONTRACT. IN NO EVENT SHALL THE FOUNDATION BE LIABLE FOR ANY INDIRECT, CONSEQUENTIAL, SPECIAL, EXEMPLARY OR PUNITIVE DAMAGES REGARDLESS OF THE THEORY OF RECOVERY UPON WHICH SUCH DAMAGES MAY BE BASED AND REGARDLESS OF WHETHER OR NOT THE FOUNDATION HAS BEEN ADVISED OF THE POSSIBILITY OF THE SAME.

**INDEMNITY.** Exhibitor shall indemnify, defend and hold harmless the Foundation, its directors, officers, employees, agents, service contractors, and the owner, lessor and/or manager of the Exposition Venue (the "Venue Provider") from any and all liability, damage, cost, or expense arising out of or connected with: (A) the death of, or injury to, any person visiting or using Exhibitor's Space, or any loss, theft, damage or injury to property, resulting directly or indirectly from any act or omission of Exhibitor, its employees, agents or contractors; or (B) the failure of Exhibitor to comply with any of these Terms and Conditions or the terms and conditions of the contract entered into by the Foundation and the Venue Provider.

**EXPOSITION HOURS AND DATES.** Hours and dates for installing, constructing, operating, displaying and dismantling exhibits shall be those specified by the Foundation in the Exhibitor Services Kit. All exhibits must be open for business during exhibit hours. Under no circumstance shall the dismantling or packing of an exhibit begin before the official close of the Exposition.

**EXHIBIT DISPLAYS. CARPET OR FLOOR COVERING REQUIRED.** Exhibitor's entire exhibit shall be confined to the Space as identified in the Floor Plan, and under no circumstances shall merchandise, equipment, trunks, cases or packing materials be left in any aisle or other-wise block access to any other exhibit or entrance or exit of the Exposition Venue. No trunks, cases or packing materials shall be brought into or out of the Space during exhibit hours. No signs, advertising devices or merchandise shall be displayed outside the Space, project above or beyond limits of the Space, or be pasted, taped, nailed or tacked to walls of the Exposition Venue.

**FIRE RULES.** Exhibitor shall not pack merchandise in paper, straw, excelsior or any other flammable material. All cartons stored in the Exposition Venue shall be emptied of contents. Exhibitor shall use no flammable decorations or covering for display fixtures, and all fabrics or other material used for decoration or covering shall be flameproof. If required by Law, Exhibitor shall have on hand in its Space, a notarized affidavit establishing that its display material has been treated during the past year by an approved chemical. All wiring devices and sockets shall be in good condition and meet the requirements of Law.

**PLAYING OR REPRODUCTION OF MUSIC.** Exhibitor shall not provide or permit the use of music in any form or at any time.

**FUTURE EXHIBITIONS.** In addition to the Foundation's right to terminate the Contract pursuant to these Terms and Conditions, the Foundation may refuse to consider Exhibitor for participation in future Expositions organized and held by the Foundation.

**INABILITY TO HOLD CONFERENCE; CHANGE IN SCHEDULED DATES.** If because of war, strike, the destruction, construction or renovation of the Exposition Venue, government order, terrorist act, act of God or other cause beyond the control of the Foundation, the Exposition or any part thereof is prevented from being held, the Foundation shall be relieved of its obligations under these Terms and Conditions. In regard to Exhibitors, the Foundation shall determine and refund to Exhibitor its proportionate share of the balance of the aggregate exhibit fees received which remain after deducting expenses incurred by the Foundation and reasonable compensation to the Foundation, but in no case shall the amount of the refund to Exhibitor exceed the amount of the exhibit fee paid by Exhibitor. In regard to Sponsors, the Foundation shall determine the remaining aggregate value of the sponsorship fees as of the date of cancellation or postponement and apply the remaining sponsorship value to an upcoming Exposition as agreed to by the parties. Exhibitor(s) and/or Sponsor(s) acknowledge and agree that the Foundation may be required to change the scheduled dates of the Conference and Exposition as set forth in the Contract for reasons beyond its control or for reasons that, in the sole judgment of the Foundation, will benefit the Exposition and the participating exhibitors and sponsors. In the event that the Foundation is required, or decides, to change the dates of the Exposition, the Foundation will make its best efforts to notify exhibitors and sponsors in writing of such change at least sixty (60) days prior to the dates originally set forth in the Contract.

**FORCE MAJEURE.** If for any reason beyond the Foundation's or the Exhibiting Party's reasonable control - including but not limited to strikes; labor disputes; acts, regulations or orders of governmental authorities; civil disorder; disasters; acts of war; acts of God; fires; flood; public health emergencies, including but not limited to significant outbreak of an infectious disease, bio-terrorist attack or other significant, catastrophic event or other emergency conditions - the Foundation or Exhibiting Party is unable to perform its obligations under this Agreement, such non-performance is excused and either Party may terminate this Agreement. This sets forth the only provisions between the Parties regarding force majeure events and any other similar terms in the Agreement are hereby deleted.

**SEPARABILITY; WAIVER; REMEDIES.** If any part of these Terms and Conditions is found in- valid, the remaining provisions shall remain unaffected and enforceable. The Foundation's failure at anytime to require Exhibitor's strict compliance with any part of these Terms and Conditions shall not thereafter waive or reduce the Foundation's right to require strict compliance with the same or any other provision of these Terms and Conditions in any later instance. The remedies afforded the Foundation herein are cumulative and are in addition to all remedies the Foundation may be entitled to at law or in equity.

**AMENDMENTS.** Except as provided herein, no change in or addition to these Terms and Conditions shall be valid as between the parties hereto unless set forth in a writing which is signed by an authorized representative of both parties and which specifically states that it constitutes an amendment or addendum to these Terms and Conditions.

**BINDING EFFECT.** These Terms and Conditions shall be binding upon and shall inure to the benefit of the parties hereto, their successors and assigns, or other





# GSF Event Reservation Form and Contract

Exhibit Space | Sponsorship | Advertising

## Instructions

**Step 1:** Mark your selections below under Payment Amount & Method (select exhibit booth space, sponsorships, or advertising).

**Step 2:** Email completed form to Ranae Grehl at [rgrehl@gsf.org](mailto:rgrehl@gsf.org).

**Step 3:** Register attendees through the event website, or as directed by POC.

**Notes:** Booth numbers and spaces are subject to change.

Sponsor instructions are emailed and posted on the event Website. Program guide information will be requested via email.

*This contract is for exhibit space, sponsorships, and/or advertising as noted below, by and between Global Special Operations Forces Foundation Corporation (doing business as: Global SOF Foundation), and the Company named herein. The Company 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.*

## Company & Contact Information

Company Name: \_\_\_\_\_

Contact 1: \_\_\_\_\_ Contact 2 Billing Contact: \_\_\_\_\_

Street Address: \_\_\_\_\_ Street Address: \_\_\_\_\_

City State, Zip: \_\_\_\_\_ City State, Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_ Email Address: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax: \_\_\_\_\_ Phone #: \_\_\_\_\_ Fax: \_\_\_\_\_

## Contract Acceptance (signature is required)

This contract is accepted as binding by the following Company Representative:

Signature: \_\_\_\_\_ Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_

## Invoicing Policy, Payment & Cancellation Terms & Conditions

**Invoicing:** Invoices will be sent by email. If you wish to receive a printed copy please check the box below:

☐ Please send a printed invoice to our company billing contact (contact 2 above).

**Payment:** 50% payment is due at 180 days prior to the program start date with the remaining 50% due at 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 contracted funds at 90 days prior to the program.

**Cancellation:** Cancellations must be received by email from a representative of the company signing this contract and confirmed as accepted by email from Global SOF Foundation. 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.

## Payment Amount & Method

Display / Exhibit Space: \$ \_\_\_\_\_ Booth Selection: 1<sup>st</sup> choice \_\_\_\_\_ 2<sup>nd</sup> choice \_\_\_\_\_ 3<sup>rd</sup> choice \_\_\_\_\_

(booth numbers are subject to change)

Sponsorship: \$ \_\_\_\_\_ Sponsorship/Advertising Description: \_\_\_\_\_

Advertising: \$ \_\_\_\_\_

Discount: \$ \_\_\_\_\_ Event date(s): \_\_\_\_\_

Total Contracted Amount: \$ \_\_\_\_\_ P.O. # (if applicable): \_\_\_\_\_

Payment Method:	<input type="checkbox"/> Check	Payable to: Global SOF Foundation Mail to: Global SOF Foundation, 3890 W. Gandy Blvd #140, Tampa, FL 33611
	<input type="checkbox"/> Credit Card	A confirmation email will be sent with an invoice attachment. A link to a secure online credit card payment portal will be provided at the bottom of the invoice.
	<input type="checkbox"/> ACH / Wire	A confirmation email will be sent with an invoice attachment. ACH / wire transfer information will be provided on request. Send wire transfer confirmations to Meaghan Keeler-Pettigrew at <a href="mailto:mkp@gsf.org">mkp@gsf.org</a> .

## Send Check Payments To:

Payable to: Global SOF Foundation  
3890 W. Gandy Blvd. #140  
Tampa, FL 33611

## Event Production Company/Merchant Contact Information:

Ranae Grehl, Events Manager

Telephone: (954) 740-0088

Email: [rgrehl@gsf.org](mailto:rgrehl@gsf.org)

Website: [www.gsf.org](http://www.gsf.org)