

SOF WEEK

FACT SHEET

AS OF 17 MAR 2023

USSOCOM has engaged with industry during its annual Conference in Tampa, FL for more than a decade.

In 2021, USSOCOM decided to **expand the event to a broader convention for the entire SOF Community**, akin to an "AUSA National Meeting" for the U.S. Army.

Thus, SOF Week was born! The first rendition of this modified format will occur in May 2023.

COST ANALYSIS

COST TO EXHIBIT: Prices below are listed per square foot

	SOF WEEK 23	SOCOM EVENT 22	AUSA 22	AUVSI 23	DODIIS 23	MODERN DAY MARINE 23
Host Member Organization	\$38	\$32	\$56	\$36	\$45	\$56
Non- Member Organization	\$48	\$42	N/A	\$42	N/A	\$56
Government Organizations	\$0	\$0	\$23	\$0	\$23	\$0

Exhibition prices have increased from 2022 due to costs of added event security & inflation. Tampa's inflation rate was 8.9% from JAN 22-JAN 23, one of the highest in the U.S.

COST TO ATTEND: Costs to attend comparable recent events are also listed.

	SOF WEEK 23	SOCOM EVENT 22	AUSA 22	AUVSI 23	DODIIS 23	MODERN DAY MARINE 23
Military / U.S. DoD Gov't	\$0	\$0	\$0	\$575	\$0	\$0
Expo Only	\$150	\$150	\$0	\$169	-	-
Non-Profit, Academia, Other Gov't	\$390	\$600	\$0	\$575	\$249	\$0
Small Business	\$500	\$415	\$0	\$1,079	\$749	\$300
Industry	\$600	\$650	\$0	\$1,079	\$749	\$300

2023 SOF Week Exhibit Hall Stats*

35% Small Business Exhibitors 29 Government Booths 35 Non-Profit Tables 1,000+ Exhibitor Applications 600+ Exhibitors Expected

* Due to ongoing planning for 2023, these numbers are estimates.

KEY FEATURES



An increase in Exhibit Hall square footage & new layout by PEO



Programming that is inclusive of topics for the greater SOF community, including Partner Nations



A "SOF Week Campus" that includes multiple venues in downtown Tampa



Attendee verification and physical security screening at event entry points

EXHIBIT HALL SIZE INCREASE

TAMPA CONVENTION CENTER (TCC)

FLOOR 3:
EXHIBIT HALL IN
2022 & 2023



FLOOR 1:
NOW AN EXHIBIT
HALL IN 2023!

SOF WEEK PLANNING TIMELINE

Events of this magnitude are usually planned in a minimum of 18 months, with the added benefit of "rebooking" many elements for repeat planners.

21 JUL 2022	T-MINUS 10 MONTHS	SOFWEEK.org Launched with Exhibitor Interest Form
4 NOV 2022	T-MINUS 6 MONTHS	GSOF Team & USSOCOM Sign MOA
NOV / DEC 2022	T-MINUS 5 MONTHS	GSOF Team Signs Venue Contracts
19 DEC 2022	T-MINUS 5 MONTHS	GSOF Team Starts Exhibit Hall Sales
17 FEB 2023	T-MINUS 3 MONTHS	Exhibit Hall Sold Out

EXHIBITOR SELECTION PROCESS

21 JUL - 19 DEC	SOF Week website open to "Register Interest" in Exhibiting
19 DEC - 20 JAN	Exhibit Hall sales and booth selection process begins for GSOF Corporate Partners & 2022's "XL" exhibitors.
23 JAN - 17 FEB	Exhibit Hall sales continue with non-GSOF Partners in the order that they completed the interest form.



LOOKING TO 2024!

With increased space coming at the TCC & more time to reserve venues, we'll have more space for Exhibits in 2024.

HOTEL HIGHLIGHTS

PER DIEM ROOMS
IN 1 MILE RADIUS

2022



2023

101 Rooms / Night 324 Rooms / Night

Why it matters: Increasing the number of Per Diem Rooms in the vicinity allows more members of the military community to participate in the event.



2023 AGENDA AMPLIFIERS

The spirit of SOF Week is to incorporate diverse programming that attracts all members of the SOF community, acknowledging that few sessions are "one size fits all."

- Industry-focused programming from previous events will be sustained.
- Anticipating increased participation from TSOCs & COCOMS due to donated travel funds.
- Agenda includes focus on SOF health, military transition, global strategy & more.
- USSOCOM will participate in the Innovation Theater & PEO 1v1 selection process for Industry.



LEARN MORE:

SOFWEEK.ORG

