

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 | 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*

| 4 | 35% | 29 | 35 | 1,000+ | 600+ |
|---|---------------|------------|------------|--------------|------------|
| | nall Business | Government | Non-Profit | Exhibitor | Exhibitors |
| | Exhibitors | Booths | Tables | Applications | Expected |

[•] Due to ongoing planning for 2023, these numbers are estimates.

KEY FEATURES



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



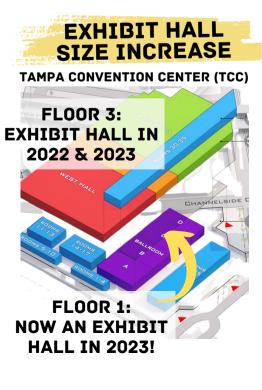
Programming that is inclusive of topics for the greater SOF community, including Partner Nations



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



Attendee verification and physical security screening at event entry points



| | Events of this m the added bene | agnitude are u | | d in a minimu | um of 18 month | ns, with |
|----------|---|--|--------------------------------------|------------------------------------|------------------------------------|------------|
| | 21 JUL 2022 | T-MINUS 10 M | | FWEEK.org Lau erest Form | unched with Ex | hibitor |
| | 4 NOV 2022 | T-MINUS 6 M | IONTHS GS | OF Team & US | SOCOM Sign M | OA |
| | NOV / DEC 2022 | T-MINUS 5 M | IONTHS GS | OF Team Sign | s Venue Contro | acts |
| | 19 DEC 2022 | T-MINUS 5 M | ONTHS CS | OF Team Star | ts Exhibit Hall S | ales |
| () | 17 FEB 2023 | T-MINUS 3 M | ONTHS Exh | ibit Hall Sold (| Out | |
| S | EXHIBITOR | 21 JUL - 19 DEC SOF W | eek website op | en to "Register | r Interest" in Exh | ibiting |
| S | SELECTION PROCESS | | t Hall sales and Corporate Part | | on process begi XL" exhibitors. | ns for |
| | - | | | | -GSOF Partners e interest form. | |
| | LOOKING TO 2024 | With increased time to reserve Exhibits in 2024. | space coming at venues, we'll hav | the TCC & more e more space for | | The second |
| F | OTEL HIGH | LIGHTS | | | | |
| | 1 MILE RADIUS | 2022 Rooms / Nigl | 20 nt 324 Roo | | | |
| | hy it matters: Increasir ws more members of t | - | | - | | |
| | 2023 AG spirit of SOF ogramming that | | ncorporate d | liverse e SOF | | |

community, acknowledging that few sessions are "one size fits all."



Industry-focused programming from previous events will be sustained.

Agenda includes focus on SOF health, military transition, global strategy & more. Anticipating increased participation from TSOCs & COCOMS due to donated travel funds.

USSOCOM will participate in the Innovation Theater & PEO 1v1 selection process for Industry.



LEARN MORE:



