



3690 West Gandy Blvd #140, Tampa, Florida 33611

1 August 2023

Dear Interested Organizations:

I hope you are enjoying this very hot summer! It is hard to believe it is nearly August and just over 9 months until **International SOF Week on 6-10 May, 2024 in Tampa, Florida**. This event will bring together active duty military, allied & partner nations, industry, civilians, veterans, academia, and nonprofit organizations for an international SOF convention. The "International" moniker is intended to highlight the vital involvement of our international partners. We are expecting representatives from more than 100 countries.

As I stated in my letter dated 18 May 2023, the various venues that make up the SOF Week Campus in downtown Tampa are not large enough to meet the demand for exhibiting at this event. More than 400 companies that expressed interest in participating could not exhibit in 2023, many of which have vital capabilities that meet U.S. and partner nation SOF requirements. In 2024, in keeping with our campus approach, exhibition space will now be available in the Tampa Convention Center and the JW Marriott—allowing nearly 150 more companies to participate.

The GSOF team has been hard at work developing a fair and equitable plan to launch exhibition and sponsorship sales that aligns with the GSOF mission statement and to ensure exhibitors are representative of companies supporting USSOCOM's Title X responsibility "to develop, acquire, field, and sustain technology in support of USSOCOM mission objectives."

Beginning August 1, you have the opportunity to submit your interest in exhibiting and/or sponsoring via an online intake form. The exhibition is configured by functional zones to make it more navigable. Companies will be required to select a primary and secondary zone option. Sales for GSOF Corporate Partners (CPs) will open based on the timeline below. Non-Corporate Partners will participate in a lottery drawing for the opportunity to exhibit, also detailed below.

GSOF CORPORATE PARTNER PROCESS AND TIMELINE

- **August 1- August 30:** Submit an intake form
- **August 31:** Sales and booth selection according to this timeline:
 - **August 31 - September 8:** Founding, Strategic, and Sustaining Partners
 - **September 18 - 29:** Patron Partners and Small Business Plank Holder Partners
 - **October 2 - 13:** Small Business Partners Round 2 (joined GSOF before July 2022)
 - **October 16 - 27:** Small Business Partners Round 3 (joined GSOF after July 2022)

Please note: Companies must be a paid CP by 1 AUG 2023 to receive the CP discount and early selection based on the schedule above. CPs that join between 1 and 31 AUG 2023 will still receive a discounted CP rate but will not be able to select a space until after 27 OCT. Accordingly, they are not guaranteed an exhibit space.

NON-CORPORATE PARTNER PROCESS AND TIMELINE

- **August 1- October 25:** Submit a 2024 International SOF Week Exhibition intake form
- **October 26:** Lottery drawing by Zone selected (Companies can enter the lottery for two zones)
- **November 1:** Companies selected during the lottery drawing are notified
- **November 30:** Deadline for selected companies to contract for booth space
- **December 6:** Alternates notified of the opportunity to exhibit

SPONSORSHIPS

- **September 1 - September 30:** Sponsorship sales open to GSOF Corporate Partners ONLY
- **October 1:** Sponsorship opportunities open to all companies

BOOTH SIZE LIMITATIONS

In keeping with our goal to include as many industry partners as possible, the maximum booth size is 1,200 square feet. Additionally, small businesses are permitted a maximum booth size of 600 square feet. This applies to both GSOF Corporate Partners and Non-Corporate Partners. *(Exceptions may be made to any small business that possessed a larger booth in 2023.)*

We realize the lottery selection process is nontraditional in the exhibition world, but we are committed to getting new exhibitors to showcase new capabilities of interest for USSOCOM every year. Additionally, International SOF Week is much more than just an exhibition. There are many ways to participate, which we look forward to highlighting to the community in the coming months.

If you have any questions about the exhibition sales and selection process, please contact our event planning partner, Clarion Events, at sofweeksales@clarionevents.com.

Sincerely,



Stuart W. Bradin
President and CEO