**SOF Week 2025 - Accelerator Alley Quick Facts & Guidelines**

**Exhibitor Move-In**

Tuesday, May 6 - 7:00 AM - 9:00 AM

**Exhibit Hours**

Tuesday, May 6 – 9:00 AM – 5:00 PM

Wednesday, May 7 – 9:00 AM – 3:00 PM

**Exhibitor Move-Out**

Wednesday, May 7 – 3:00 PM – 5:00 PM

**Accelerator Alley Floorplan**

You can find your tabletop number on this floorplan, [Accelerator Alley](https://sofw25.mapyourshow.com/8_0/floorplan/index.cfm;jsessionid=7CFF7CEE16D40AB5974645AD14920726.vts?hallID=G).

**Shipping of your Display/Equipment**

You may ship your display or product to the advance warehouse, the deadline is **April 25**. Your product will be delivered to your tabletop at 7:00 AM on Tuesday, May 6. You may also hand-carry your product.

*Exhibiting Company Name* / Tabletop #

SOF Week 2025 - MWS

c/o The Expo Group & Myers Freight

4912 W. Knox St, Suite 200

Tampa, FL 33634

Warehouse hours: Monday-Friday 9:00am – 3:30pm

**Return Shipping**

We suggest using the hotels UPS store located on Level 2 of the Marriott Water Street. Return shipping must be completed on your own.

**Electric/Internet**

Exhibitors needing power or internet service for their tabletop exhibit may order through the Marriott Water Street service department.

Order electric or internet, [link](https://eventnow.encoreglobal.com/myevents/result/index/show_id/c293db9b-430b-f011-bae2-6045bdff56d8/)

Please place your order **by April 10.**

**Food & Beverages**

No outside food and beverage will be allowed to be distributed from your tabletop. Should you wish to serve food or drinks for your attendees, please place food and beverage orders with the Marriott Water Street, [menu](https://teg1st1.blob.core.windows.net/osc/202407008/aee7df76-4b47-4539-a1b5-cab0d7c264ca.pdf) and [order form](https://view.officeapps.live.com/op/view.aspx?src=https%3A%2F%2Fteg1st1.blob.core.windows.net%2Fosc%2F202407008%2Ff26ba554-6718-4c42-a7cc-e60f45f1dac7.docx&wdOrigin=BROWSELINK).

**Security**

We will provide overnight security from 5:00pm on Tuesday, May 6 until 9:00am on Wednesday, May 7. You may leave your displays set for the evening.

**SOF Week Exhibit Space Guidelines**

All rules and regulations stipulated in the exhibit space contract and exhibitor manual are in effect. The exhibitor manual may be found in the Exhibitor Resource Center portal. Sign on information was included in your welcome email. Contact sof.es@clarionevents.com with any questions.

**Registration**

Please register through the exhibitor link provided in your Exhibitor Resource Center portal.