



18-21 MAY 2026 | TAMPA, FL

2026 Building Branding Opportunities

SOF WEEK

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Tampa Convention Center

Urinals - Exclusive

- Price:
 - \$10,500 NCP
 - \$7,900 CP
- Inventory: 1
- Specs: 8.5" x11" clings for all 49 Tampa Convention Center urinals
- Location: Tampa Convention Center



Lamp Post Banners – Co-Branded

- Price:
 - \$42,000 NCP
 - \$31,500 CP
- Inventory: 1
- Specs:
 - 15 banners in total
 - 2' x 4' tall double-sided image,
 - inclusive of the 3" minimum pole pocket
- Location: Outside of the Tampa Convention Center with alternating show logo



Staircase Graphics - West - Exclusive

- Price:
 - \$32,800 NCP
 - \$26,250 CP
- Inventory: 1
- Specs:
 - Each step is 50'-6" x 6 1/4"
 - Overall design is 606" x 93.75"
 - 15 Steps
- Location: Inside Tampa Convention Center leading up to Exhibit Hall Entrance



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Staircase Graphics – Central – Exclusive

- Price:
 - \$45,900 NCP
 - \$36,750 CP
- Inventory: 1
- Specs:
 - Each step is 56'-2½" x 6¼"
 - Overall design is 674 1/2" x 93.75"
 - 15 Steps
- Location: Inside Tampa Convention Center leading up to Exhibit Hall Entrance



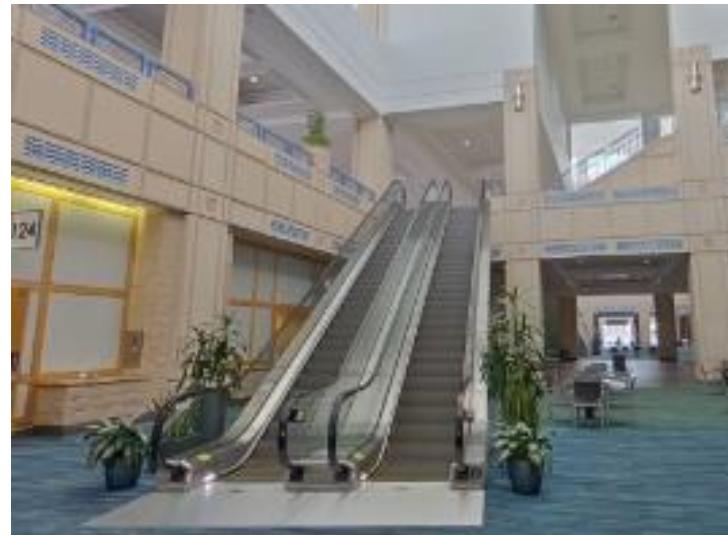
Staircase Graphics – East - Exclusive

- Price:
 - \$32,800 NCP
 - \$26,250 CP
- Inventory: 1
- Specs:
 - Each step is 50'-6" x 6 $\frac{1}{4}$ "
 - Overall design is 606" x 93.75"
 - 15 Steps
- Location: Inside Tampa Convention Center leading up to Exhibit Hall Entrance



Escalator Runner Graphics - Exclusive

- Price:
 - \$26,250 NCP
 - \$21,000 CP
- Inventory: 1
- Specs: 415" x 25.5"
- Location: Franklin St. Entrance



Escalator Runner Graphics - Exclusive

- Price:
 - \$26,250 NCP
 - \$21,000 CP
- Inventory: 1
- Specs: 415" x 25.5"
- Location: Channel St. Entrance



Embassy Suites Skybridge Banners

Co-branded

- Price:
 - \$29,400 NCP
 - \$21,000 CP
- Inventory: 1
- Specs: 2 banners
- Location: Bridge between Tampa Convention Center and Embassy Suites. Sharing banner with show logo.



GDIT

Channel St. Entrance Steps - Co-branded

- Price:
 - \$48,000 NCP
 - \$40,000 CP
- Inventory: 1
- Specs:
 - 28 steps on Left side
 - 87" X 6"
 - 28 steps on Right side
 - 87" X 6"
- Location: Channel St. Entrance with alternating show logo



Interior Hanging Banner 1 - Exclusive

- Price:
 - \$10,500 NCP
 - \$7,900 CP
- Inventory: 1
- Specs: 15' x 7'8"
- Location: Located between the 1st & 2nd level, adjacent to Meeting Room 120



Interior Hanging Banner 2 - Exclusive

- Price:
 - \$10,500 NCP
 - \$7,900 CP
- Inventory: 1
- Specs: 15' x 7'8"
- Location: Located between the 1st & 2nd level, between Meeting Room 120 & Ballroom A



Interior Hanging Banner 3 - Exclusive

- Price:
 - \$13,100 NCP
 - \$10,500 CP
- Inventory: 1
- Specs: 15' x 14'8"
- Location: Located between the 1st & 2nd level, adjacent to Ballroom A



Interior Hanging Banner 4 - Exclusive

- Price:
 - \$13,100 NCP
 - \$10,500 CP
- Inventory: 1
- Specs: 17' x 14'8"
- Location: Located between the 1st & 2nd level, above Ballroom A & B



Interior Hanging Banner 6 - Exclusive

- Price:
 - \$13,100 NCP
 - \$10,500 CP
- Inventory: 1
- Specs: 17' x 14'8"
- Location: Located between the 1st & 2nd level, above Ballroom B



Interior Hanging Banner 12 - Exclusive

- Price:
 - \$10,500 NCP
 - \$7,900 CP
- Inventory: 1
- Specs: 15' x 7'8"
- Location: Located between the 1st & 2nd level, between Meeting Room 125 & Ballroom D



Interior Hanging Banner 13 - Exclusive

- Price:
 - \$10,500 NCP
 - \$7,900 CP
- Inventory: 1
- Specs: 15' x 7'8"
- Location: Located between the 1st & 2nd level, adjacent to Meeting Room 125



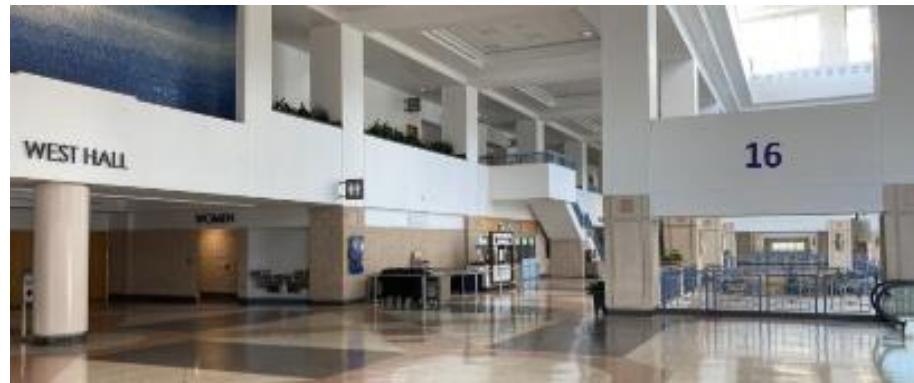
Interior Hanging Banner 15 - Exclusive

- Price:
 - \$10,500 NCP
 - \$7,900 CP
- Inventory: 1
- Specs: 15' x 5.5'
- Location: 3rd level between West Hall and Waterview Lounge



Interior Hanging Banner 16 - Exclusive

- Price:
 - \$10,500 NCP
 - \$7,900 CP
- Inventory: 1
- Specs: 15' x 5.5'
- Location: 3rd level near West Hall



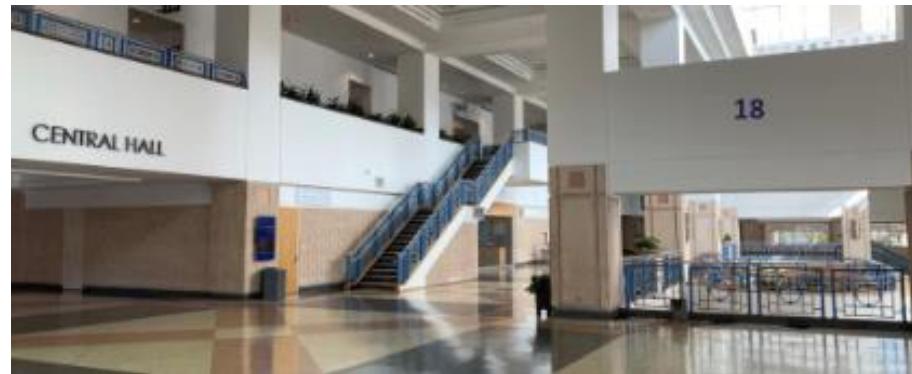
Interior Hanging Banner 17 - Exclusive

- Price:
 - \$10,500 NCP
 - \$7,900 CP
- Inventory: 1
- Specs: 15' x 5.5'
- Location: 3rd level near West Hall



Interior Hanging Banner 18 - Exclusive

- Price:
 - \$10,500 NCP
 - \$7,900 CP
- Inventory: 1
- Specs: 15' x 5.5'
- Location: 3rd level near Central Hall



Interior Hanging Banner 19 - Exclusive

- Price:
 - \$10,500 NCP
 - \$7,900 CP
- Inventory: 1
- Specs: 15' x 5.5'
- Location: 3rd level near East Hall



Exterior Flag Deck - Co-branded

- Price:
 - \$43,750 NCP
 - \$35,000 CP
- Inventory: 1
- Specs:
 - 190' x 7'6"
 - Mesh material - wind resistant
- Location: Circular Flag Deck - Located at the upper deck overlooking Tampa Bay. Location is viewable as cars approach Tampa Convention Center by way of the Platt Street Bridge. Shared space with show logo.

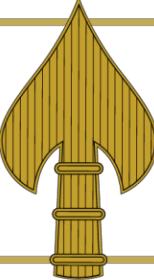


Planter Box Graphics - Co-branded

- Price:
 - \$26,250 NCP
 - \$21,000 CP
- Inventory: 1
- Specs: Dimensions vary
- Location: Circular Flag Deck - Planter boxes outside of Tampa Convention Center - branding along the concrete octagons outside Tampa Convention Center with alternating show logo



SOFTWEEK



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Embassy Suites

Lobby Area - Fountain Wall - Exclusive

- Price:
 - \$20,625 NCP
 - \$16,500 CP
- Inventory: 1
- Specs: 143.25" x 352.75"
- Location: Lobby Area



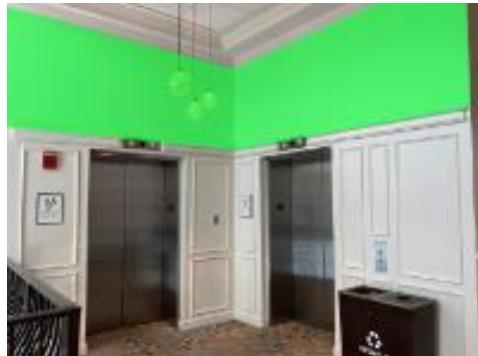
Level 1 Elevator Overheads & Doors - Exclusive

- Price:
 - \$14,375 NCP
 - \$11,500 CP
- Inventory: 1
- Specs:
 - Overhead: 36" x 240"
 - Doors: 84" x 41.5"
- Location: Lobby Area



Level 2 Elevator Overheads & Doors- Exclusive

- Price:
 - \$14,375 NCP
 - \$11,500 CP
- Inventory: 1
- Specs:
 - Overhead: 36" h x 240" w
 - Doors: 84" h x 41.5" w
- Location: Level 2



SOF WEEK

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JW Marriot

2nd Floor Elevator Header - Exclusive

- Price:
 - \$10,625 NCP
 - \$8,500 CP
- Inventory: 1
- Specs: 236" x 35"
- Location:
 - JW Marriot level 2, exhibition zones:
 - SOF Services
 - SOF Support Activity
 - SOF Digital Applications



Tampa Bay Ballroom Foyer Wall (Far End) and Elevator Header- Exclusive

- Price:
 - \$14,375 NCP
 - \$11,500 CP
- Inventory: 1
- Specs:
 - Foyer Wall: 98.5" x 104"
 - Elevator Header: 234" x 23.5"
- Location: 4th Floor – same floor as General Session

