



# 2026 Building Branding Opportunities

---

# SOF WEEK

---

**18-21 MAY 2026 | TAMPA, FL**

**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



**snc<sup>®</sup>**

# 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 6¼"
  - 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.



# GDI

# 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



**NEW**  
**Opportunity**  
**for 2026**

# 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.



**NEW**  
**Opportunity**  
**for 2026**



# 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



# SOF WEEK

**18-21 MAY 2026 | TAMPA, FL**

**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



**NEW**  
Opportunity  
for 2026

# 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

**18-21 MAY 2026 | TAMPA, FL**

**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



**NEW  
Opportunity  
for 2026**

# 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

