

Exhibitor Rules & Regulations & Booth Guidelines

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Exhibitor Rules & Regulations & Booth Guidelines

General Rules

- To maintain the professional appearance of the exhibit hall, exhibitors must ensure that all exposed elements within their exhibit space are professionally finished when visible from aisles (ex: pop-up structures in island booths may not have their framing exposed).
- Unless explicitly stated in an exhibitor's contract with Show Management, purchased exhibit space is unfinished and sold as space only. Exhibitors may rent booth furnishings, including furniture, carpet and other elements, through the Exhibitor Resource Center.
- **NEW FOR 2027:** All exhibits must remain staffed and in place until the show closes. Exhibitors may not begin dismantling exhibits before the official show closing. **Exhibitors found in violation of this rule will be assessed penalties of \$1,000 per 10-ft by 10-ft space reserved.**

Access to Exhibit Floor

- Booth personnel will be permitted to enter the exhibit hall up to 1 1/2 hours before the scheduled opening time each day of the show.
- Booth personnel will be permitted to remain in the exhibit hall one hour after show closing – after that time, security will conduct a sweep to remove all individuals from the exhibit halls.
- Only booth staff are permitted to enter the exhibit halls during non-show hours.

Aisles

- All aisle space belongs to show management.
- Obstruction of aisles is not permitted.
- All aisles must be kept clear of exhibits and exhibit materials.
- No furniture, signs, AV equipment, chairs, models, or displays may protrude into aisles.
- All exits and exit aisles must be kept clear and unobstructed.
- Interviews, demonstrations, hospitality events and distribution of literature must occur inside an exhibitor's purchased space.
- Aisle carpet is provided and installed by the show's General Services Contractor.

Americans with Disabilities Act

Exhibitors are advised of their obligations related to the Americans with Disabilities Act (ADA). The ADA requires exhibitors' displays be accessible to persons with disabilities, and exhibitors are solely responsible for assuring their displays comply with the ADA.

Badges

Each exhibiting company will receive two full conference badges per 10-ft x 10-ft space reserved up to a maximum of 12 complimentary full-conference badges, with the exceptions noted below.

Booth Size	Sq Ft Purchased	Complimentary Exhibitor Full-Conference Passes
10 x 6	60	2
10 x 10	100	2

Booth Size	Sq Ft Purchased	Complimentary Exhibitor Full-Conference Passes
10 x 20	200	4
10 x 30	300	6
20 x 20 & 10 x 40	400	8
10 x 50	500	10
20 x 30 +	600 +	12
30 x 30	900	12
30 x 40	1,200	12
Booth Shares/Co-Exhibitors	-	1
Boat Slip Space	-	2
SOF Community Corridor Booths	-	2

Exhibitors may purchase additional exhibitor badges at a reduced exhibitor rate via the Exhibitor Registration Portal.

Balloons (Static and Controlled):

Helium balloons are permitted with prior approval, provided:

- They are included on submitted stand drawings.
- Balloons are securely anchored or strung together (e.g., arched), and not affixed to the facility.
- Balloons are removed and discarded appropriately at the completion of the event.
- Air tanks are properly secured while in use inside the facility during setup.
- Air tanks are placed outside the building during the event activity and properly secured.
- Balloons are not provided as giveaways anywhere on the property.
- Mylar balloons are strictly prohibited.
- Fees will be assessed for loose balloons that require TCC labor to retrieve.

Bicycles, Skateboards, and Scooters

Bicycles, skateboards, scooters and motorized vehicles are not permitted in the exhibit halls at any time at SOF Week.

Booth Designs/ Stand Drawings

- Booth designs/stand drawings are required to be submitted for prior approval for all exhibitors with space of 400 sq ft or more, for all exhibitors outside at the Tampa Convention Center and for all exhibitors at the SOF Week Outpost at Peter O. Knight Airport.
- Booth Designs/Stand Drawing approvals are not required for indoor inline exhibitors (exhibitors in spaces under 400 sq ft). [The Booth Design/Stand Drawing Approval Submission form](#) can be found in the Exhibitor Resource Center and must be submitted with complete drawings by Friday, 19 March 2027.
- Any modifications made to booth designs that have already been approved by show management must be resubmitted for additional approval. No exceptions.

- Hanging signs are only permitted in exhibit space of 400 sq ft or more on Level 3 of the Tampa Convention Center.
- Any booth of 400 sq ft or more with a structured wall -- meaning a continuous structure, fabric or otherwise, that encloses or divides an area of space -- cannot exceed 20 ft in height (where permissible).
- Structured walls over 20 ft long are subject to Fire Marshal approval.

Booth designs/stand drawings must be submitted to show management by Friday, 19 March 2027, through the online [Stand Drawing Submission form](#) in the Exhibitor Resource Center, and must include:

- Event name: SOF WEEK 2027
- Exhibitor name and booth number
- Orientation with surrounding booths and aisle numbers, showing direction the booth will be positioned, labeling the front of booth
- Rendering, including views of all four sides, overhead view, and all hanging elements
- Technical drawing with all dimensions, including height and lengths of all hard walls
- Rigging/safety points, including truss lighting and security rigging points
- Hanging signs (if permissible)
- Truss or overhead lighting

NOTE: Stand drawings will not be reviewed until show management has received complete drawings, EAC contract and EAC certificate of insurance (COI).

Certain booths may require fire watches, smoke detection devices, fire extinguishers, multiple exits, etc., as required by fire prevention officials.

All island booths should include a booth number on the front of the booth facing the aisle. Booth numbers may be affixed to the booth with vinyl lettering.

All lighting, including lighting trusses, must fit completely within purchased exhibit space, be reflected on booth stand drawings submitted for prior approval, and cannot extend into aisles.

Booth Events

- Exhibitors are encouraged to host customer events at their booths on show days. Examples include receptions, press events, and happy hours.
- Exhibitors that plan to host an event for badged attendees during show hours on Tuesday, May 4, Wednesday, May 5, or Thursday, May 6 must request prior approval from show management by submitting the [SOF Week Exhibitor-Hosted Booth Event Approval Request Form](#) (available in the Exhibitor Resource Center).
- Once an event is approved, a confirmation that will include the necessary details will be sent to the exhibitor.
- After-hour events may only run until 5:00 PM on Tuesday, 4 May and to 6:00 PM on Wednesday, 5 May – one hour after the close of the show. Security will conduct sweeps one hour after the show closes.
- Exhibitor events must be planned to ensure that all catering and guests fit within their purchased exhibit space.
- All food and beverages must be ordered from the exclusive venue caterer.

Booth-to-Booth Distribution

All booth-to-booth distribution, including distributing literature or promotional items outside of the contracted booth space, is prohibited.

Catering

Aramark is the exclusive provider of all food and beverages at the Tampa Convention Center.

In compliance with the Tampa Convention Center's policies, outside food and beverages are not permitted on the property of the Tampa Convention Center during SOF Week. This includes the outdoor exhibit space and the dock slips at the TCC.

The Marriott Water Street, the JW Marriott, and the Westin Waterside are the exclusive catering providers for their respective venues.

For more information or to place food and beverage orders, refer to catering details in the Exhibitor Resource Center.

Children

No person under the age of 18 will be admitted to SOF Week, unless given express permission by the SOF Week organizers and accompanied by an escort. This includes dependents of exhibitors and active-duty military. If an attendee turns 18 over the course of the event, they will only be able to attend after their birthday.

Cleaning

- Show management will arrange to clean the aisles after show hours and prior to opening each show day.
- This service does not include dusting, arranging, vacuuming or otherwise maintaining individual exhibits or trash removal.
- Exhibitors must keep their displays neatly organized.
- Cleaning services may be ordered from the official show contractor. Order forms will be provided in the Exhibitor Resource Center.

Note: The exhibit hall will be quite dusty until the end of move-in on Monday, 3 May when carpet is laid. Exhibitors are advised to conduct any final booth cleaning late on Monday, 3 May or prior to show opening on Tuesday, 4 May.

Co-Exhibitors/Booth Shares

- A co-exhibitor is defined as any company whose name is included on the exhibit space or who has staff working at/from the exhibit space, or any company whose marketing materials are distributed from the exhibit space.
- Co-exhibitors must have an existing corporate relationship with the contracted primary exhibitor.
- Failure to advise Show Management of shared exhibit space in advance – including displaying the advertising of another company's products or services – may result in a minimum additional charge of \$5,600 per company, per exhibit space.
- Once registered, co-exhibitors will have separate company profiles in the online exhibitor directory and the mobile app.
- Once registered, no refunds will be provided for co-exhibitor cancellations.
- Co-exhibitors, like exhibitors, will have access to the Exhibitor Resource Center, where they can update their company information for the mobile app and online exhibitor directory.
- All co-exhibitors must submit the SOF Week Co-Exhibitor Registration Form (located in the Exhibitor Resource Center) and payment of \$1,200 for corporate partners and \$1,500 for non-corporate partner companies.
- Co-exhibitors will receive one complimentary badge per registered co-exhibiting company and will receive their own registration credentials. They may also purchase additional badges at the reduced exhibitor rate through their exhibitor registration portal.

Compliance with Laws

Exhibitors must comply with all applicable federal, state, and local laws, codes, ordinances, rules, and regulations, as well as all the SOF Week Exhibitor General Rules and Regulations, Exhibitor Rules, and Attendee Code of Conduct. Exhibitors, along with their agents, employees, independent contractors, and

representatives, are expected to maintain professional decorum and good taste in the industry.

By signing the Exhibitor Terms & Conditions, exhibitor agrees to comply with all U.S. export control laws, including the International Traffic in Arms Regulations (ITAR). Exhibitor assumes all responsibility for securing necessary licenses for controlled materials and for ensuring that no unauthorized transfers of technical data occur during the event. Failure to comply may result in immediate removal from the exhibition floor without a refund. For more information, visit https://www.pmddtc.state.gov/ddtc_public?id=ddtc_public_portal_compliance_landing

Copyrighted Materials/Music

Exhibitors agree not to play, broadcast, perform, or distribute any copyrighted material owned by others without first obtaining at their own expense all necessary rights and licenses and paying in full all required royalties or other fees.

Direct Selling

- Direct selling on the exhibit floor is prohibited.
- Exhibitors may take orders, but no payments or goods may be exchanged.
- Canvassing or distribution of publications or marketing materials outside of assigned exhibit space, including all booth-to-booth distribution, is also prohibited.
- Soliciting attendees and exhibitors is prohibited, except by contracted exhibiting companies within their assigned exhibit space.
- Individuals violating this rule will be removed.
- Publications violating this rule may impact their media partner status.
- Non-profit Community Corridor approved participants may accept donations for their organizations with prior approval.

Double-deck Structures

Double-deck booths are encouraged to maximize the booth space and are only permitted at the Tampa Convention Center on Level 3.

All exhibitors with double-deck structures, regardless of size, must submit a copy of a sealed and scaled floor plan, with front and side elevations by Friday, 19 March 2027 to:

1. Show management via the [SOF Week Stand Drawing & Hanging Sign Submission Form](#), located in the Exhibitor Resource Center, and
2. Tampa Convention Center, Attn: Shauna Brown, Event Manager, Office: (813) 274-7767, Email: shauna.brown@thetampacc.com

Additional details on submitting stand drawings will be included in the Exhibitor Resource Center.

Drawings for double-deck structures must also include the following:

- Maximum number of occupants allowed
- Structural engineer's stamp certifying that the platform can bear the maximum occupant load
- Drawings for tents, awnings, and canopies should include detailed plans showing size, height, location, anchoring areas, and certification that the material is flame-retardant
- Users must construct the load-bearing structures in accordance with plans approved by TCC's Operations Department. The relevant civil engineering firm is responsible for checking the compliance and the assembly of these structures. The cost of this review is at the exhibitor's expense.

Drones

The use of drones or other airborne recording devices at the Tampa Convention Center, JW Marriott or Marriott Water Street is not permitted at SOF Week, unless the company is an approved Demo company.

The use of drones or other airborne recording devices at the Outpost at Peter O. Knight Airport is permitted only if the company is an approved Demo company and only at the times authorized by show management.

Electrical Equipment and Service

- Electric current may be utilized for the operation of apparatus, provided they do not produce noises of an annoying nature.
- Edlen is the exclusive provider of electrical service at the TCC.
- Encore is the exclusive provider of electrical service at the JW Marriott, the Marriott Water Street (including the Marriott Water Street dock slips) and the Westin Tampa Waterside.
- AEM is the exclusive provider of electrical service at the Outpost at Peter O. Knight Airport.
- Electrical service is billed directly from the exclusive providers to the exhibitor based on electrical service required. This billing is in addition to, and separate from, SOF Week exhibit space charges.
- All 110-volt wiring should be grounded three-wire.
- Power strips (multi-plug connectors) should be UL approved, with built-in over-load surge protectors.

Electric Vehicles

More information to come. Please email show management at sofweekexhibitors@us.wearemc.com if you have specific questions regarding electric vehicles in your booth space.

Exhibit Activities/Demonstrations

- All display material and demonstrations must be confined within the limits of the exhibitor's purchased space. Please ensure to reserve an appropriately sized exhibit space.
- All exhibit materials, including machinery, lighting, AV equipment, and hanging signs, must be confined within the limits of the exhibitor's purchased space.
- Exhibitors may not project any graphics outside of their exhibit space.
- "Live" demonstrations and costumed characters for promoting Exhibitor's products are only permitted on the exhibit floor only within the confines of Exhibitors' booths, provided they are approved in advance by show management.
- Any activities taking place on the exhibit hall floor without show management approval must cease immediately upon notification by show management.
- Normal aisle traffic cannot be interfered with at any time.
- Show management reserves the right to restrict exhibits that become objectionable because of noise, method of operation, or any other reason.

Exhibitor-Appointed Contractors (EACs)/Third Party Contractors

Exhibitors have the option of using the official service contractor for SOF Week, a qualified independent exhibitor-appointed contractor (EAC), or full-time personnel from their own company to install and dismantle displays.

Exhibitors may use an EAC if the following conditions are met:

- The service to be performed is not listed as an exclusive service.
- The exhibitor has designated the EAC as their service provider on the [Designation of Exhibitor-Appointed Contractor Form](#) (available in the Exhibitor Resource Center).
- [The Exhibitor-Appointed Contractor has submitted the EAC contract and COI to show management for approval by Friday, 19 March 2027](#), and agrees to comply with all exhibitor and EAC rules and regulations.

Exhibit Hours

Tampa Convention Center, Marriott Water Street, JW Marriott & Westin Waterside

Tuesday, 4 May	9:00 AM – 5:00 PM
Wednesday, 5 May	9:00 AM – 6:00 PM
<i>Exhibit Hall Networking Social</i>	4:00 PM – 6:00 PM
Thursday, 6 May	9:00 AM – 2:00 PM

Outpost at Peter O. Knight Airport

Monday, 3 May	12:00 PM – 5:00 PM
Tuesday, 4 May	12:00 PM – 7:00 PM
<i>Outpost Networking Social</i>	5:00 PM – 7:00 PM
Wednesday, 5 May 5	9:00 AM – 4:00 PM

Exhibitor Resource Center

The Exhibitor Resource Center, powered by Map Your Show, provides a full array of resources to help you manage your SOF Week exhibit. The Exhibitor Resource Center includes:

- Portal to update your exhibitor directory listing and product categories
- A checklist of key items and deadlines
- Shipping information
- All booth ordering information and portals for exhibitor services such as electricity, rigging, furnishings, catering, floral, labor and material handling, and more
- A complete list of exhibitor contacts and official service partners
- Information for designating EACs
- Details for submitting booth designs/stand drawings
- Badge registration

The primary contact for each exhibitor will be sent an email from service@mapyourshow.com with the subject “SOF Week Exhibitor Resource Center Login.” The primary contact can designate other individuals to have access to the Exhibitor Resource Center by adding these individuals as “Users” in the Exhibitor Resource Center.

Fire & Safety Exhibit Guidelines

- All exits and exit aisles must be kept clear and unobstructed.
No furniture, signs, easels, chairs or displays may protrude into aisles.
- Fire hose cabinets, fire extinguishers, sprinklers or any other fire-safety device must not be hidden, obstructed or otherwise disturbed and must always be accessible. Should equipment be within an exhibitor's purchased space, additional signage indicating fire equipment locations will be necessary.
- All materials used in exhibit construction, decoration or as temporary cover must be certified as flame-retardant.
- Flammable fluids, substances, or materials of any nature may not be used.
- All materials and installations must comply with fire prevention regulations.
- No storage of any kind is allowed behind booths or near electrical service.
- The use of propane or bottled gas, flammable gases, and compressed gas cylinders, including LPG, flammable thinners, solvents, paints, and aerosol cans, is strictly prohibited.

Flammable and Toxic Materials

- All materials used in display construction or decorating should be made of fire-retardant materials and certified as flame retardant.
- Exhibitors should be aware of local regulations regarding fire/safety and environment that must be adhered to.
- Exhibitors are responsible for disposing of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility.

Flooring

- Flooring is required in all indoor exhibitor space but, unless noted otherwise, is not provided with the exhibit space purchased.
- Carpet may be rented from the show's General Service Contractor (please see the online exhibitor manual in the Exhibitor Resource Center for more information).
- Show Management reserves the right to "force carpet" in booths that remain without flooring before the end time for booth move-in/setup. Exhibitors will be responsible for the flooring cost.

Fog Machine

- The use of fog machines must be approved by show management in advance.
- Any exhibitor planning to use a fog machine will be required to have on-site Fire Watch.
- The use of any chemicals is strictly prohibited.
- The smoke/fog must be directed towards the inside of the exhibitor's booth space and cannot be directed toward the aisles.

General Service Contractor

Freeman has been designated the General Service Contractor for SOF Week 2027, and will be the exclusive provider of Material Handling. Pricing and additional details on their services will be available in the Exhibitor Resource Center.

Hanging: Displays Signs, Banners & Trusses

- Show management permits ceiling-hung corporate identification or other hanging elements for exhibiting companies occupying island or split island space of 400 sq ft or more in booths located on Level 3 of the Tampa Convention Center only.
- Hanging signs are not permitted on Level 1 of the Tampa Convention Center, at the JW Marriott, the Marriott Water Street, the Westin Waterside, or the Outpost at Peter O. Knight Airport.
- At the TCC, Encore is the exclusive rigging provider.
- Hanging signs must be fully contained within an exhibitor's purchased exhibit space.
- Hanging elements must be set back 10 ft from adjacent booths.
- Exhibitors with hanging signs or spotlight/truss lighting must include these elements on the drawings that are submitted to show management for prior approval.
- All exhibitors requesting hanging signs, safety cables, or spotlight rigging must include these elements on their stand drawings, which must be submitted to show management for prior approval via the [Stand Drawings Approval Submission Form](#) (available in the Exhibitor Resource Center) by Friday, 19 March 2027.

Insurance

- Prior to show move-in, all exhibitors must comply with SOF Week exhibitor insurance requirements.
- Specific details are included in the Exhibitor Resource Center.
- While show management will not be responsible for collecting evidence of insurance documentation for indoor exhibitors, it will be the responsibility of the exhibitor to maintain coverage that satisfies the requirements and have a certificate of insurance available on site.

- [Outpost Exhibitors – both indoor and static display exhibitors at the Outpost, must submit their COIs in advance for approval via the online submission portal located in the Exhibitor Resource Center.](#)
- SOF Week show management reserves the right to request proof of satisfactory insurance coverage, as it deems appropriate.
- **The above insurance requirements do not apply to complimentary booths identified by USSOCOM.**

Lead Capture

All attendee badges will contain a QR code that can be scanned by Exhibitor “Lead Capture” devices. Codes will only be scanned with attendee consent. If you consent to the scan of your badge by an exhibitor Lead Capture Device, the below data will be transferred via a report to the exhibitor that includes, but is not limited to:

- | | |
|------------------------|--|
| • Rank / Prefix, | • Registration Type |
| • First and Last Name | • Country of Citizenship |
| • Title | • Email Address |
| • Company/Organization | • Work Location (City, State, Zip Code, Country) |

Lighting Trusses

Lighting trusses are only permitted above booths 400 sq ft or larger on Level 3 of the Tampa Convention Center if:

- Lighting trusses are included on booth drawings and approved in advance.
- Lighting trusses are a minimum of 10 ft away from adjacent exhibitors' booths.
- All elements are fully contained within the exhibitor's contracted exhibit space.
- Lights are focused on the exhibitor's display and do not interfere with other exhibits or shine into the aisles.

Literature Distribution

Distributing literature or promotional items outside of the contracted booth space is prohibited.

Move-In

- Move-in for SOF Week 2027 begins on Friday, 30 April 2027, on a targeted basis.
- All exhibits at the Outpost must be set and in place by Sunday, 2 May at 3:00 PM.
- At all other venues, all exhibits must be set and in place by Monday, 3 May at 3:00 PM to allow for aisle carpet installation.
- Exhibitors may continue preparations within their booths after Monday, 3 May at 3:00 PM, however no freight may be in aisles as aisles must remain clear for carpet installation.
- If an exhibitor's space is not occupied by Monday, 3 May at 3:00 PM, show management will consider it canceled by the exhibitor and assume the right to use such space as deemed appropriate.

Move-Out

- Move-out for SOF Week 2027 exhibitors at the TCC, JW Marriott, Marriott Water Street and Westin Waterside will begin at show closing 2:00 PM on Thursday, 6 May, and all materials must be removed by Friday, 7 May at 4:00 PM.
- Move-out for exhibitors at the Outpost at Peter O. Knight Airport will begin at show closing at 4:00 PM on Wednesday, 5 May.
- All exhibits must remain staffed and in place until the show closes. Exhibitors may not begin dismantling exhibits before the official show closing. **NEW FOR 2027: Exhibitors found in violation of this rule will be assessed penalties of \$1,000 per 10-ft by 10-ft space reserved.**
- The official freight forwarder for SOF Week reserves the right to ship (freight collect) packages, cartons, crates, etc., left in the exhibit hall beyond the days and times of dismantling, unless special

contract arrangements are entered into by the exhibitor and the official freight forwarder.

Official Service Partners

- To ensure orderly and efficient installation, operation, and removal of displays and to eliminate confusion, SOF Week has designated firms listed in the Exhibitor Resource Center, as official service contractors.
- Show Management holds these firms responsible for quality service and fair prices and will intercede on behalf of an exhibitor in the event of faulty work or unfair charges.
- SOF Week encourages all exhibitors to place orders with these firms, unless a permanent arrangement has been established with a display house or outside contractor to set up and dismantle exhibits.

Rigging

- **Rigged exhibit elements are only permitted above booths of 400 sq ft or more on Level 3 of the Tampa Convention Center.**
- A maximum of four safety cables will be permitted above island booths, provided all exhibit elements are ground supported, and the cables are included in the booth drawings.
- The use of safety cables and rigging points must be approved by show management in advance.
- Encore is the exclusive provider of rigging and truss work at the Tampa Convention Center.

Security

- While SOF Week exhibits are open, limited perimeter security will be provided; however, individual booths and exhibitor property will not be continuously guarded, and exhibitors are responsible for securing their own assets.
- SOF Week security officers will be on duty from 6:00 PM on Sunday, 2 May to 6:00 PM on Thursday, 6 May.
- Notwithstanding the foregoing, SOF Week, GSOF, MCI USA, the Tampa Convention Center, the Tampa Airport Authority, Freeman, Peter O. Knight Airport, the JW Marriott, the Marriott Water Street and the Westin Waterside will not be liable for loss or damage to an exhibitor's property, as further provided in the Exhibitor Contract Terms & Conditions.
- Exhibitors are advised to obtain additional insurance coverage in advance to cover losses such as theft and damage to property.
- Exhibitors should ensure valuables are always secured under lock and key, but especially during move-in and move-out.
- Exhibitors/EACs are encouraged to remove all high-value items (electronics, aircraft models, fragile items, etc.) promptly at the close of the show on Thursday, May 6.

Shipping/Storage

Detailed shipping information, including shipping labels, will be provided in the Exhibitor Resource Center.

Smoking

Smoking is prohibited at all SOF Week 2026 venues. In compliance with the Florida Clean Indoor Air Act, smoking and vaping are strictly prohibited within 25 feet of a building. At the TCC, the Sail Bar has designated smoking areas. At the Outpost, smoking is permitted only in the parking lot and outside perimeter. Smoking is NOT permitted inside the airport fence.

Sound

Sound levels within the exhibitor's booth should not exceed 75 decibels as determined by show management and must not disrupt the conduct of business of neighboring exhibits or show management events during posted exhibit hours. Complaints of sound regulation violations may be made directly to the SOF Week Exhibits team.

The SOF Week sound enforcement procedure is as follows:

- An exhibitor in violation of this policy will receive a verbal warning from the SOF Week exhibits team.
- If a second infraction occurs, the exhibitor will receive a written warning from the exhibits team.
- If the exhibitor continues to violate the policy, the electrical power for the sound-producing elements will be shut down.
- Exhibitors receiving sound violation warnings may jeopardize their participation in future events.

Staffing

- **NEW FOR 2027: As shared previously, exhibitors who dismantle their booths prior to the official show closing will be assessed penalties of \$1,000 per 10-ft by 10-ft space reserved.** Exhibit areas must be fully staffed during official exhibit hours.
- Exhibitors will be admitted to the show floor two hours prior to the opening of the show each show day for display preparations only.
- Exhibits at the Outpost at Peter O. Knight Airport must remain staffed and in place through 4:00 PM on Wednesday, 5 May.
- Exhibits at the TCC, the JW Marriott, Marriott Water Street must remain staffed and in place through 2:00 PM on Thursday, 6 May.
- Exhibitors are reminded not to schedule meetings with attendees at their booths prior to the show opening on show days.
- No activities, except booth preparations, are to be scheduled in the exhibit areas at any time other than official exhibit hours.
- Show management reserves the right to make changes to the exhibit hours schedule with advance notice.

Storage

Exhibitors may store a limited supply of literature or products appropriately within the booth area if these items do not impede access to utility services, create a safety problem, or look unsightly. A drape or cover (also known as masking) may be ordered from the General Services Contractor.

Structural Integrity

- All exhibit displays should be designed and erected to withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as fork-lifts.
- Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Exhibitors should ensure that any display fixtures, including tables, racks, or shelves, are designed and installed properly to support the product or marketing materials to be displayed.

Trash

- Any Exhibitors promoting giveaways from their booths which generate additional trash are required to order porter service for their booth.
- Exhibitors who require porter/cleaning service for their booths, but do not order it, will automatically be billed for this service.
- Any wooden crates or large containers left on the show floor (not labeled as empty storage) will be subject to an additional fee for dismantling and disposal.

Firearms & Edged Weapons Policy

Firearm Exhibits Policy

GSOF prioritizes the safety, security, and legal compliance of all exhibitors, attendees, and staff. This policy governs the exhibition, handling, and storage of firearms at the Tampa Convention Center (TCC) during SOF Week.

All exhibitors must review and comply with the requirements below. Failure to comply will result in enforcement actions, up to and including removal from the event.

1. Scope and Authorization

- Firearms are **only permitted** within the Tampa Convention Center (TCC).
- **Absolutely no firearm exhibits are permitted in JW Marriott, Marriott Water Street, Westin Waterside, Embassy Suites, Sparkman Wharf or Peter O. Knight Airport.**
- All firearms, whether functional, deactivated, or replicas, are subject to inspection and approval prior to display.

2. Legal Compliance and Documentation

- Exhibitors are solely responsible for ensuring compliance with all applicable federal, state, and local laws.
- All firearms must meet legal possession, transport, and display requirements.
- The exhibitor must be able to produce, upon request, proof of legal ownership, transportation documentation, and any relevant licenses or permits.

3. Inspection and Tagging Process

- All firearms must be assessed for **deactivation status** prior to display.
- Magazines, ammunition, and firing pins must be removed prior to inspection.
- Qualified Firearm personnel will conduct firearms inspections at the TCC Loading Dock.
- Following inspection, firearms will be fitted with security tags to confirm authorization for display. Tags must remain intact for the duration of the event.

4. Display and Security Requirements

- All displayed firearms must be **securely tethered** to the booth to prevent removal or unauthorized handling.
- Firearms may not be loaded or capable of chambering ammunition at any time during the event.
- Firearms must never be pointed toward attendees or used in demonstrations outside authorized activities.

5. Storage and After-Hours Security

- An **Arms Room** will be provided to secure all firearms during exhibitor move-in, move-out, and outside of exhibition hours.
- The Arms Room will be secured by Tampa PD overnight and is located in the East Hall.
- Exhibitors must store firearms in the Arms Room during non-exhibition hours.

6. Prohibited Activities

- Displaying or possessing firearms in unauthorized areas.
- Allowing attendees to handle firearms unsupervised.
- Conducting live-fire or simulated-fire demonstrations without prior written approval.
- Modifying or tampering with firearms after inspection.

7. Enforcement and Penalties

Non-compliance with this policy will result in corrective measures, which may include:

- Immediate removal of firearms from the event floor.
- Revocation of exhibitor credentials.
- Fines and potential referral to law enforcement.
- Permanent restriction from future GSOF events.

8. Liability Waiver and Indemnification

By participating as an exhibitor and displaying firearms at SOF Week, the exhibitor acknowledges and agrees that:

- A. **Assumption of Risk** – The exhibitor voluntarily assumes all risks associated with the transport, handling, and display of firearms, including any risks to their personnel, property, and third parties.
- B. **Indemnification** – The exhibitor shall indemnify, defend, and hold harmless the Global Special Operations Forces Foundation, its officers, directors, employees, contractors, and affiliates from and against any and all claims, damages, losses, liabilities, costs, and expenses (including attorney's fees) arising out of or related to:
 - The exhibitor's possession, transport, or display of firearms;
 - Any violation of federal, state, or local laws;
 - Any breach of this Firearm Exhibits Policy; or
 - Any negligent, reckless, or intentional act or omission by the exhibitor, its employees, contractors, or representatives.
- C. **Responsibility for Compliance** – The exhibitor bears sole responsibility for securing all legal approvals, permits, and documentation required to possess, transport, and display firearms at the event. GSOF assumes no responsibility for obtaining or verifying such documentation.
- D. **Waiver of Claims** – The exhibitor waives any and all claims against GSOF for losses or damages arising from enforcement of this policy, including removal from the event or seizure of firearms in violation of applicable laws.

9. Exhibitor Acknowledgment

All exhibitors intending to display firearms must acknowledge receipt and acceptance of this policy by signing and returning the Firearm Exhibits Compliance Form (available in the Exhibitor Resource Center) prior to the event.

Edged Weapons Display Policy – Applies to All Exhibitors Displaying Knives or Edged Implements

To ensure the secure and responsible exhibition of knives and other edged tools at all GSOF events, whether on U.S. military installations or in civilian convention venues, while aligning with best practices in public safety, force protection, and event risk management, the following Edged Weapons Display Policy applies to all exhibitors showcasing any form of edged blade, including tactical, culinary, utility, ceremonial, or collectible knives, at all GSOF-hosted events.

GSOF Event Safety Is Non-Negotiable. This policy protects our attendees, exhibitors, and venues while maintaining a professional exhibition environment in the defense and tactical industry.

Failure to comply with these requirements will result in the denial of weapons display privileges and may result in ejection from the event.

1. Exhibitor Declaration and Inventory Control

- All exhibitors must declare their intent to display knives before contracting for exhibit space.
- A full inventory must be submitted to GSOF Security **no later than 30 days prior to the event** via the [Weapons & Controlled Equipment Display Declaration & Mandatory Exhibitor Compliance Form](#).
- Required details will include:
 - Make and model
 - Blade length and type (fixed, folding)
 - Locking or assisted-opening mechanism
 - Whether the blade is functional, dulled, or inert

2. Display Security Requirements

- All knives must be secured in locked cases or attached with tamper-proof display cables.
- No loose or unattended knives may be exposed on tables, stands, or counters.
- Blades must remain sheathed, folded, or otherwise always secured.

A. Handling Restrictions

a. Attendees may not handle knives unless:

- Under direct exhibitor supervision.
- Display items are secured to prevent removal.
- No knife may be removed from its securing device or sheath.

b. Demonstration Limitations

- Live cutting, sharpening, or utility demonstrations are **permitted**, however, only by the exhibitor.
- Only static demonstrations or non-functional replicas may be used for presentations.

c. Sales and Product Transfer

- If allowed by venue rules, sales may be conducted at the exhibitor's booth, however:
 - No knives may be physically handed over during the event.
 - All products must be shipped to the buyer post-event or delivered off-site.
- "Cash-and-carry" is prohibited at all venues.

B. Venue-Specific Rules

- Military Installations:
 - Exhibitors must comply with installation-specific regulations, including DoD guidance, AR 190-11 (Army), or AFI 31-101 (Air Force).
 - All knife-related display items must be approved by the Installation Security Office and Visitor Control Center (VCC).
- Civilian Venues (e.g., Tampa Convention Center, Hotel Venues):
 - Exhibitors must adhere to local weapons ordinances and venue-specific security requirements.
 - Any item determined by venue security to pose a threat may be denied entry or removed from the premises.

C. Inspections and Enforcement

- GSOF Security and venue officials reserve the right to inspect any knife display at any time.
- Exhibitors must maintain accurate inventory and immediately report any lost or stolen knives.
- Violations of this policy may result in removal from the event and future exhibitor bans.

D. Acknowledgment Requirement

All exhibitors displaying knives must sign a written acknowledgment of this policy and venue-specific rules before setting up their booth.

Venues & Zones

Tampa Convention Center

Level One

- Accelerator Alley
- Government Pavilion
- Information Systems
- Maritime
- SOF Community Corridor

Level Three

- International Row
- SOF Warrior
- Special Air Warfare

Outdoor at TCC

- Boat Slips
- Exhibit Space

JW Marriott

- SOF Digital Applications
- SOF Services & SOF Support Activity

Marriott Water Street

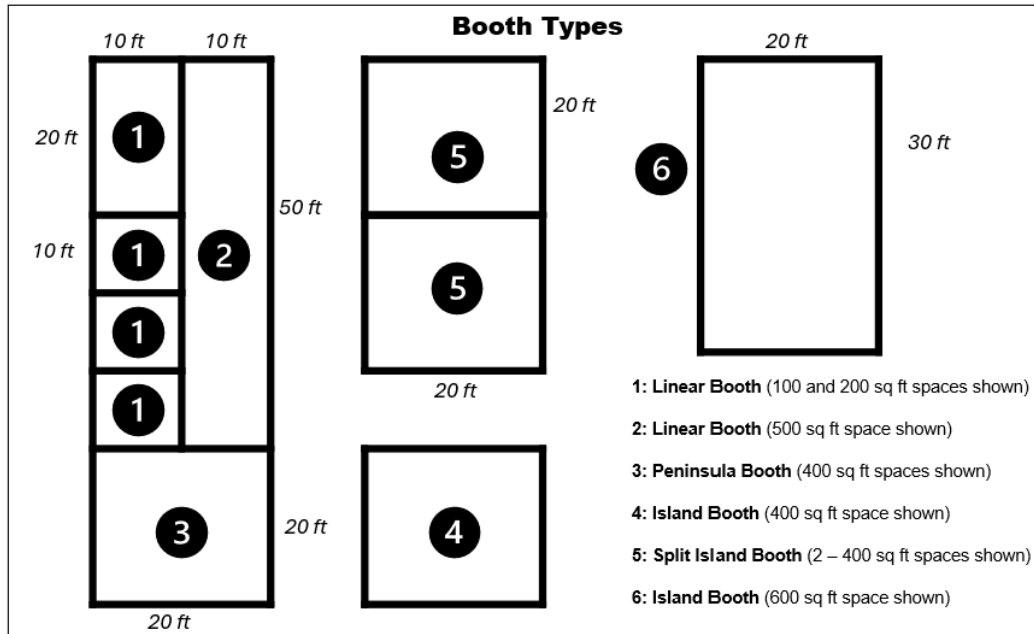
- Education
- Human Performance
- Space Capabilities

Outpost at Peter O. Knight Airport

- All Domain Autonomous Systems
- Special Air Warfare
- Static Display

Exhibit Booth Types & Booth Rules

The following rules have been developed using IAEE (International Association of Exhibitions and Events) guidelines. Every attempt has been made to maintain fairness to exhibitors in booths of all sizes and to maintain clear lines of sight to neighboring booths. These rules will be enforced in the exhibit halls.



Linear Booth

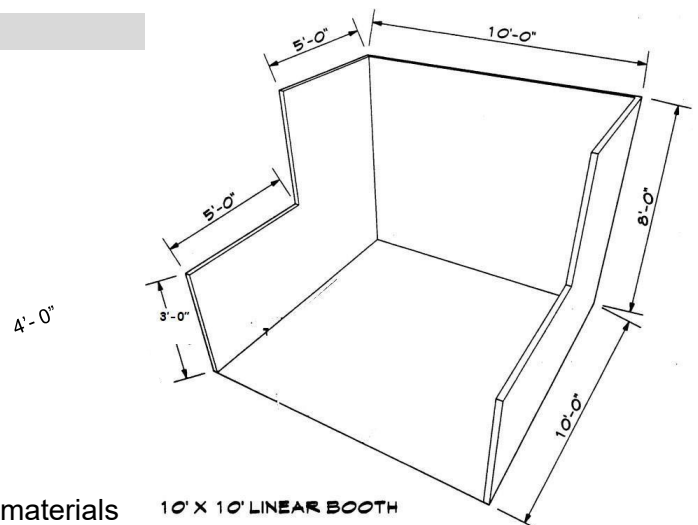
Linear Booths have only one side exposed to an aisle, are generally arranged in a series along a straight line, and have neighboring exhibitors on their immediate right and/or left. They are also called “in-line” booths.

Dimensions:

To maintain consistency and for ease of layout and/or reconfiguration, floor plan design in increments of 10 ft is the standard. Linear Booths are most commonly 10 ft wide and 10 ft deep to create the 100 sq ft booth.

Use of Space:

Regardless of the number of Linear Booths utilized, display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors.



Maximum Height:

Maximum height of back wall: 8 ft

Maximum height of exhibit elements in front five feet of booth: 4 ft

- The maximum height of 8 ft is permitted only in the rear five feet of the booth space, with a 4-ft height restriction imposed on all materials in the remaining space forward to the aisle.
- Please contact the Exhibit Operations team regarding any equipment or display that will be higher than 8 ft.
- Note: When three or more linear booths are used in combination as a single exhibit space, the 4-ft height limitation is applied only to that portion of exhibit space that is within 10 ft of an adjoining booth.

Hanging Signs:

Not permitted

Perimeter Inline Booth

A Perimeter Inline Booth is a linear booth that backs to an outside wall of the exhibit facility rather than to another exhibit. These booths are NOT constructed of hard walls and are pipe and drape booths.

Use of Space:

To maintain consistency and for ease of layout and/or reconfiguration, floor plan design in increments of 10 ft is the standard. Linear Booths are most commonly 10 ft wide and 10 ft deep to create the 100 sq ft booth.

All use of space guidelines for Linear booths apply to Perimeter Inline Booths.

Maximum Height:

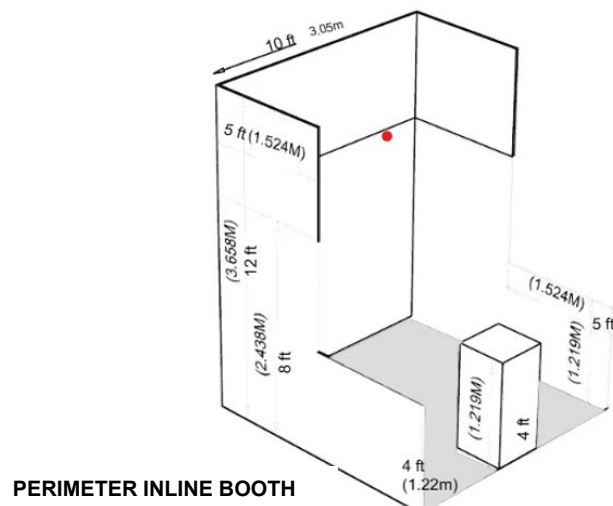
Maximum height of back wall: 12 ft, where facility permits.

Maximum height of exhibit elements in front five feet of booth: 4 ft

The maximum height of 12 ft is permitted only in the rear five feet of the booth space, with a 4 ft height restriction imposed on all materials in the front five feet of the exhibit space.

Hanging Signs:

Not permitted.



Extended Header Inline Booth – 20 ft or longer

An Extended Header Inline Booth is a Linear Booth that is 10 ft x 20 ft or longer with a center extended header.

Use of Space:

All guidelines for linear booths apply to Extended Header Inline Booths, except that the center extended header has a maximum height of 8 ft, a maximum width of 20 percent of the length of the booth, and a maximum depth of 9 ft from the back wall.

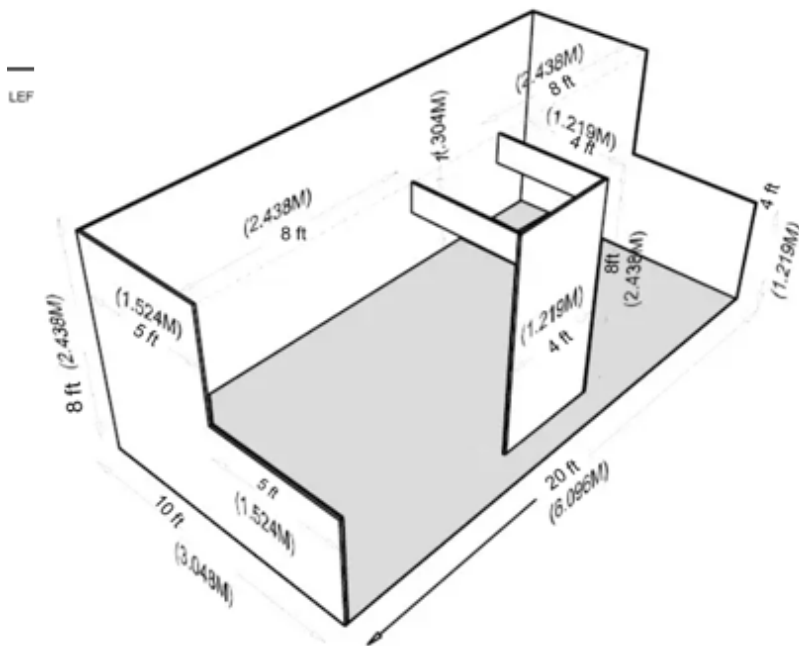
Maximum Height:

Maximum height of back wall: 8 ft

Maximum height of exhibit elements in front five feet of booth: A 4-ft height restriction applies to all materials, except for the extended header that has a maximum height of 8 ft, in the front five feet of the exhibit space.

Hanging Signs:

Not permitted



EXTENDED HEADER INLINE BOOTH

Island Booth

An Island Booth is a booth that is exposed to aisles on all four sides and is typically a minimum of 400 sq ft or more in size (20 ft x 20 ft).

Note: All Island Booth exhibitors must submit stand drawings by 19 March 2027 for prior approval via the [Stand Drawing & Hanging Sign Submission form](#).

Use of Space:

The entire cubic content of the space may be used up to the maximum allowable height.

Maximum Height:

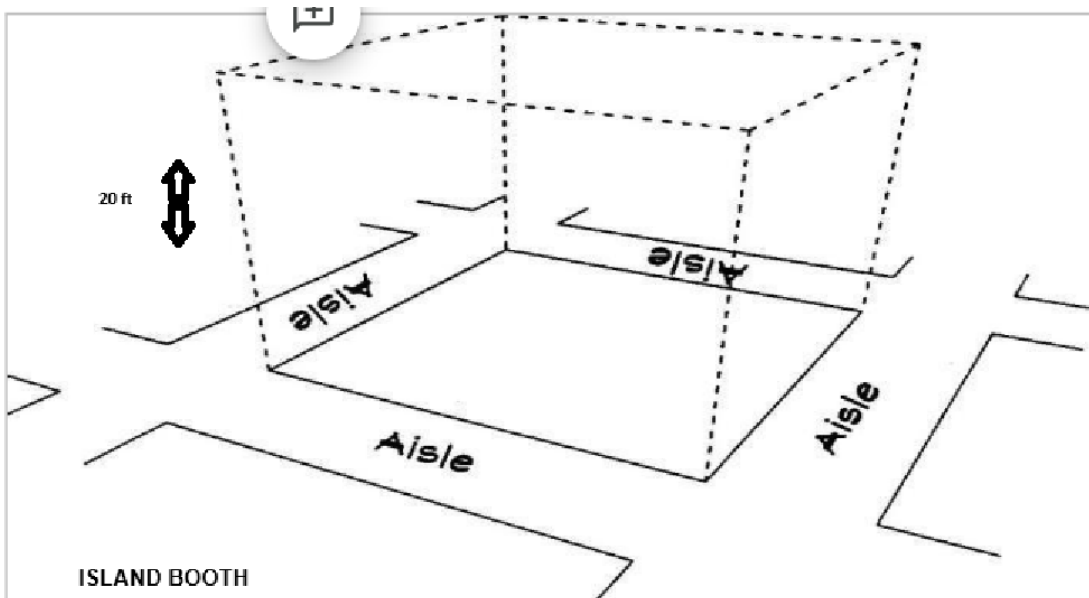
Maximum height: 20 ft, includes exhibit elements and hanging elements.

Note: If an exhibitor has an island larger than 20 ft x 40 ft and would like to create aisles within their cut booths, they should reach out to Show Management for prior approval, as additional restrictions may apply.

Hanging Signs:

Hanging signs are permitted for Island booths on Level 3 of the Tampa Convention Center only provided the hanging elements have been included on the stand drawings and they do not exceed the maximum permissible height of 20 ft.

Hanging signs are NOT permitted on Level 1 of the Tampa Convention Center, at the JW Marriott, the Marriott Waterside, the Westin Waterside, or at the Outpost at Peter O. Knight Airport.



Peninsula Booth

A Peninsula Booth is exposed to aisles on three sides.

There are two types of Peninsula Booths:

- (a) One that backs to Linear Booths, and
- (b) One that backs to another Peninsula Booth, which is referred to as a "Split Island Booth."

Use of Space:

Double-sided signs, logos, and graphics shall be set back 10 ft from neighboring booths

Maximum Height:

- **Maximum height:** 20 ft, including signage for the center portion of the back wall.
- **Maximum height:** 8 ft for exhibit elements within five feet of aisles for booths that back to inline booths.

Hanging Signs:

- Hanging signs are not permitted for Peninsula Booths under 400 sq. ft.
- Hanging signs are permitted for Peninsula Booths of 400 sq ft or more, provided there is a minimum of 10 ft between the hanging elements and adjacent booths, the hanging elements are included on the stand drawings, and they do not exceed the maximum height of 20 ft.

Split Island Booth

A Split Island Booth is a booth exposed to aisles on three sides that shares a common back wall with another split peninsula booth. A Split Island Booth is a minimum of 20 ft by 20 ft, although it can be configured differently.

Use of Space:

Double-sided signs, logos and graphics must be set back 10 ft from adjacent booths.

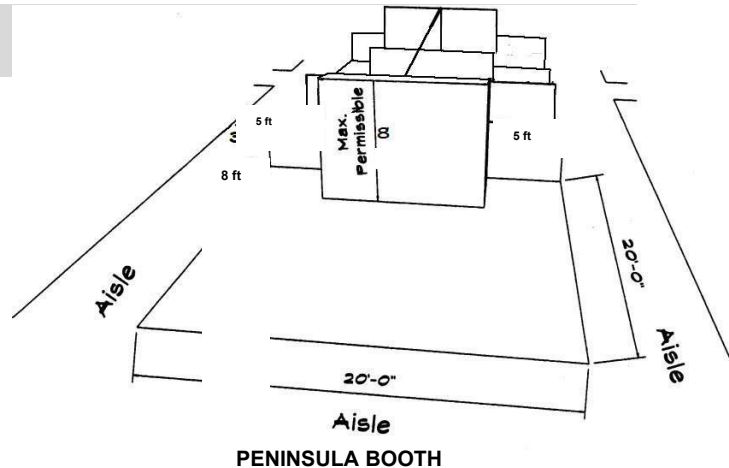
The back of the common wall must be finished and cannot display the company's graphics or logos.

Maximum Height:

- **Maximum height:** 20 ft for exhibit elements, including hanging signs, unless stated otherwise.
- **Maximum height for booths that back to inline booths:** The backwall is restricted to 8 ft high within 5 ft of each aisle, permitting adequate line of sight for the adjoining Linear Booths. The center portion is restricted to 20 ft.

Hanging Signs:

Hanging signs are permitted for Island booths on Level 3 of the Tampa Convention Center only provided the hanging elements have been included on the stand drawings, do not exceed the maximum permissible height of 20 ft and are set off a minimum of 10 ft from adjacent booths.



Other Important Considerations

Covered Space:

Covered areas, including tents or exhibit structures over 900 sq ft, require a permit from Tampa Fire Rescue. Covered areas, including tents or exhibit structures over 300 sq. ft., must have a battery-operated smoke detector installed and a fire extinguisher. Sprinklers must protect single-level covered areas over 300-sq. ft. and multi-level exhibit booths, or a Fire Watch shall be required at the expense of the Licensee or Exhibitor.

Canopies, including ceilings, umbrellas, and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or for hanging products). Canopies for Linear or Perimeter Booths should comply with line-of-sight requirements (see “Use of Space for Linear or Perimeter Booths”).

The base of the Canopy should not be lower than 7 ft from the floor within 5 ft of any aisle, and canopy supports should be no wider than three inches. This applies to any booth configuration that has a sightline restriction, such as a Linear Booth.

Stand drawings should include details on all covered space.

Columns:

- Exhibit spaces with full columns in the booth areas may utilize the columns to enhance the booth design, provided fire cabinets and strobe lights remain visible and accessible.
- Exhibitors may use the columns to the maximum height within the perimeter of the booth only.
- Column widths vary in size, and Exhibitors should contact show management with questions or for details on installation of exhibit materials.
- **Note: Columns with fire hoses will require special attention so that fire hoses always remain accessible.**

Hanging: Displays Signs, Banners & Trusses:

- Show management permits ceiling-hung corporate identification or other hanging elements for exhibiting companies occupying island or split island space of 400 sq ft or more in the Level 3 of the Tampa Convention Center only.
- Hanging signs are not permitted on Level 1 of the Tampa Convention Center or at the JW Marriott, the Marriott Water Street, Westin or at the Outpost at Peter O. Knight Airport.
- At the TCC, Encore is the exclusive rigging provider.
- Hanging signs must be fully contained within an exhibitor's contracted exhibit space.
- Hanging elements must be set back 10 ft from adjacent booths.
- Exhibitors with hanging signs or spotlight/truss lighting must include these elements on the drawings that are submitted to show management for prior approval.
- All exhibitors requesting hanging signs, safety cables, or spotlight rigging must include these elements on their stand drawings, which must be submitted to show management for prior approval via the [Stand Drawings & Hanging Sign Approval Submission Form](#) (available in the Exhibitor Resource Center) by Friday, 19 March 2027.
- Security tie-offs should be included on stand drawings submitted in advance for approval.

Multi-level Exhibit:

A Multi-level Exhibit is a booth where the display fixture includes two or more levels.

Exhibitors with multi-level booths must submit sealed drawings prepared by a United States registered Professional Engineer and certification of Fire and Florida Building Code compliance.

[Stand drawings should be submitted via the Stand Drawings/Booth Design & Hanging Sign Submission Form by 19 March 2027.](#)

Contact sofweekexhibitops@us.wearemc.com if you have questions.

Multi-level Exhibits require approval from the following:

1. **Show Management** to ensure compliance with show rules – submit via the online [Stand Drawing Submission form](#) available in the Exhibitor Resource Center; and
2. **The venue**, Tampa Convention Center, Attn: Shauna Brown, Event Manager, Office: (813) 274-7767, Email: shauna.brown@thetampacc.com

Vehicles for Indoor Displays:

Vehicles to be displayed indoors must adhere to the following guidelines and must be inspected on-site by the local fire marshal. Exhibitors wishing to have a vehicle in their booth must include details on the stand drawings and notify show management at sofweekexhibitops@us.wearemc.com.

Exhibitors with vehicles in their exhibit space must comply with the following guidelines:

- Vehicle must be moved in with spotting by the General Service Contractor.
- Gas tank must be no more than 1/4 full.
- Battery must be removed or disconnected.
- Gas tank must feature a locking cover or cover sealed with tape.
- Ignition keys removed and provided to SOF Week General Service Contractor.
- Propane or similar compressed gas tanks removed.
- A fire extinguisher must be present in any booth featuring a display vehicle.
- Fueling and de-fueling cannot take place on premises.
- Vehicles cannot be jump-started on premises.
- Vehicles cannot be parked in fire lanes or block exits.

Additional details for exhibits with vehicles may be provided in the Exhibitor Resource Center.

What Is Included with Your Booth?

Note: Exhibitors also receive an allotment of complimentary badges based on the size of their booths. Details can be found in the Badges section of these Exhibitor Rules.

Tampa Convention Center Booths:

- **TCC Level 1 & 3 Booths Under 400 Sq Ft**
 - 8-ft high back and 3-ft high side black drape
 - Company Identification sign
 - Note: Booths over 300 sq ft may order company identification signs from The Expo Group.
- **TCC Level 1 & 3 Booths 400 sq ft +**
Space is sold as raw space only.
- **TCC Outdoor Booths**
Space is sold as raw space only.
Exhibitors requiring tents may bring their own tents or may order them through Pro-Em in the Exhibitor Resource Center.
- **Accelerator Alley Booths**
 - 8-ft high back and 3-ft high side black drape
 - 1 6-ft draped table (black drape)
 - 2 side chairs
 - 1 wastebasket
 - Company identification sign
- **SOF Community Corridor Booths**
 - 8-ft high back and 3-ft high side drape (black drape)
 - 1 6-ft draped table (black drape)
 - 2 side chairs
 - 1 wastebasket
 - Company identification sign
- **Carpet**
 - The TCC Level 1 exhibit halls are carpeted.
 - The TCC Level 3 exhibit hall is not carpeted. **All exhibitors are required to provide flooring for their entire exhibit space.**
 - Aisle carpet on Level 3 will be Pepper and Blue.

JW Marriott Booths:

- **10-ft x 10-ft Booths**
 - 8-ft high back and 3-ft high side black drape
 - Company Identification sign
 - Note: Booths over 300 sq ft may order company identification signs from Freeman.
 - The exhibit area is carpeted.

Marriott Water Street Booths:

- **10-ft x 10-ft Booths**
 - 8-ft high back and 3-ft high side black drape
 - Company Identification sign
 - Note: Booths over 300 sq ft may order company identification signs from The Expo Group.
- **Tabletop Booths**
 - 8-ft high back and 3-ft high side black drape
 - 1 6-ft draped table (black drape)
 - 2 side chairs
 - 1 wastebasket
 - Company identification sign

Carpet

The exhibit area is carpeted.

The Outpost at Peter O. Knight Airport:

The tent structure will have carpet, side walls, lighting, and air conditioning.

All exhibitors may rent tents, booth furnishings, including furniture, carpet and other elements from Freeman and other service partners through the Exhibitor Resource Center.

- **10-ft x 10-ft Indoor Booths Special Air Warfare and All Domain Autonomous Systems Zones**
 - 8-ft high back and 3-ft high side drape (black drape)
 - Company identification sign
- **Island Booths Special Air Warfare and All Domain Autonomous Systems Zones**
Sold as raw space.
- **Static Display Space**
Static display space is sold as raw space.