

SOF WEEK

TAMPA, FL 8-11 MAY 2023

EVENT REPORT

ABOUT SOF WEEK

SOF Week took place in Tampa, FL from 8 - 11 MAY through a co-sponsorship between U.S. Special Operations Command (USSOCOM) and the Global SOF Foundation. Learn more about the event at www.sofweek.org.

HIGHLIGHTS



Increased exhibit hall square footage, new layout by PEO, and prioritized PEO/Industry engagements



Programming that is inclusive of topics for the greater SOF community, including Partner Nations



A "SOF Week Campus" that includes multiple venues in downtown Tampa



Attendee verification and physical security screening at event entry points

ATTENDANCE

15,000+

Members of the Special Operations Community

4,969

Active Duty
Military Attendees

1,511

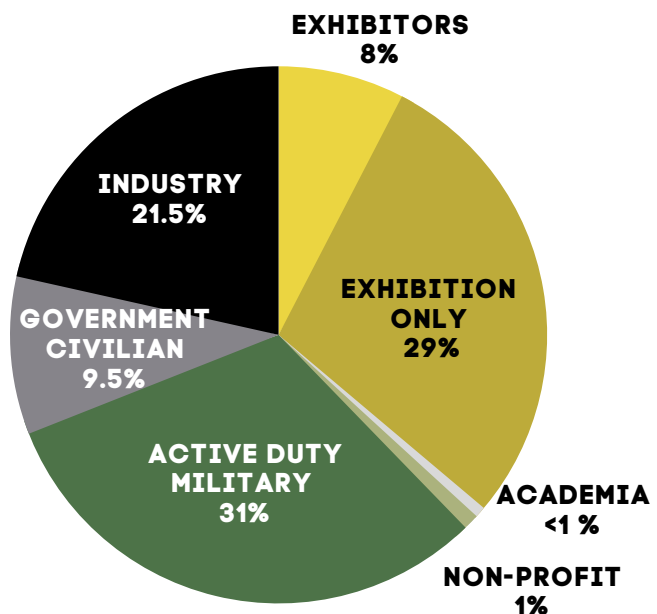
Government
Civilian Attendees

58

Nations with
Government Reps

1,139

Non-US
Attendees



SPECIAL EVENTS



2,000+

Global SOF 9th
Anniversary
Reception

700+

USSOCOM Awards
Ceremony &
Dinner

AS OF 22 JUN 2023

CONFERENCE

"This is really...a conference of consequence"

- GEN Bryan P. Fenton, USSOCOM Commander

Pictured right with CSM (Ret) Rick Lamb



SOF Week featured three days of programming that centered around the three priorities of USSOCOM: **"People - Win - Transform."**

"People" sessions included topics on selecting and retaining talent, human performance, brain health, and wellness.

"Win" sessions covered areas like global strategy, international partnerships, and counter-terrorism.

"Transform" sessions were focused on topics like emerging technologies, venture capital support to SOF, and SOF leadership in non-military environments.



121

Speakers



34

Sessions

...PLUS 22 PEO BRIEFINGS!

AWARDS CEREMONY

44

Award Recipients or Nominees in Attendance

The USSOCOM Awards Ceremony and Dinner was held on Wednesday, 10 MAY. The award presentation included two Bull Simons recipients: **Ret. Chief Master Sgt. Wayne Fisk** and the late **Maj. Gen. Gary Harrell**.



ATTENDEE TRACKS



SOF Week's driving mission to incorporate programming that appeals to many facets of the SOF Community led to the development of several complementary attendee tracks, all of which had focused programming for their relevant audience:

INDUSTRY



From USSOCOM PEO Deep Dives to SBIR information sessions, there was content for all levels of industry participants.

SOF FOR LIFE



Focused on transition from SOF service to civilian careers—this track featured a full day seminar, financial planning, VA, and networking info sessions.

PROFESSIONAL DEVELOPMENT



Pro-Dev sessions ranged from using forensics to reframing how your team thinks about problems.

EXHIBITION

The three-day SOF Week Exhibition hosted hundreds of SOF-focused organizations and exponentially more capabilities developed to support the warfighter.

Exhibiting Organizations

These **showcases** ranged from large vehicle displays to simple tabletops.

New Exhibitors

55% of Exhibitors had not participated in the 2022 rendition of this event.

Industry Sponsors

Many industry partners made the unique facets of this week possible.

Non-Profit Exhibitors

The **SOFCOMMUNITY CORRIDOR** featured non-profits and charities.

Exhibition Zones

6 PEO Capability Zones,
2 Outdoor Display Zones,
1 SOF Community Corridor &
1 Government Zone.



630

355

58

32

10

ENGAGEMENT



It's not just cool to look at—the Exhibition featured many ways to engage with fellow industry and government attendees to further our collective support of the SOF operator.

PEO 1-ON-1

216 PEO 1-on-1 Meetings were down selected from 660 industry applications.

PEO BRIEFS

22 interactive Overviews and Deep Dives were presented to attendees by SOF AT&L PEOs and the S&T Directorate.

RALLY POINT

5 unique sessions took place in the Capability Accelerator Rally Point located on the Exhibition floor.

DEMOS

4 demonstrations by industry highlighting new capabilities from focus areas of maritime to comms.

NETWORKING

Countless meetings took place in meeting pods, industry offices, at receptions, and throughout the Exhibition floors.



FEEDBACK

Through surveys, focus groups, emails, and informal conversations, the Global SOF team has compiled pages and pages of feedback.

SUSTAIN



- Additional sessions and tracks that support a broader spectrum of the SOF community
- Exhibition hall "take over" of the Tampa Convention Center, organized by PEO Zones
- PEO Presentation Theaters, but make them bigger and with more sessions
- Increased participation and opportunities for small businesses

IMPROVE



- Registration system for attendees and exhibitors
- Ability to access sessions via the app and speed of receiving session slides
- Pricing and selection process for exhibitors
- Streamline communications and clearly highlight event features and changes

IMPACT

The "so what" of SOF Week will be different for everyone, but some impacts include:



Amplification of USSOCOM's messaging on future of the force, global strategies, and capability needs

\$15M

The economic impact of SOF Week to the City of Tampa is more than \$15 million



Strengthening of the SOF community, inclusive of many roles (including spouses and non-profits), experiences, and Nationalities



Awareness of new capabilities and potential paths for implementation for the warfighter

LOOKING TO 2024

The Global SOF team has more in store for 2024!

EXHIBITION SALES

We are refining this year's process and will start sales in August 2023.

CAMPUS GROWTH

We'll have MORE SPACE available at the JW Marriott and Convention Center.

INTERNATIONAL PARTICIPATION

USSOCOM will host an International SOF year, including the "Capabilities Demo."

STAY CONNECTED

SOFWEEK.ORG

@GLOBALSOF



"This is the best event of its kind that I've attended."

- Many Attendees!



PREPARED BY

