

SOF WEEK

TAMPA, FL

8-11 MAY 2023

SOF Week co-hosted by



OFFICIAL SHOW GUIDE & SHOW DAILY

www.SOFWEEK.org

Military Embedded Systems and Shephard Media have been named the Official Media and Show Daily Partners for SOF Week 2023 by Global SOF Foundation and Clarion Events. We will be producing:

- Official Print Show Guide
- Official Show Daily newsletter
- Show Wrap-up newsletter
- Post-show SOF Opportunities newsletter
- SOF Week TV
- Digital Exhibitor Video Catalog
- Social Media opportunities

MEDIA AND SHOW DAILY PARTNERS

Military
EMBEDDED SYSTEMS

 **SHEPHARD**

Learn how you can enhance your brand as a SOF Week Exhibitor below.

The Show Guide will be handed out to all attendees visiting the show and be a resource for the year to come.

The Show Daily and Show Update reach a combined audience more than 36,000.

PREMIUM COVER MAP SPONSORSHIP: \$16,355

Get full page ad on inside front cover, page 3, back cover, inside back cover plus logo on pull-out map. (Only 4 available)

Full page ad in Show Guide

First or second position in 4 of 8 newsletters:
newsletter X4 Show Daily (deployed in morning)
and Show Wrap-up (deployed in evening)

One spot in SOF Opportunities newsletter deployed post show

Enhanced Exhibitor Listing

Pre-booked Digital Exhibit Video

Social Media across Military Embedded Systems
and Shephard Media channels

GOLD PACKAGE: \$11,000 (ONLY 4 AVAILABLE)

Full Page ad in Show Guide with right-page positioning

Third or fourth spots in 4 of 8 newsletters:
newsletter X4 Show Daily (morning) and
Show Wrap-up (deployed evening)

Enhanced Exhibitor Listing

Social Media across Military Embedded Systems
and Shephard Media channels

SILVER PACKAGE: \$6,250

Full page ad in Show Guide

Enhanced Exhibitor Listing

Social Media across Military Embedded Systems
and Shephard Media channels

SMALL BUSINESS PACKAGE \$2,000

Quarter page ad in Show Guide

Enhanced Exhibitor Listing

VIDEO PRICING (Only 1 available)

Exclusive Sponsorship of SOF Week TV including
web banner on the portal, pre-roll advert, and
logo throughout every video: **\$15,000**

A LA CARTE: PRINT SHOW GUIDE

Premium map sponsorship

(logo on pullout cover show map): **\$2,600**

Full Page: **\$5,200**

Half Page: **\$2,725**

One-Third Page: **\$1,915**

Quarter Page: **\$1,575**

Enhanced Company Listing: **\$750**

Global SOF Foundation Corporate Partners receive a 10 percent discount.

SOF WEEK

DIGITAL NEWSLETTER
DISTRIBUTION REACHES AN
IN-PERSON AUDIENCE OF
16K+ AT THE EVENT AND
A DIGITAL AUDIENCE OF
MORE THAN 20K

ENHANCED LISTING

OMNETICS

CONNECTOR CORPORATION

Omnetics Connector Corporation

8840 Evergreen Blvd
Minneapolis, MN 55433
<http://www.omnetics.com>

Omnetics manufactures a complete line of Highspeed Micro-miniature, Nano-miniature, and Hybrid connectors, wire harness and cable assembly solutions. These rugged Mil-Spec based Micro-D, Nano-D, Circular, and strip connector solutions can aid in the SWaP design requirements of your interconnects while increasing the number of contacts for high speed compact circuitry in mission critical applications and withstand harsh environments.

BOOTH 2041

See Ad on Page 44

For sales inquiries:
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John.Mchale@opensysmedia.com

To learn more about
Military Embedded Systems,
visit www.militaryembedded.com

To learn more about Shephard Media,
visit www.shephardmedia.com

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NEWSLETTER PRICING

Morning Show Daily (4x), Evening Show Wrap-up (4x), and
Post Show SOF Opportunities newsletters (1x)

All Leaderboards are sized 728 x 90.

Digital Materials Due: April 21

Top Leaderboard: \$6,600

(\$1,650 x 4 for all for issues of said newsletter)

1st Middle Leaderboard: \$6,600

(\$1,500 x 4 for all for issues of said newsletter)

2nd Middle Leaderboard: \$5,400

(\$1,350 x 4 for all for issues of said newsletter)

3rd Middle Leaderboard: \$5,400

(\$1,350 x 4 for all for issues of said newsletter)

4th Middle Leaderboard: \$4,200

(\$1,050 x 4 for all for issues of said newsletter)

Bottom Leaderboard: \$4,200

(\$1,050 x 4 for all for issues of said newsletter)

VIDEO PRICING

Pre-booked Product Videos for Video Show Guide: **\$3,000**

SOCIAL MEDIA

One social blast across Military Embedded Systems and
Shephard Media channels: **\$1,000 per blast**

Global SOF Foundation Corporate Partners receive a
10 percent discount.

PRINT SHOW GUIDE AD SIZES AND SPECS

Full page with bleed <i>Please include 1/8" bleed on all sides</i>	8" x 10.875"
Half page VERTICAL	3.375" x 10"
One-third page VERTICAL	2.125" x 10"
One-third page SQUARE	4.625" x 4.875"
One-fourth page	3.375" x 4.875"

Print Ads Close: March 21

Print Materials Due: March 24