



# EXHIBITING & ADVERTISING PROSPECTUS



**Huntington Place | Detroit, MI**

Conference Dates: August 23-26, 2024 | Expo Dates: August 24-26, 2024

## About the Conference

The largest defense industry trade show of the National Guard, the 146<sup>th</sup> NGAUS General Conference & Exhibition is a pivotal gathering hosting thousands of attendees from all 54 states, territories, and Washington, D.C. This eagerly awaited event is an opportunity for members to deliberate on and vote for NGAUS's top legislative priorities, exchange information, learn, and strengthen the bonds of camaraderie that define the National Guard and NGAUS members.

By participating, you'll be connecting with a powerful network that plays a crucial role in our national defense. If you have exhibited before, you're in for an experience that 92% of previous attendees state is crucial to their business.<sup>1</sup>

## Conference Attendees

In attendance will be over 4,000 participants, including more than 220 general officers who will be exploring the exhibit hall in search of the latest solutions to their current needs. The Army National Guard, with its combined strength of 440,000 personnel and over 6,000 reporting units, forms 45% of the Army's operating forces. Similarly, the Air National Guard represents 35% of the Air Force's capability

- NGAUS members representing all 54 States, Territories, and D.C.
- National Guard Bureau leadership
- Soldiers and airmen who identify shortfalls and general requirements for future procurement
- Representation from other Joint Services of the Defense Department

## Top 4 Categories Requested by NGAUS Attendees



## Who Should Exhibit

As an exhibitor you will have unparalleled access to an audience of top Army and Air National Guard decision-makers, many of whom will be looking for products, services, and solutions in the following categories:

- Counter Terrorism/Homeland Defense
- Chemical, Biological, Radiological and Nuclear Defense
- Emergency Preparedness and Security Equipment Services
- National and Theater Missile Defense
- Facilities, Installations, and Real Property Maintenance/Equipment/Construction
- IT, Communications, and Satellite
- Space Force
- Cyber Security
- Higher Education
- Distance Learning and Virtual Training/Exercises
- Event Management
- Food and Beverage
- Lodging and Hospitality
- Health, Welfare, Wellness, Safety, Physical Fitness, Recreation, Sports



**“The Guard cannot show up to tomorrow’s fights with yesterday’s equipment.”**

– Gen. Daniel R. Hokanson, Chief of the National Guard Bureau, referencing NGB’s 25-year modernization road map

(January 2023)



## Purchasing Power

62% of attendees have some level of purchasing authority<sup>1</sup>



## Top Reasons

for exhibiting

- 1 Increase awareness of brand and products
- 2 Generate new sales leads
- 3 Meet with current customers
- 4 Maintain company profile and brand position
- 5 Capture target customer data<sup>1</sup>



**92%**

of attendees say this event is important to the success of their business.<sup>1</sup>

<sup>1</sup> Source: 2023 Explori Attendee and Exhibitor Post-Show Surveys.

## Exhibit Rates & Information

per 10'x10' per 10'x10' corner booth

### Premiere Location - Category A

NGAUS Corporate Member - Commercial/University	<b>\$3,430</b>	<b>\$3,600</b>
Non-Member - Commercial/University	<b>\$3,630</b>	<b>\$3,800</b>

### Central Location - Category B

NGAUS Corporate Member - Commercial/University	<b>\$2,930</b>	<b>\$3,100</b>
Non-Member - Commercial/University	<b>\$3,130</b>	<b>\$3,300</b>

### Economy Location - Category C

NGAUS Corporate Member - Commercial/University	<b>\$2,265</b>	<b>\$2,435</b>
Non-Member - Commercial/University	<b>\$2,465</b>	<b>\$2,635</b>

### Government/Military/Non-Profit\* - Category D

(*No products/Services for Sale - 501(c) tax Exempt)	<b>\$1,640</b>	<b>\$1,810</b>
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## Additional Booth Services

Booth services such as electricity, Internet, furniture, carpet, cleaning, etc. must be purchased separately through the conference decorator (additional information about options and fees will be available on the event website in the exhibitor kit). The exhibitor service kit will be available approximately eight weeks prior to the program date. Exhibitors will be notified via email when it is available on the website.

## Payment

A 50% deposit (payable in U.S. funds and drawn on a U.S. bank) of the total rental charges is due with this application. The balance of the space rental charge will become due and payable after February 17, 2024. Exhibitors applying for space after February 17, 2024 will be required to pay in full upon receipt of invoice.

## Cancellation or Reduction of Booth Space

Cancellations or reductions on or before February 17, 2024 the exhibitor will pay 50% of the total booth fee. For cancellation or reduction of booth space after February 17, 2024 the exhibitor will pay 100% of the total booth fee.

## Program & Exhibition Guide

Advertising is available in the Pocket Program & Exhibition Guide, distributed onsite to all attendees. Premium spots are on a first-come, first-served basis.

• Full-page Color:	\$1,650	• Full-page B/W:	\$1,350
• Half-page Color:	\$1,050	• Half-page B/W:	\$850
• Inside Front Cover:	\$1,950	• Inside Back Cover:	\$1,950
• Outside Back Cover:	\$1,950		

## Reserve Your Booth and Program Guide Advertising:

**Dawn-Marie Copin** (Companies A-K)  
(770) 432-8410 ext 159  
[dcopin@tradeshowlogic.com](mailto:dcopin@tradeshowlogic.com)

**David Rudel** (Companies L-Z)  
(917) 421-9051  
[drudel@tradeshowlogic.com](mailto:drudel@tradeshowlogic.com)

## Conference Magazine Advertising

Advertising is available in NATIONAL GUARD magazine – The Conference Issue handed out to all attendees on-site and mailed to full membership (40,000 copies).

Contact: **Tom Buttrick (National Guard)**  
(917) 421-9051  
[t.buttrick@jamesgelliott.com](mailto:t.buttrick@jamesgelliott.com)