

**Discover and Sell to a Unique
\$27 Billion Defense Market**



THE NATIONAL GUARD MARKETPLACE

**132nd CONFERENCE: August 21-23, 2010
EXHIBITION: August 20-23, 2010
AUSTIN CONVENTION CENTER
AUSTIN, TX**



NGAUS 2010

EXHIBITOR PROSPECTUS

EMERGING NATIONAL GUARD MISSIONS = EXPANDED SALES OPPORTUNITIES



INTERACT WITH 4,000+ ATTENDEES
(from all 50 States, the District of Columbia,
Puerto Rico, the Virgin Islands and Guam) who represent ...
11th largest Army in the World
5th largest Air Force in the World
5,000+ facilities including armories in more than 2,700 communities
The National Guard is represented in EVERY congressional district
Combined strength of 525,000+ personnel and 4,000+ reporting units
One in 600 Americans serve in the National Guard

- ❖ National Guard Bureau Leadership
- ❖ NGAUS Leadership
- ❖ 54 State National Guard Officer Associations
- ❖ Office of the Secretary of Defense
- ❖ Office of the Joint Chiefs of Staff
- ❖ Office of the Chief of Staff, US Army and US Air Force
- ❖ 54 Adjutants General and US Property and Fiscal Officers
- ❖ 54 Army and Air Joint Force Headquarters
- ❖ 300+ General Officers and Officer Commanders from each Army Guard Division, Brigade, Regiment, Headquarters and Group plus each Air Guard Wing and Group
- ❖ Assistant Adjutants General for Army and Air
- ❖ J8/Purchasing and Contracting Division
- ❖ J-4/G-4/Logistics Group
- ❖ Dept of Military Affairs (State Armory Board - Property Officer)

State Guard Association Delegates / Officers

- ❖ Personnel
- ❖ Training
- ❖ Recruitment
- ❖ Retention
- ❖ Employer-Support
- ❖ Public Affairs
- ❖ Safety
- ❖ Civil Education
- ❖ Aviation Maintenance
- ❖ Armory / Facilities
- ❖ Supply
- ❖ Engineering
- ❖ Transportation
- ❖ Military Support to Civil Authorities
- ❖ Information Management Directors
- ❖ State Surgeons

SPONSORSHIP OPPORTUNITIES

Ray Lindner, Conference Chairman/Executive Director
Robert J. Casias, Director of Meetings and Marketing

512/454-7300
512/454-7300

rlindner@ngat.org
rcasias@ngat.org

LEARN HOW TO DO BUSINESS WITH THE NATIONAL GUARD

[Key Buyer Lists]

A database of influential National Guard Buyers / Decision-Makers will be provided to each exhibitor in advance of the NGAUS Exhibition! The NGB will also provide a supplemental key NG contact list on-site.

[Sales Partners]

Knowledgeable industry representatives who are currently selling to the Guard will be available to offer inside tips on how to successfully market products to the National Guard and to generate maximum profits.

[Industry Workshop]

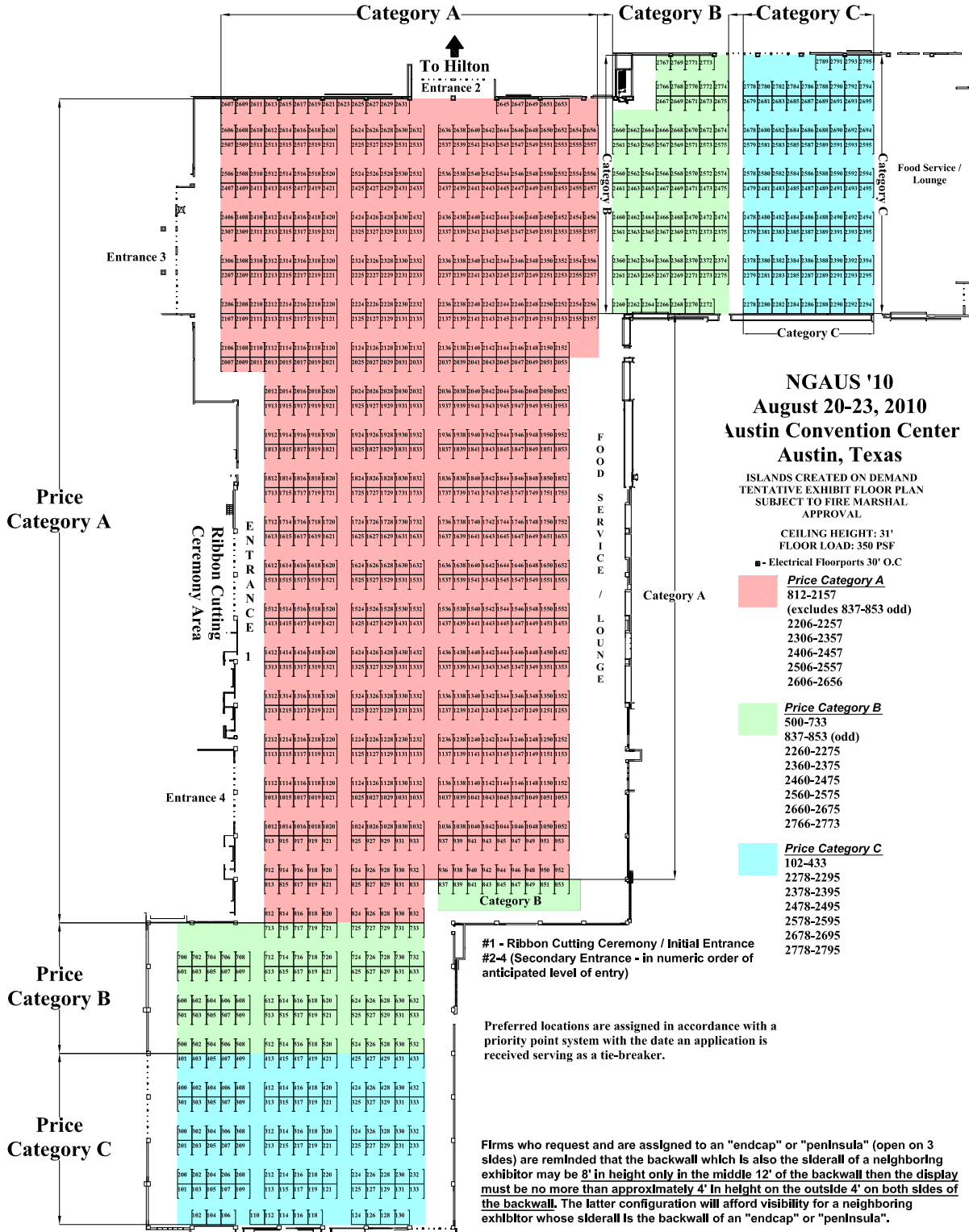
A special session of interest to all companies will be offered on "How to Do Business with the National Guard". Selling at both the federal and state level will be addressed.



"We buy almost everything: Supplies and services, A & E and Construction, Consulting Services & Studies, and Environmental Restoration."

Elizabeth Westerburg
Associate Director, Office of Small Business Programs, NGB

EXHIBIT FLOOR PLAN



FORMAT / SHOW HOURS TENTATIVE

Move-in
 Wed 8/18 12 - 4:30pm
 Thur 8/19 8am - 4:30pm (Exhibitor Reception: 4-6pm)
 Fri 8/20 8am - 12pm

Exhibitor / Industry Workshop
 Fri 8/20 1 - 2pm

Exhibit Open
 Sat 8/21 10:30 am - 5pm (Ribbon Cutting - Hosted Brunch) 2:30-3pm - Beverage Break
 Sun 8/22 8am - 5pm (Coffee Service: 8-10:30am)
 Mon 8/23 8:30am - 1:30 pm (Prize Drawing 11am; Hosted Lunch - 11am-12pm)

Move-out
 Mon 8/23 1:30 - 10pm
 Tue 8/24 8am - 12pm

NGAUS '10 August 20-23, 2010 Austin Convention Center Austin, Texas

ISLANDS CREATED ON DEMAND
 TENTATIVE EXHIBIT FLOOR PLAN
 SUBJECT TO FIRE MARSHAL APPROVAL

CEILING HEIGHT: 31'
 FLOOR LOAD: 350 PSF
 ■ - Electrical Floorports 30" O.C

- Price Category A**
 812-2157 (excludes 837-853 odd)
 2206-2287
 2306-2357
 2406-2457
 2506-2557
 2606-2656
- Price Category B**
 500-733
 837-853 (odd)
 2260-2275
 2360-2375
 2460-2475
 2560-2575
 2660-2675
 2766-2773
- Price Category C**
 102-433
 2278-2295
 2378-2395
 2478-2495
 2578-2595
 2678-2695
 2778-2795

- #1 - Ribbon Cutting Ceremony / Initial Entrance
- #2-4 (Secondary Entrance - in numeric order of anticipated level of entry)

Preferred locations are assigned in accordance with a priority point system with the date an application is received serving as a tie-breaker.

Firms who request and are assigned to an "endcap" or "peninsula" (open on 3 sides) are reminded that the backwall which is also the siderall of a neighboring exhibitor may be 8' in height only in the middle 12' of the backwall then the display must be no more than approximately 4' in height on the outside 4' on both sides of the backwall. The latter configuration will afford visibility for a neighboring exhibitor whose siderall is the backwall of an "endcap" or "peninsula".



DECORATOR / SHIPPING

WHO SHOULD EXHIBIT?



You will reach a receptive audience of key Army and Air National Guard decision-makers if you manufacture, represent, distribute or sell products/services 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, Institutional and Real Property Maintenance/ Equipment/Construction
- ❖ Distance Learning
- ❖ Virtual Training and Exercises
- ❖ Event Management
- ❖ Food Service Equipment
- ❖ Food and Beverage
- ❖ Lodging and Hospitality
- ❖ Health, Welfare, Wellness, Safety, Physical Fitness, Recreation and Sports ("MWR"-Institutional and Personal)
- ❖ Personal Development Products and Services
- ❖ Department of Defense
- ❖ Government Agencies
- ❖ Business Systems, Programs and Software

ABOUT THE SPONSOR

The National Guard Association of the United States (NGAUS) was created in 1878 for the purpose of providing united National Guard representation before Congress. NGAUS, a non-profit membership organization, has the goal of obtaining better equipment, standardized training and a more combat-ready force by petitioning Congress for resources. This goal has been successfully achieved through the coordinated efforts of 54 states/territories, NGAUS staff, the National Guard Bureau, Industry partners and other interested organizations.

NGAUS CORPORATE MEMBERS QUALIFY FOR AN EXCLUSIVE DISCOUNT ON THE EXHIBIT SPACE RENTAL FEE!

(For membership information, contact Director of Industry Liaison, 202/408-5888, www.ngaus.org)

REGISTRATION / ACCOMMODATIONS

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See www.ngaus.org for conference registration and for reserving accommodations after 2/1/2010. To secure badge(s) for attending the NGAUS conference and/or to staff a booth, it is necessary to submit the name(s) of exhibitor personnel on a SEPARATE registration form. A contract for display space does NOT automatically mean an identification badge will be prepared for the individual that submitted an exhibit application. A booth personnel registration/housing request form will be published at www.ngaus.org and circulated with an Exhibitor Action Bulletin.



PLAN TO ATTEND FUTURE NGAUS EVENTS!

Aug 27 - 29, 2011 Milwaukee, WI

Sept 10 - 12, 2012 Reno, NV

How to Reserve Space?

NGAUS EXHIBIT MANAGEMENT

c/o EXHIBIT PROMOTIONS PLUS, INC

11620 Vixens Path, Ellicott City, MD 21042

410/997-0763 301/596-3028 Fax: 410/997-0764

ngaus@epponline.com

www.epponline.com

www.ngaus.org

NGAUS 2010 APPLICATION / CONTRACT FOR EXHIBIT SPACE

132nd GENERAL CONFERENCE AND EXHIBITION • AUGUST 20 - 23, 2010 AUSTIN CONVENTION CENTER • AUSTIN, TX

Organization _____
Address _____
City _____ State _____ Zip _____
Show Mgmt Contact _____ Title _____
Signature _____
Tel # _____ Fax # _____
E-Mail _____ Website _____

I. EXHIBIT CATEGORY

CATEGORY "A" (Premiere Location)

(NGAUS Corporate Member Rate - Commercial / University)

_____ of booths x \$3,030 per 10' x 10' booth \$ _____

_____ of corner booths x \$3,200 per 10' x 10' booth \$ _____

(Non-Member Rate - Commercial / University)

_____ of booths x \$3,230 per 10' x 10' booth \$ _____

_____ of corner booths x \$3,400 per 10' x 10' booth \$ _____

- 20% Discount on advertising in NGAUS Exhibitor Directory • Exhibitor Directory Listing
- Advance key decision-makers database • Complimentary link publicized at NGAUS website
- Two full conference registrations
- * Convenience Booth Furniture Package* @ \$540 per booth x # _____ booths \$ _____

CATEGORY "B" (Central Location)

(NGAUS Corporate Member Rate - Commercial / University)

_____ of booths x \$2,530 per 10' x 10' booth \$ _____

_____ of corner booths x \$2,700 per 10' x 10' booth \$ _____

(Non-Member Rate - Commercial / University)

_____ of booths x \$2,730 per 10' x 10' booth \$ _____

_____ of corner booths x \$2,900 per 10' x 10' booth \$ _____

- 10% Discount on advertising in NGAUS Exhibitor Directory • Two full conference registrations
- Advance key decision-makers database • Exhibitor Directory Listing
- * Convenience Booth Furniture Package* @ \$540 per booth x # _____ booths \$ _____

CATEGORY "C" (Economy Location)

(NGAUS Corporate Member Rate - Commercial / University)

_____ of booths x \$1,865 per 10' x 10' booth \$ _____

_____ of corner booths x \$2,035 per 10' x 10' booth \$ _____

(Non-Member Rate - Commercial / University)

_____ of booths x \$2,065 per 10' x 10' booth \$ _____

_____ of corner booths x \$2,235 per 10' x 10' booth \$ _____

- One full conference registration • Advance key decision-makers database
- Exhibitor Directory Listing
- * Convenience Booth Furniture Package* @ \$540 per booth x # _____ booths \$ _____

CATEGORY "D" (Govt/Military/Non Profit) (No Items for Sale – 501(c) tax exempt)

_____ of booths x \$1,240 per 10' x 10' booth \$ _____

_____ of corner booths x \$1,410 per 10' x 10' booth \$ _____

- One full conference registration • Exhibitor Directory Listing
- Category C location • Advance key decision-makers database
- * Convenience Booth Furniture Package* @ \$540 per booth x # _____ booths \$ _____



Return Form to:

NGAUS EXHIBIT MANAGEMENT

c/o EXHIBIT PROMOTIONS PLUS, INC.

11620 Vixens Path – Ellicott City, MD 21042

410/997-0763 301/596-3028 fax 410/997-0764

ngaus@epponline.com www.epponline.com

Method of Payment (Check One)

Please bill us

Check payable to:
National Guard Assn of the U.S.

Amount to be currently charged:

\$ _____ (U.S. Funds Only)

VISA MasterCard Amex

Credit Card # _____

Exp Date _____

Cardholder Name _____

Authorized Signature _____

Address Of Cardholder (If Different From Above) _____

City / State / Zip _____

Tel # of Cardholder _____

***NOTE:** Optional Convenience Package includes carpet, skirted 6' table, two side chairs and waste basket.*

I. EXHIBIT CATEGORY (Continued)

PREFERRED LOCATION (Booth Numbers) 1. _____ 2. _____ 3. _____ 4. _____

MULTIPLE BOOTH PREFERRED CONFIGURATION (Islands / peninsulas created on request)

- 10'deep x40' long 20'x20' (Includes four corner premium booths in all categories)
- Peninsula (Open 3 sides, includes two premium corner booths in all categories; minimum of four spaces)
- Island (Open 4 sides, all booths are assessed a "high visibility" corner premium in all categories)

Products / firms that you prefer to be in close proximity

Products / firms that you prefer NOT to be in close proximity

II. COMMUNAL "TAKE ONE" LITERATURE DISPLAY (Unlimited Quantity/Variety)

_____ Free (if reserve ad in Exhibitor Directory) _____ \$250

For additional marketing exposure or for those who cannot have a representative attend. Prominently located at the Exhibit Hall Entrance

III. NGAUS 2010 EXHIBITOR DIRECTORY ADVERTISING (COPY DUE: 5/7/2010)

TRIM SIZE 5 1/2" x 8 1/2" / BLEED SIZE 5 3/4" x 8 3/4" 4/Color	2/Color	Black/White
Full Page (5"w x 8"h) _____	\$1,395 _____	\$1,095 _____
Half Page (5"w x 3 4/5"h) _____	\$995 _____	\$795 _____

<ALL COVERS ARE SOLD>

Offset. Perfect Bound. Halftone screen (b/w or 2 color): 133 preferred; (4 color): 133 or 150. Rates are net. Exhibitor discounts will be credited on invoice. Composition when required, cost plus 15%. Press Ready PDF, EPS or TIFF files please.

IV. PRODUCT / SERVICE DESCRIPTION

Product/Service Description - Complimentary Exhibitor Directory Listing (approximately 40 words)

Contact to be listed in Exhibitor Directory

Title

Tel	Fax	Email	Website
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V. TERMS / PAYMENT

Details concerning decorator, shipping, installation, show hours and housing will be provided in ample time for advance planning. An exhibitor agrees that all provisions in the Exhibition Rules and Regulations (provided with order confirmation and/or with an Exhibitor Action Bulletin) are part of a formal contract for rental of exhibit space. NGAUS does not accept military/government payments using the WAWF method of payment.

CATEGORY A, B, C: A \$200.00 per booth deposit is due with application or within two weeks of invoice date. 50% of balance is due 2/19/2010. The remaining balance is due 5/19/2010.

CATEGORY D: One payment in full is due no later than 2/19/2010.

Reservations received after 6/11/09 will require payment in full within two weeks of invoice date. No installation will be permitted unless payment in full has been received.

Cancellation Policy

\$200.00 per booth is non-refundable. A fee of 25% of total booth cost will be assessed for cancellations received from 2/19/2010 to 5/19/2010. Cancellations received after 5/19/2010 will result in a full forfeiture and/or an obligation to pay the full rental fee. A cancellation must be received in writing to be valid.

RETURN FORM TO:
NGAUS EXHIBIT MANAGEMENT c/o EXHIBIT PROMOTIONS PLUS, INC.
 11620 Vixens Path, Ellicott City, MD 21042 410/997-0763 301/596-3028 Fax: 410/997-0764 ngaus@epponline.com
www.epponline.com