

NATIONAL GUARD ASSOCIATION OF THE UNITED STATES 146TH CONFERENCE

PROSPECTUS FOR EXHIBITORS AND ADVERTISERS

About the Conference

The 146th NGAUS General Conference & Exhibition will bring together thousands of attendees from across the nation. Imagine your organization among them as you take part in THE National Guard event of the year! This highly anticipated conference allows members to gather and vote on top legislative priorities for NGAUS, share information, and celebrate the camaraderie of being National Guard and NGAUS members. Join us for a four-day event packed with keynote speakers, special events and access to the largest defense industry trade show of the National Guard.

Those who attend the conference include 4,000 attendees, and over 220 general officers who visit the exhibit hall seeking out the latest solutions to current requirements. With a combined strength of 440,000 personnel and 6,000+ reporting units, the Army National Guard represents 45% of the Army's operating forces and the Air National Guard represents 35% of the Air Force's capability.

Conference Attendance

Attendees include:

- NGAUS members representing all 54 States, Territories and the District of Columbia
- 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

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
- Higher Education
- Distance Learning and Virtual Training/Exercises
- Event Management
- Food and Beverage
- Lodging and Hospitality
- Health, Welfare, Wellness, Safety, Physical Fitness, Recreation and Sports



Huntington Place | Detroit, Michigan

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

www.NGAUS.org



“Every National Guard officer should attend a NGAUS conference at least once. Chances are, after your first, you’ll want to return again and again.”

– Maj. Gen. Janson “Durr” Boyles, the NGAUS chairman of the board



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

– Gen. Daniel R. Hokanson, the chief of the National Guard Bureau, referencing NGB’s 25-year modernization road map (January 2023)

Exhibit Rates & Information

per 10'x10'

per 10'x10'
corner booth

Premiere Location - Category A

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

Central Location - Category B

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

Economy Location - Category C

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

Government/Military/Non-Profit* - Category D

(*No products/Services for Sale - 501(c) tax Exempt)	\$1,640	\$1,810
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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 Deadlines

February 17, 2024 – 50% payment due through 180 days prior to Conference. Exhibitor is 50% liable for contracted funds at this date.

May 16, 2024 – 100% payment due 90 days prior to Conference. Exhibitor is 100% liable for contracted funds at this date.

Companies that contract after May 16, 2024 are 100% liable for contracted funds upon receipt of the contract by National Guard Association of United States. 100% payment is due with the contract. Companies must be paid in full in order to set up.

Program & Exhibition Guide

Advertising is available in the pocket Program & Exhibition Guide that is distributed onsite to all attendees. Premium spots are on a first come first serve basis.

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

Questions? Contact our team of event specialists:

NGAUS Exposition
Management c/o Tradeshow
Logic

770-432-8410 X 159
dcpin@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:

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