



NATIONAL GUARD ASSOCIATION OF THE UNITED STATES 140th Conference

PROSPECTUS FOR EXHIBITORS & ADVERTISERS

About the Conference

The 140th NGAUS General Conference & Exhibition will bring together over 4,000 attendees. 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.

The conference is a four-day event packed with keynote speakers, special events and access to the largest defense industry trade show of the National Guard.

Conference Attendance

Attendees include:

- NGAUS members representing all 54 States, Territories and the District of Columbia
- National Guard Bureau leadership
- 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
- 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

Ernest N. Morial Convention Center | New Orleans, Louisiana

Conference Dates: August 24 - 27, 2018 | Expo Dates: August 25 - 27, 2018

www.NGAUSExhibits.com



Exhibit Information

Exhibit Rates

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

Premiere Location - Category A

NGAUS Corporate Member - Commercial/University	\$3,130	\$3,300
Non-Member - Commercial/University	\$3,330	\$3,500

Central Location - Category B

NGAUS Corporate Member - Commercial/University	\$2,630	\$2,800
Non-Member - Commercial/University	\$2,830	\$3,000

Economy Location - Category C

NGAUS Corporate Member - Commercial/University	\$1,965	\$2,135
Non-Member - Commercial/University	\$2,165	\$2,335

Government/Military/Non-Profit* – Category D

(*No products/Services for Sale – 501(c) tax Exempt)	\$1,340	\$1,510
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Payment Deadlines

- February 23, 2018 – 50% payment due through 180 days prior to Conference. Exhibitor is 50% liable for contracted funds at this date.
- May 25, 2018 – 100% payment due 90 days prior to Conference. Exhibitor is 100% liable for contracted funds at this date.
- Companies that contract after May 25, 2018 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.

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.

Advertising Opportunities

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

Literature Display

For additional marketing exposure, exhibitors and non-exhibitors may distribute their literature prominently at the Exhibit Hall entrance.

- Free Distribution (if reserve advertisement in Program & Exhibition Guide)
- \$100 (Booth Participant)
- \$250 (Non-Booth Participant)

Conference Magazine

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: Scott Hill (Eastern United States) at s.hill@jamesgelliott.com, or Steven Kinzler (Western United States) at s.kinzler@jamesgelliott.com

For more information on exhibit and advertising opportunities contact:

NGAUS Exposition Management
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