



NATIONAL GUARD ASSOCIATION OF THE UNITED STATES 147TH CONFERENCE

Baird Center | Milwaukee, Wisconsin

Conference Dates: August 22-25, 2025 | Expo Dates: August 23-25, 2025

PROSPECTUS FOR EXHIBITORS AND ADVERTISERS

About the Conference

Exhibiting at the 147th NGAUS General Conference & Exhibition, August 22-25, 2025, in Milwaukee, connects your brand directly with the National Guard's top decision-makers.

This premier event brings together Army and Air National Guard officers from all 54 states, territories, and the District of Columbia, along with civilian and military leaders, to discover the latest innovations, build trusted partnerships, and influence operational success.

Showcase your products & solutions, foster strategic connections and gain insight into the evolving needs of the nation's defense sector.

Conference Attendees

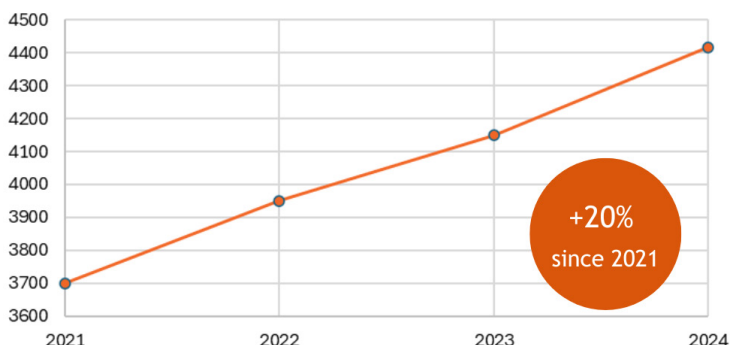
4,500+ high-ranking military management decision-makers that will connect with NGAUS 2025 exhibitors including:

- 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 for other Joint Services of the Defense Department

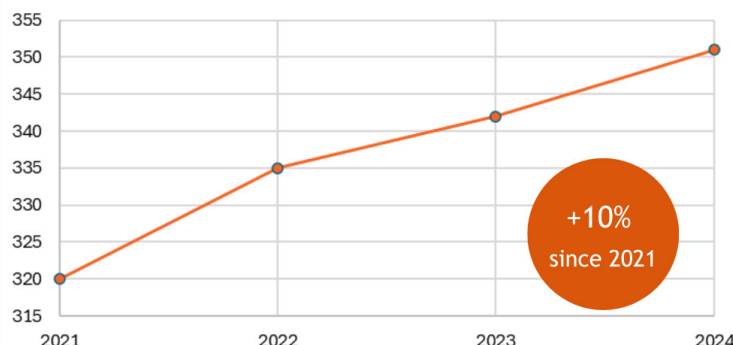
A Must-Attend Industry Event

The NGAUS Conference & Exhibition has grown consistently each year, reaching record participation in 2024. This premier event is now a must-attend for it's industry.

NGAUS Attendee Growth
since 2021



NGAUS Exhibitor Growth
since 2021





“Lots of exposure to all levels of the National Guard, engaged community looking at booths, time to discuss your mission one on one with different military leaders...”

Top Reasons for exhibiting

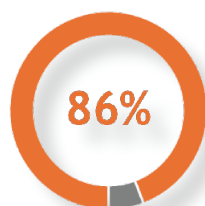
Increasing brand/product awareness

Generating new sales leads

Maintaining brand position

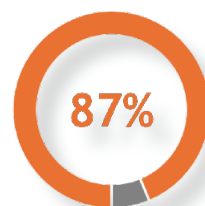
Meeting/selling to current customers

Quality



of NGAUS exhibitors are satisfied with the quality for attendees who visit their booth*

Attendee feedback



of attendees say this event is important to the success of their business. *

Top Product Categories Sought By Attendees*

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:

- Clothing & Gear
- Information Technology
- Higher Education
- Training & Simulation
- Aircraft & Air Modernization
- Health Care
- Maintenance & Logistics
- Specialty Products
- Weapons
- Emergency Response
- Promotional Products
- Force Protection
- Cybersecurity
- Portable Power
- Shelters & Tents
- Radios & Communications
- Insurance
- Consulting & Special Services

Exhibit Rates & Information

	per 10'x10'	per 10'x10' corner booth
Premiere Location - Category A		
NGAUS Corporate Member - Commercial/University	\$3,470	\$3,640
Non-Member - Commercial/University	\$3,670	\$3,840
Economy Location - Category C		
NGAUS Corporate Member - Commercial/University	\$2,285	\$2,445
Non-Member - Commercial/University	\$2,485	\$2,655
Government/Military/Non-Profit* - Category D		
(*No products/Services for Sale - 501(c) tax Exempt)	\$1,660	\$1,830

What's Included with Your Booth

- Registrations
- Category A & B booths: 2 complimentary exhibitor badges per 10 x 10 / 100 sq. ft. of space
- Category C & D booths: 1 complimentary exhibitor badge per 10 x 10 / 100 sq. ft. of space
- Listing in the Online Exhibitor Directory, Online Floor Plan, Printed Program & Exhibition Guide, and Mobile App
- 8' High Black Back Drape (Linear booths only)
- 3' High Black Side Drape (Linear booths only)
- One (1) 7" x 44" Cardstock Identification Sign

*Source: 2024 Explori Attendee and Exhibitor Post-Show Surveys.

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.

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|-----------------------|---------|----------------------|---------|
| • 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 | | |

Don't miss the opportunity to participate in this ideal platform and be part of the National Guard's most significant annual event.

Exhibit Space Services, Payment, and Cancellation Policies

Additional Booth Services

Booth service 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.

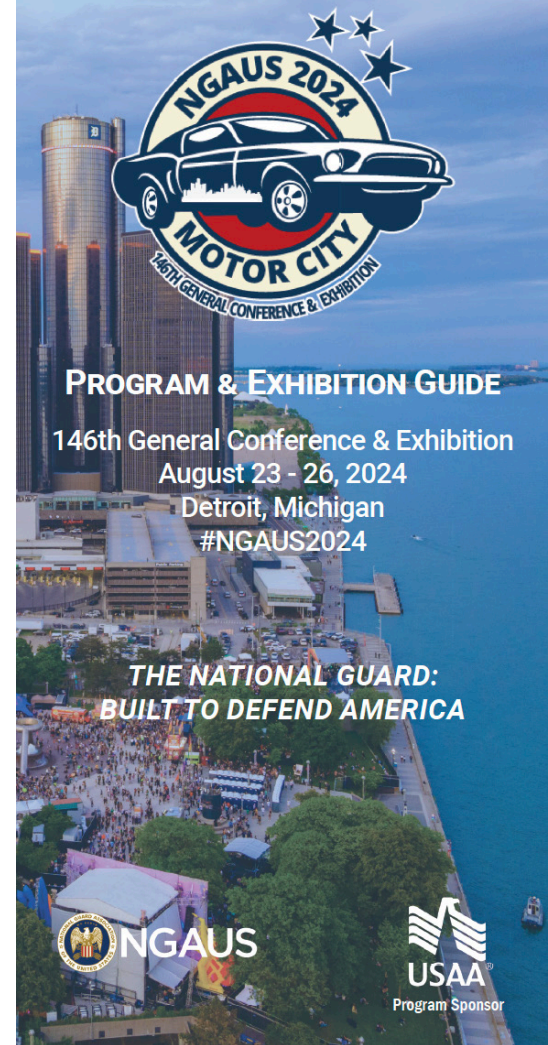
Payment for Contracted Space

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 14, 2025. Exhibitors applying for space after February 14, 2025 will be required to pay in full upon receipt of invoice. For contracts submitted after February 14, 2025 100% of the exhibit space fee is due upon invoice. Exhibit space must be paid in full to setup to exhibit. Failure to make payment does not release the company from the contracted financial obligation.

Cancellation or Reduction of Booth Space

Cancellations or reductions on by an exhibitor of booth space will incur the following fees:

- For cancellation or reduction of booth space on or before February 14, 2025 the exhibitor will pay 50% of the total booth fee.
- For cancellation or reduction of booth space after February 14, 2025 the exhibitor will pay 100% of the total booth fee.



Questions? Contact our team of event specialists

NGAUS Exposition Management c/o Tradeshow Logic

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Conference Magazine Advertising

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

Contact: Fox Associates (NATIONAL GUARD)

(248) 626-0511

Adinfo.NGAUS@FoxRep.com

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