LANPAC

SYMPOSIUM & EXPOSITION

A Professional Development Forum

EXHIBIT & SPONSORSHIP PROSPECTUS

16–18 MAY 2023 | HONOLULU, HI

LANPAC
SYMPOSIUM & EXPOSITION

The Association of the United States Army's LANPAC Symposium & Exposition is a world-class, international event highlighting the role of land forces in the Indo-Pacific theater and their contributions to the Joint Force in peace and war. The strategic location of Hawaii brings together government and industry representatives and our allies in the Indo-Pacific theater.

Key topics include:

- Strategic Environment: Preparedness to Meet Future Challenges
- Role of Land Forces in Deterrence
- COVID-19, Climate Change & Other Catastrophes: Lessons for Future Preparedness
- Deterring Aggression Through Joint and Coalition Readiness
- The Relationship Between Military Readiness, Deterrence, & Assurance
- Combined Joint Training in the Indo-Pacific
- Integrated Air and Missile Defense
- Multi-Domain Operations

WHAT CAN YOU EXPECT?

- World-class speakers
- Powerful content
- Focused panel discussions about the needs and future of the U.S. Army in the Indo-Pacific Theater
- Engaging audience participation
- Hands-on demonstrations featuring the latest products, services and defense technology
- One-on-one networking opportunities with key leaders from around the world

This is all under one roof during three busy days!

EDUCATE | INFORM | CONNECT

TABLE OF CONTENTS

Why Exhibit? 2
Past Exhibitors 3
Who Attends? 4
International Attendance 5
Floor Plan 6
Exhibit Booth Packages 7
Exhibit Hall Hours 7
Sponsorship Opportunities 8-9

KEY CONTACTS

EXHIBITS

Jamie Woodside, CEM, Deputy Director, Exhibit Sales & Operations
703-907-2656 | LANPACexhibits@ausa.org

Tiffany Long, Senior Exhibits Coordinator
703-907-2687 | LANPACexhibits@ausa.org

SPONSORSHIPS

Gaye Hudson, Deputy Director, Sponsorships & International Programs
703-907-2401 | Sponsorships@ausa.org

Emily Call, Sponsorship Manager
703-907-2606 | Sponsorships@ausa.org

NATIONAL AND COMMUNITY PARTNER PROGRAMS

Lynette Nichols, Deputy Director, Industry Development
703-907-2614 | NationalPartners@ausa.org

Christine Lathrop, Deputy Director, Membership
703-907-2681 | CPartners@ausa.org

HOUSING

Sheraton Waikiki Hotel
Please visit meetings.ausa.org/lanpac23 to reserve a room at our contracted rate.
Housing will open Spring 2023.

WHY EXHIBIT?

The exposition is an integral part of this three-day symposium.

ACCESS to 1,700+ dynamic attendees, including those from military commands who are interested in using your products and services to help prepare them for the future.

INSIGHT into the needs and future of the U.S. Army within the Indo-Pacific theater.

CONTINUOUS EXPOSURE to AUSA members and Army staff. Keep your products and services in front of attendees.

HANDS-ON PRODUCT DEMONSTRATIONS to provide attendees with innovations in their field. Attendees can experience an interactive space in your exhibit booth that will allow them to experience how technology can revolutionize their work.

PAST EXHIBITORS

500th Military Intelligence Brigade
8th Army
8th TSC
9th Mission Support Command (MSC)
94th Army Air & Missile Defense Command (AAMDC)
Acrow Corporation of America
Action Target
ADS, Inc.
Aerojet Rocketdyne
AIRBUS
Alaska Structures
Altaeros
AM General LLC
Association of the United States Army
BAE Systems
BeaverFit North America
Bell
Benchmade Knife Company, Inc.
Boeing Company
BOH FPU Systems - A Division of BOH Environmental, LLC
CAMSS Shelters
Cocoon, Inc.
Columbia Southern University
Darley Defense
Dataminr
DLX, Deployed Logix
Drip Drop Hydration
Federal Resources
Genasys (LRAD)
General Dynamics Land Systems Division
General Dynamics Mission Systems
GM Defense
goTenna Inc.
Guaranteed Rate
Hawai'i Pacific Innovation Campus (HI-PIC)
I Corps
IMSAR, LLC
Innovative Signal Analysis, Inc.
Invisio Communications Inc
Joint Pacific Multinational Readiness Center
L3Harris Technologies
Lighting Academy
LiteFighter Systems, LLC
Lockheed Martin Corporation
Marathon Targets Inc
MSA Safety
Nammo Defense Systems Inc.
National University
North American Rescue
Oakley, Inc.
Pilatus Business Aircraft Ltd
Purdue Global
Raytheon Technologies
S2IX Pty Ltd
SAIC
Shore Solutions, Inc.
Signature Systems

TAKE YOUR BUSINESS TO THE NEXT LEVEL WITH AUSA

Secure exhibit space at the
2023 AUSA LANPAC SYMPOSIUM & EXPOSITION

SupplyCore, Inc.
Transhield, Inc.
Trident University International
U.S. Army Alaska
U.S. Army Defense Forensic Science Center - Forensic Exploitation Directorate
U.S. Army Medical Research and Development Command
Ultra
University of North Georgia
USAA
USARJ
Vectrus
Veterans United Home Loans
Waldorf University
Walter Reed Army Institute of Research (WRAIR)
Western Global
Western Shelter

WHO ATTENDS?

The AUSA LANPAC Symposium & Exposition attracts more than 1,700 attendees from around the world. Meet your competitors' leads first and interact with key leaders from the Army, DoD, international allies, academia and the international defense industry.

ATTENDEE v. EXHIBITOR

78% ATTENDEES

22% EXHIBITORS

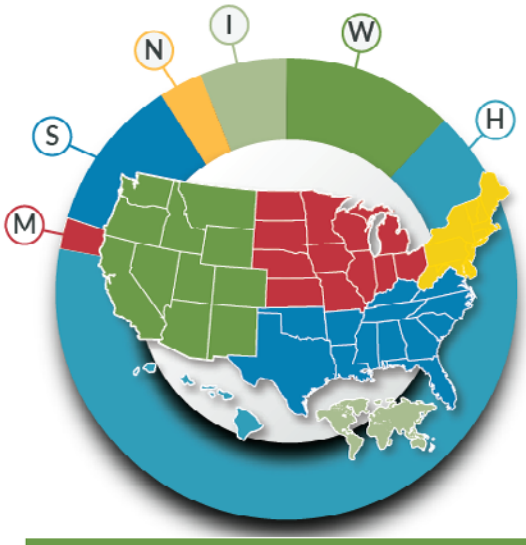
GOVERNMENT v. INDUSTRY

74% GOVERNMENT & ACTIVE MILITARY

26% INDUSTRY

(10% are retired military members)

DEMOGRAPHICS BY REGION



WEST	12%
HAWAII	66%
MID-WEST	2%
SOUTH	11%
NORTH-EAST	3%
INTERNATIONAL	6%

ACTIVE MILITARY BY RANK

JUNIOR ENLISTED (E-1 THROUGH E-4)	5%
NON-COMMISSIONED OFFICERS (E-5 THROUGH E-9)	38%
WARRANT OFFICERS (WOs)	4%
COMPANY GRADE OFFICERS (O1 THROUGH O3)	20%
FIELD GRADE OFFICERS (O4 THROUGH O6) GENERAL AND FLAG OFFICERS (O7 THROUGH O10)	33%

2022 ATTENDEES

International military and industry attendees representing 29 countries, including:

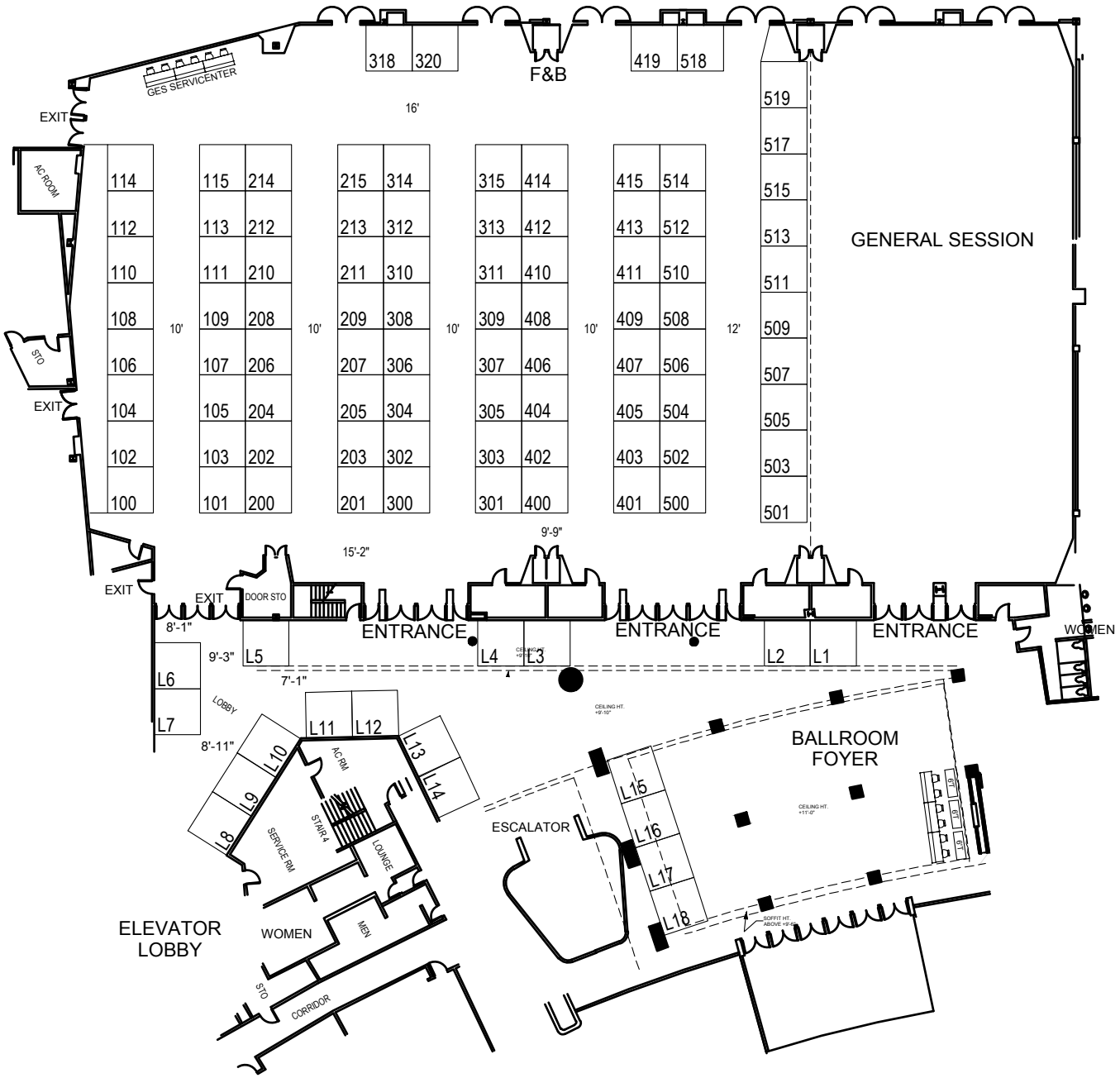
- Australia
- Bangladesh
- Brunei
- Canada
- Chile
- Fiji
- France
- Germany
- Indonesia
- Israel
- Japan
- Malaysia
- Maldives
- Mongolia
- Netherlands
- New Zealand
- Papua New Guinea
- Philippines
- Poland
- Republic Of Korea
- Singapore
- Taiwan
- Thailand
- United Kingdom
- Vanuatu
- Vietnam

PARTICIPANTS

The AUSA LANPAC Symposium & Exposition attracts a robust and diverse group of participants including government personnel from various U.S. Army, DoD and Pacific Theater partner-nation organizations including:

- 8th Theater Sustainment Command
- 9th Mission Support Command
- 25th Infantry Division Headquarters
- 94th Army Air and Missile Defense Command, USARPAC
- 351st Civil Affairs Command
- Armed Forces of Mongolia
- Asia Pacific C-IED Fusion Center, USARPAC
- Australian Army
- British Army
- Canadian Army
- Chilean Army
- Combat Training Center
- Communications-Electronics Command
- Deputy Assistant Secretary of the Army for Defense Exports and Cooperation
- Hawaii Army National Guard
- I Corps
- Indonesian National Armed Forces
- Japan Ground Self-Defense Force
- JPMRC/ITACSS-IS
- Malaysian Army
- New Zealand Army
- Office of the U.S. Army Surgeon General
- Papua New Guinea Defense Force
- Philippine Army
- Royal Brunei Land Force
- Royal Cambodian Army
- Singapore Armed Forces
- Special Operations Command, Pacific
- Swedish Armed Forces
- Theater Force Joint Land Component Command
- U.S. Air Force
- U.S. Army Alaska
- U.S. Army Armaments Center
- U.S. Army Audit Agency
- U.S. Army Combined Arms Center
- U.S. Army Corps of Engineers-Pacific Ocean Division
- U.S. Army Forces Command
- U.S. Army Installation Management Command
- U.S. Army Japan
- U.S. Army Pacific Command
- U.S. Army Regional Health Command-Pacific
- U.S. Army Training and Doctrine Command
- U.S. Coast Guard, Honolulu
- U.S. Marine Corps
- U.S. Navy

FLOOR PLAN



Exhibits: Hawaii Ballroom ● General Session: Kauai Ballroom

EXHIBIT BOOTH PACKAGES

Each 10'x10' booth space includes:

- Unlimited Exhibit Hall ONLY registration badges
- Complimentary listing and description in printed Show Guide and online exhibitor directory
- 8' back drape and 3' side drape

To access the **General Sessions**, exhibitors may purchase session badges at an additional fee. Please consult **meetings.ausa.org/lanpac23** for the most up to date registration information.

Registration costs increase onsite. Badges are non-transferable.

National Partners
$49 / sq. ft.

Community Partners
$59 / sq. ft.
(Must be 5 or 10 membership level)

Non-Members
$74 / sq. ft.

Government
$23 / sq. ft.

EXHIBIT HALL HOURS

Tuesday, 16 May	0930 - 1600
Wednesday, 17 May	0930 - 1630
Thursday, 18 May	0930 - 1200

CHOOSE TO SPONSOR

AUSA is pleased to offer a variety of sponsorships, all of which will enhance your company's experience at the event. Sponsorships are offered on a first-come, first-served basis; payment must be received prior to the event.

AUSA makes it a priority to support local businesses; Hawaiian businesses are asked to contact AUSA for special pricing on Show Guide Sponsorships.

Escalator Branding $10,000
(Exclusive Opportunity)

Your brand will be the first thing attendees see as they make their way from the lobby area up the escalator to registration. This is a great opportunity to make a lasting impression.

Have an idea for a sponsorship? Contact us today!

Wi-Fi Sponsorship $10,000
(Exclusive Opportunity)

AUSA will offer free Wi-Fi access to participants during the event. Attendees will be able to access the Internet in all the symposium rooms and exhibit hall. As a Wi-Fi Sponsor, you can define the landing pages that attendees will see as they connect to the Internet. Your logo will also be featured on signage throughout the Exhibit Hall and in the meeting spaces in the Sheraton Waikiki advertising the Wi-Fi access instructions. This is a great opportunity to reach a large targeted audience, brand your organization, and move your message to attendees during the show.

Afternoon Networking Reception $10,000
(2 Opportunities)

While the General Session is in recess, attendees and exhibitors will have the opportunity to network in the exhibit hall for two hours, while enjoying a variety of food and beverages.

- Signage with your company logo provided by AUSA, placed near the food service stations
- Cocktail napkins with your company logo used during the event (supplied by sponsor)
- Recognition during the General Session

SPONSORSHIP OPPORTUNITIES

Morning Refreshment Breaks $4,500
(3 Opportunities)

- Signage with your company logo provided by AUSA, placed near the food service stations
- Cocktail napkins with your company logo used during the event (supplied by sponsor)
- Recognition during the General Session

Morning Coffee Service $5,000
(3 Opportunities)

- Signage with your company logo provided by AUSA, placed near the food service stations
- Cocktail napkins and/or paper products with your company logo used during the event (supplied by sponsor)
- Recognition during the General Session

General Session Amenities $3,000
(3 Opportunities)

Attendees will see your logo in the room where the General Session is held each day. Sponsors are asked to supply pens and pads/notebooks to be provided for each attendee.

General Session Chair Drop $2,000
(5 Opportunities)

Move your message to all attendees in the General Session. AUSA will place your marketing collateral on each chair in the General Session room. Five opportunities available; three morning and two afternoon. sessions.

SHOW GUIDE SPONSORSHIP

AUSA will produce a Show Guide featuring the agenda, floor plan, an exhibitor listing, and descriptions including contact information for each organization. This printed guide will be distributed to each attendee and exhibitor, serving as one of the key publications at this event. In addition, this publication will be posted on our website, and will serve as a valuable resource to attendees long after this event concludes. There are several opportunities to be featured in this publication that will fit every budget and marketing plan.

Back Cover Sponsorship	**$7,000**
Inside Front Cover Sponsorship	**$6,000**
Inside Back Cover Sponsorship	**$5,000**
Full-Page Advertisement	**$4,000**
Front Cover Sponsorship (6 Opportunities)	**$4,000**
Page Runner (2 Opportunities)	**$4,000**
Floor Plan (15 Opportunities)	**$2,500**
Premium Show Guide Listing	**$500**

Descriptions will be emphasized with a border as well as a full color company logo.

meetings.ausa.org/lanpac23