



PLAN TO EXHIBIT / ATTEND



ENLISTED ASSOCIATION of the NATIONAL GUARD of the U.S. (EANGUS) 44th General Conference, Exhibition & Career/Education Fair

**ENLISTED ASSOCIATION OF THE NATIONAL GUARD OF THE U.S. (EANGUS)
AUGUST 9-12, 2015 (Exhibit Dates: 8/9-11) – INDIANA CONVENTION CENTER, INDIANAPOLIS, IN**

EANGUS is comprised of 50,000+ INDIVIDUAL MEMBERS and is the voice of the 11th largest Army in the World; the 5th largest Air Force; 38% of the total U.S. Military Force Structure; over 458,000 personnel serving in 3,600 communities throughout the country. The National Guard purchases \$27 Billion+ of products and services annually!

Industry, Government and Non-profits will access influential mid-management / “end-users” plus key policy and purchasing decision-makers within the National Guard community. *

* State Command Sergeants Major • State Command Chief Master Sergeants • Operations Sergeants • Army and Air Force Supply Sergeants/Logisticians • Senior Command NCO’s • Property Book NCO’s • Air Force Unit Equipment Managers Education Officers • Education Officers • Officials from Congress • NGB HQ • The Adjutants General (TAGs) • Representatives of other Joint Services of the DoD



WHO SHOULD EXHIBIT?

You will reach a receptive audience of Army and Air National Guard end-users/mid-management if you manufacture, represent, distribute or sell products/services in the following categories:

Homeland Defense / Counter-Terrorism
Chemical, Biological, Radiological, Nuclear Defense
National & Theatre Missile Defense
Cyber Security
IT, Communications / Satellite
Business Systems, Programs / Software
Emergency Preparedness
Survivability Training
Building Construction, Operating Management
Facilities & Maintenance (Energy Optimization)
Trenchless Technology
Promotional Items / Apparel / Jewelry
GSA Vendors / Government Agencies / Franchises

Human Resources/Recruitment for Transitioning Veterans
Critical Care Intervention / Personal Development
Distance Learning / Civilian Education
Family Programs
Awards / Plaques
Event Management / Fundraising
Lodging / Hospitality
Food Service Equipment / Food & Beverage
Health, Welfare, Wellness, Safety, Physical Fitness,
Recreation / Sports (MWR –Institutional / Personal)
Challenge Course Technology
Retirement / Investment Counseling

RATES INCLUDE BONUS EXHIBITOR BENEFITS

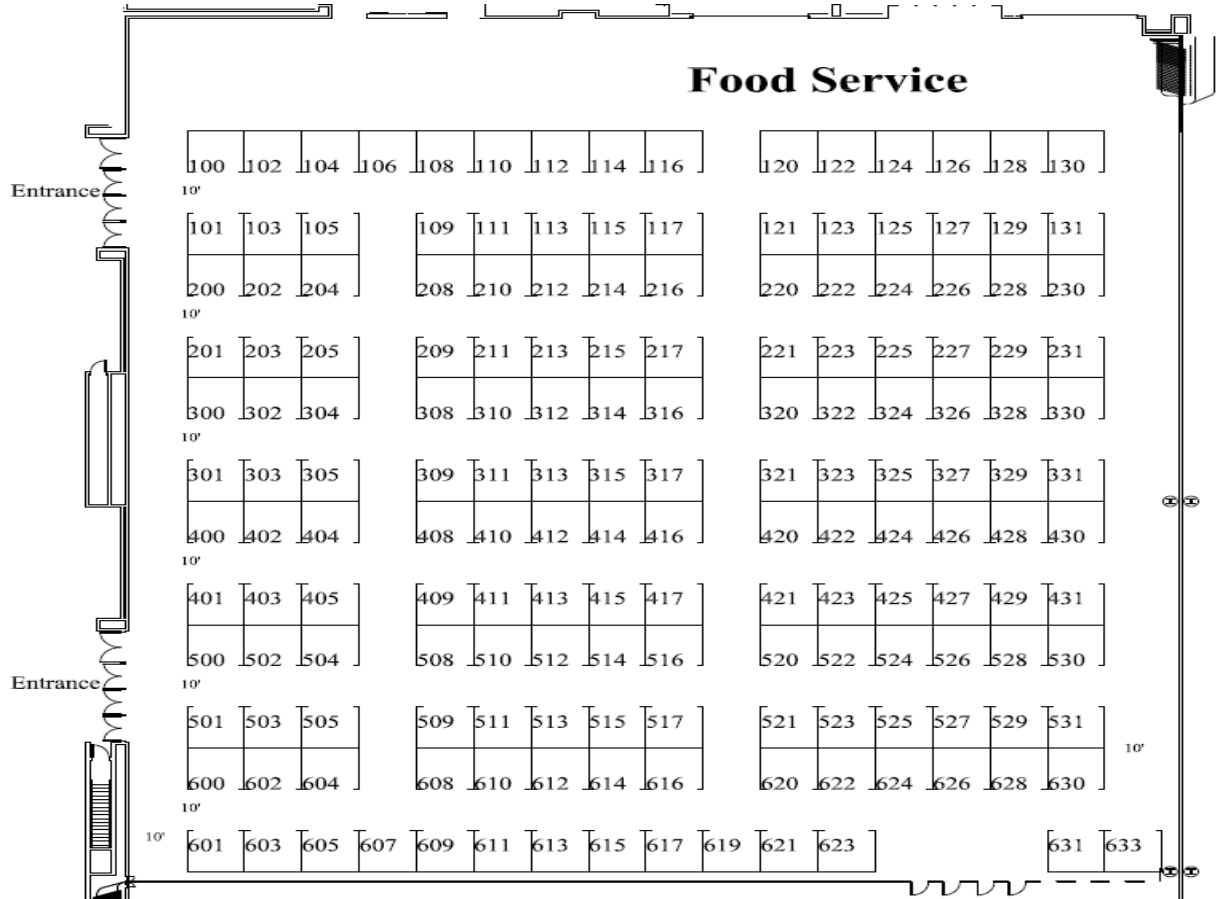
- Training for industry on “How to Sell to the Military”. USPF&O (accounting personnel) are being scheduled to discuss best practices related to MILITARY PURCHASING for all branches (budgetary projections/buying cycle/how to get into the buying system/ legislative initiatives).
- Training of direct interest to military friendly schools. A presentation to be scheduled by

knowledgeable Education Officer(s) is certain to provide valuable information to enhance your recruitment efforts among military personnel / family members.

- An updated directory of NG key buyers: US Property/Fiscal Officers (USPFO's) • Supervisory Contract Specialists (SCS's) • Base Contracting Officers (BCO's) • NGB-ZC-AQ Contracting Personnel

- Free Admission Expo Hall passes to invite customers/prospects • Exhibitor Guide listing

- Posting on the EANGUS website • Earn space preference priority points



{{ GENERAL SESSIONS ADJACENT TO EXHIBITS }}



FOR DETAILS ABOUT CREATING/RETAINING YOUR FAIR SHARE OF A MASSIVE MARKETPLACE:

EANGUS EXHIBIT/SPONSORSHIP MANAGEMENT
 c/o Exhibit Promotions Plus, Inc.
 11620 Vixens Path, Ellicott City, MD 21042
 410/997-0763 ~ 301/596-3028
 Fax 410/997-0764
eangus@epponline.com
www.eangus.org - www.epponline.com

Sample current/prior exhibitor and/or registrant list available upon request.



EXHIBIT APPLICATION & CONTRACT

ENLISTED ASSOCIATION OF THE NATIONAL GUARD OF THE U.S. (EANGUS)
 AUGUST 9-12, 2015 (Exhibit Dates: 8/9-11) – INDIANA CONVENTION CENTER, INDIANAPOLIS, IN
 <DISCOUNT / ENTITLEMENT BASED UPON EANGUS CORPORATE PARTNERSHIP LEVEL>

(PLATINUM PARTNERSHIP)

Includes three full conference registrations

_____ 1st Exhibit Booth (Complimentary)

PRIORITY BOOTH ASSIGNMENT

ADDITIONAL BOOTHS

_____ Inline Booths x **\$875**

_____ Corner/Island Booths x **\$940**

(NON-PARTNER COMMERCIAL/UNIV)

_____ Inline Booths x **\$1400** \$ _____

_____ Corner/Island Booths x **\$1500** \$ _____

ADDITIONAL BOOTHS

(GOVERNMENT / MILITARY / NON-PROFIT)

(SILVER PARTNERSHIP)

Includes two full conference registrations
Includes two full conference registrations

_____ Inline Booths x **\$1575** \$ _____

_____ Corner/Island Booths x **\$1690** \$ _____

ADDITIONAL BOOTHS

\$ _____ # _____ Inline Booths x **\$1000** \$ _____ # _____ Inline Booths x **\$1150** \$ _____

\$ _____ # _____ Corner/Island Booths x **\$1125** \$ _____ # _____ Corner/Island Booths x **\$1265** \$ _____

(GOLD PARTNERSHIP)

- (No items / services for sale- 501(c) tax

exempt)

Includes two full conference registrations

Includes one full conference registration

_____ Inline Booths x \$1750 \$ _____

_____ Inline Booths x \$900 \$ _____

_____ Corner/Island Booths x \$1875 \$ _____

_____ Corner/Island Booths x \$1025 \$ _____

CONVENIENCE BOOTH FURNITURE PACKAGE
(6' draped table, 2 side chairs, carpet & waste basket)
_____ of booth(s) x \$525
\$ _____

Preferred Booth Location(s): (1) _____ (2) _____ (3) _____ (4) _____ (5) _____

Products / firms that you prefer to be in close proximity: _____
proximity: _____

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

(B) Communal "Take One" Literature Display FREE (Platinum Partner, Exhibitor Directory Advertiser / Conference Sponsor)

\$100 (Exhibitor)
\$150 (Non Exhibitor)

(C) Exhibitor Directory Advertising COPY DUE: 6/1/15

\$800
Full Page 4 color
 \$500
B/W Full Page

\$1000 Inside Front Cover
 \$1000 Outside Back Cover

TERMS / CANCELLATION POLICY: A non-refundable \$200 deposit per exhibit space reserved is due with application or within two weeks of invoice date. 50% of balance is due by **2/9/15**. The remaining balance is due by **5/9/15**. Cancellations are not effective until received **IN WRITING BY EANGUS** exhibit management. Cancellations received from 2/9/15 to 5/9/15 will be assessed a 25% of total exhibit space cost cancellation fee. Cancellations received after 5/9/15 will result in a full forfeiture of **TOTAL exhibit space cost and/or an obligation to pay the ENTIRE exhibit space rental fee. Payment in full is required to obtain badges for exhibit hall admittance and prior to exhibit installation. Government agencies: WAWF payment procedure is not acceptable. Details concerning (1) show hours, (2) decorating and (3) shipping will be provided in ample time for advance planning.**

PAYMENT INFORMATION - Method of Payment (Check One)

Check payable to Exhibit Promotions Plus, Inc.
 VISA MasterCard American Express

AMOUNT TO BE CHARGED AT TIME OF APPLICATION \$ _____
US Funds Only

Credit Card # _____

Expiration Date _____ Sec Code _____

Cardholder Name _____

Phone # _____ Email _____

Card Billing Address _____

Signature _____

Organization _____
Address _____

City _____ **State** _____ **Zip** _____

Reserved By _____ **Title** _____

Signature _____

Tel _____ **Fax** _____ **E-Mail** _____ **Website** _____

SUBMIT APPLICATION TO:

EANGUS EXHIBIT MANAGEMENT c/o EPP
11620 Vixens Path, Ellicott City, MD 21042-1539
410/997-0763 ~ 301/596-3026 ~ fax 410/997-0764 ~ HYPERLINK "mailto:eangus@epponline.com"
eangus@epponline.com ~ www.epponline.com

**SPONSORSHIP OPPORTUNITIES
APPLICATION AND CONTRACT**

Attendee Registration Bags

\$10,000 exclusive _____

Your corporate logo, with the EANGUS 2015 Conference logo, will appear on the attendee bags. Your fee includes the cost of production.

President's Reception

\$7,500 exclusive _____ **SOLD**

This signature closing reception attracts Senior Enlisted Leadership, Distinguished Guests and VIP's (including Adjutants General), State Association Presidents / Executive Directors plus EANGUS / Auxiliary Leadership. Your corporate logo will appear on a special invitation and on each serving / dining table.

Attendee Coffee Breaks in the Exhibit Hall (Limited to 4 sponsors)

\$5,000 per break _____

Sponsor may provide logo cups and napkins for the daily breaks. Your name / logo will be on each serving / dining table.

Lanyards for Conference Identification

\$5,000 exclusive _____

Name tag lanyards with your logo and the EANGUS Conference logo will be worn by attendees during the conference. Sponsor places the order / absorbs cost of production for this item.



Hotel Key Cards

\$3,500 exclusive _____

Hotel key cards, with your logo and the EANGUS Conference logo, will be given to EANGUS guests at the headquarters hotel. Sponsor places the order / absorbs cost of production for this item.

Headquarters Hotel Guestroom Literature / Promo Drop

\$3,500 _____

Your corporate literature will be distributed to each conference registrant's guestroom. Sponsor places the order / absorbs cost of production for this item.

Welcome Banner

\$3,500 exclusive _____

"Welcome to EANGUS 2015" banner with your logo and the EANGUS Conference logo will be displayed at the convention center during the entire conference. Sponsor places the order / absorbs cost of production for this item.

Padfolios / Pens

\$3,500 exclusive _____

Padfolios / pens with your logo will be distributed at registration and used by attendees during and after the conference. Sponsor places the order / absorbs cost of production for this item.

Cyber Café IN the Exhibit Hall

\$3,000 exclusive _____

The Cyber Café will serve as the communications center of the Conference. Company mouse pads, note pads / pens, and other logo items can be distributed in the Café area.

All Area Hospitality Night

\$3,000 exclusive _____

Every EANGUS chapter (55) will be represented at the popular All Area Pot-Luck Hospitality Night. Your name / logo will appear on each chapter's serving area dining tables. This is the most relaxed event and your support is sure to be remembered.



State President's Luncheon

\$2,000 exclusive _____ **SOLD**

The EANGUS leadership composed of the 55 state, territory, District and Title 10 chapters will be represented. Your corporate logo will appear on a special invitation and on each serving / dining table.

Area Hospitality Room

\$1,000 per Area _____

EANGUS Areas (7) are assigned an exclusive Hospitality Room for registrants to gather throughout the conference. Your company name / logo will appear on prominent signage in multiple locations.

Auxiliary Luncheon

\$1,000 exclusive _____ **SOLD**

Recognize the value and key role that the Auxiliary represents in the lives of the National Guard. Sponsorship includes a public acknowledgement of your hosting VIP guests plus four seats at the luncheon. Your name / logo will be on each serving / dining table.

Speaker Ready / Distinguished Guest / VIP Room

\$1,000 exclusive _____

Your name / logo will be prominently displayed plus you may provide logo cups and napkins.

