

ASSOCIATION OF THE UNITED STATES ARMY
USA PAVILION
AT SOFEX 2012



7 – 10 MAY 2012

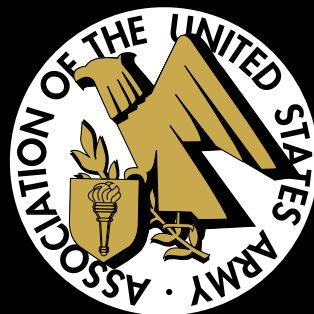
Book Your Space Now for the USA Pavilion

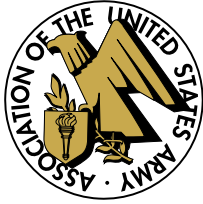
For USA Pavilion information and stand booking contact:

LexaLynn Hooper
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www.ausa.org





SOFEX 2012

9th International Special Operations Forces Exhibition & Conference

OFFICIAL USA PAVILION

Organized by the Association of the U.S. Army

DATE: 7 – 10 May 2012

LOCATION: King Abdullah I Airbase
Amman, Jordan

EXHIBITORS: 352 exhibitors from 34 countries attended SOFEX 2010.

VISITORS: 7,500 military and business visitors from 72 countries plus hundreds of journalists and media personnel. It is the world's leading special operations forces, counter terrorism and security forces event serving the global defense market.

DELEGATIONS: Invitations to attend SOFEX are extended to heads of state, defense ministers, chiefs of armed forces, special operations commanders and defense procurement directorates from across the region, as well as to officials from every corner of the globe. 117 international delegations attended the SOFEX in 2010.

UNIQUE: SOFEX is the only special operations exhibition conference held in the Middle East and North Africa. Over the past 10 years it has become the premier event of its kind. The conference comprises a series of comprehensive and topical seminars with an exhibition that includes a range of live-fire plus tracked and wheeled vehicle mobility displays ensuring an action-packed event. The indoor and outdoor exhibits are a showcase of the most up-to-date special operations and counter terrorism equipment and technology. SOFEX brings together small and medium-size companies and the major international manufacturers to meet with key military and government decision-makers from the Middle East, Gulf States and North Africa.

SPONSORS: SOFEX is sponsored by the Ministry of Defense of Jordan under the patronage of King Abdullah.

ORGANIZERS: The Association of the U.S. Army has been appointed by the organizers as the official U.S. agent for the USA Pavilion which is supported by the U.S. Government and endorsed and officially certified by the U.S. Department of Commerce and the American Embassy in Jordan. AUSA offers a value-added package of services that will enhance your experience at this very important event.

MARKET: SOFEX has established itself as the premier special operations, counter terrorism and security and defense event serving the Middle East. In the last decade, the Middle East has emerged as the largest importing region for security and military defense equipment, representing approximately 60% of the world's global defense expenditures. SOFEX hosts the region's defense ministers, chiefs of staff, ministers of interior, senior army commanding generals, law enforcement officials, top government decision makers and corporate officials. SOFEX is not open to the public.

CONTACT: LexaLynn Hooper
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USA PAVILION

Exhibit Space Application and Contract



ORGANIZED BY THE ASSOCIATION OF THE UNITED STATES ARMY

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USA Pavilion Organizer:
LexaLynn Hooper, AUSA
2425 Wilson Blvd., Arlington, VA 22201
Telephone: +1 703-907-2666 Fax: +1 703-243-2589
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USA Pavilion Sales:
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2425 Wilson Blvd., Arlington, VA 22201
Telephone: +1 703-907-2413 Fax: +1 703-243-2589
E-Mail: afrankenstein@ausa.org

In an effort to better serve you, please fill out your contract online.

Company:			Application Date:
Address:			Website:
City:	State:	ZIP:	Country:
Point of Contact:			Title:
Office Phone:	Mobile:	E-Mail:	
Invoice Contact:			Office Phone:
Facsimile:			E-Mail:
On-Site Point of Contact:			Title:
Office Phone:	Mobile:	E-Mail:	
Configuration:	<u> </u> m x <u> </u> m =	ExhibitStandType:(Pleasecircleone.)	<u> </u> Raw <u> </u> Shell
Location Preferences: (Please indicate with zone numbers.)	<u> </u> 1.	<u> </u> 2.	<u> </u> 3.
Notes: (Island, Shared Island, Neighbors)			

Signature of Exhibit Manager:

Notes: (1)Signed contracts are binding and will be the only official means of reserving space. Informal requests, either written or oral, will not be honored. (2) Space is assigned on a first-come, first-served basis. Under no circumstances will the Exhibitor be permitted to occupy its exhibit space if full payment has not been received. (3)We understand that if requested space is not available, we may be assigned to other space comparable in size. Final space assignment will be noted below when application is accepted. (4)We have read the exhibit information printed on pages 3 and 4 of this application and contract for exhibit space and agree to abide by these and any additional rules deemed necessary by the Association of the United States Army and published after the contract is signed.

Below, for official use only. Do not fill out.

This application becomes a binding contract after it is signed by AUSA.

AUSA Officer	Signature		
Date	Stand(s) assigned	Total m²	Stand Type
Total Cost	\$	_____	

Indoor Exhibit Space and Fees Shell Scheme Space Package includes carpet, walls supporting exhibit configuration, three spotlights, sign with company name and one 13 amp/250 watt socket	\$580 per m ²	x	m ²	\$	
Raw Space	\$480 per m ²	x	m ²	\$	
Outdoor Space	\$360 per m ²	x	m ²	\$	
Co-Exhibitor Space Each Co-Exhibitor	\$950	x		\$	Grand Total \$

Co-Exhibiting Company:

Address:

City: State: ZIP:

Website:

Communication Point of Contact: Title:

Phone: Mobile: E-Mail:

Co-Exhibiting Company:

Address:

City: State: ZIP:

Website:

Communication Point of Contact: Title:

Phone: Mobile: E-Mail:

Co-Exhibiting Company:

Address:

City: State: ZIP:

Website:

Communication Point of Contact: Title:

Phone: Mobile: E-Mail:

USA PAVILION EXHIBITION RULES AND REGULATIONS

1. **MANAGEMENT.** Where the words "Pavilion Manager" and/or "Show Management" are used herein, they shall mean AUSA or its designees or the owners of the Exhibition or their designees acting for either one in the management of the Exhibition.
2. **ELIGIBLE EXHIBITS.** Exhibits will be limited to those companies or other entities offering materials, products or services of specific interest to attendees. Show Management reserves the right to determine the eligibility for any product or service to be displayed. No exhibits or advertising can extend beyond the exhibit space or above the back aisles allowed to the Exhibitor.
3. **LIMITATION OF LIABILITY.** Exhibitor agrees to indemnify and hold harmless the Show Management, the Sponsor, and the Owner, Exhibition Hall facility, and Municipality in which this Exhibition is held, and their Officers, Agents and Employees, against all claims, losses, suits, damages, judgments, expenses, costs, and charges of all kinds resulting from its occupancy of the space herein contracted by reason of personal injuries, death, property damage, or any other cause of action by any person. Show Management shall not be responsible for loss or damage to displays or goods belonging to Exhibitors, whether resulting from fire, storms, air conditioning or heating failures, theft, bomb threats, or other causes. All exhibit materials are brought to the Exhibition and displayed at Exhibitor's own risk. Show Management may provide the services of a reputable protection agency during the period of installation, show, and dismantling. Exhibitor agrees that this constitutes adequate discharge of all obligations of Show Management to supervise and protect Exhibitor's property within the Exhibition. Exhibitors may provide additional guards at their own cost and expense only with prior approval of Show Management. Exhibitor agrees to indemnify Show Management and hold it harmless for any claims and for all damages, costs, and expenses, including, but not limited to, attorney's fees, amounts paid in settlement incurred in connection with such claims arising out of the acts or negligence of Exhibitors, their employees, or agents.
4. **DEFAULT IN OCCUPANCY.** Exhibit space must be fully set up and ready by the end of build up period. Pavilion Management reserves the right to reassign any un-set exhibit space if the stand is not set by the end of the build up period. Any exhibitor failing to occupy space is not relieved of the obligation to pay full rental price for stand space.
5. **DAMAGE TO PROPERTY.** Exhibitor is liable for any damage caused to building, floors, walls, columns, standard Stand equipment, other exhibitor's displays or property, or other fixtures. Exhibitor may not apply paint, lacquer, adhesives, or other coatings to building columns, walls, floors, fixtures, or standard Stand equipment.
6. **SPECIAL SERVICES.** Electricity, gas, water, and other utilities, as well as other special services needed by Exhibitors are provided only when the Exhibitor orders and pays for them specifically from the persons or contractors authorized by Show Management to supply such services in conformity with all applicable municipal, insurance and other regulations.
7. **STAND REPRESENTATIVES.** Stand representatives should be limited to exhibitor's employees and their authorized representatives, and shall wear badge identification furnished by Show Management at all times. Show Management may limit the number of stand representatives at any time. All stands must be staffed by exhibitor's stand representatives during all show hours.
8. **ELECTRICAL SAFETY.** All wiring on displays or fixtures must conform to applicable standards established by local regulatory agencies, including standard local fire ordinances. All display wiring must display seals and/or other indications of approval by local authorities as may be required by the Exhibition facility.
9. **SAFETY AND FIRE LAWS.** The Exhibitor must strictly observe all applicable fire and safety laws and regulations. Wiring must comply with local fire department and the Underwriters rules. Smoking is prohibited in the USA Pavilion. Aisles and the fire exits must remain clear at all times. Show Management may restrict crowds. No storage behind exhibits is provided or approved.
10. **DECORATION.** Management shall have full discretion and authority in the placing, appearance, and arrangement of all items displayed by Exhibitor, and may require replacement, rearrangement, or other modification of any item in the Stand, and no liability shall attach to Show Management for cost of same. An Exhibitor building a special or custom display must ensure all surfaces are finished so as not to be unsightly to other Exhibitors. Show Management, at its discretion, may order the official decorator/contractor to affect necessary repairs and/or finishes, and Exhibitors must pay all charges involved. If display construction does not begin on time, in Show Management's judgment, Show Management may begin construction or installation at Exhibitor's expense. All exhibits must be ready as scheduled in the Exhibitor's Manual. No construction, movement, or fabrication may take place after the Exhibition is opened. Any Stand or exhibit not in conformity with the regulations expressed in the Exhibitor's Manual must be altered to conform to those regulations at the Exhibitor's expense.
11. **SOUND LEVEL.** Any device producing sound must be operated so as not to disturb other Exhibitors. Show Management reserves the right to determine acceptable sound levels.
12. **LOTTERIES/CONTESTS.** The operation of games of chance, lottery devices, or simulated or actual pursuit of any recreational pastime is permitted only in compliance with local laws and with written approval of Show Management.
13. **PERSONNEL AND ATTIRE.** Show Management reserves the right to determine whether the character and/or attire of Stand representatives are acceptable and in keeping with the best interests of the Exhibition.
14. **EXHIBITOR CONDUCT.** Retail sales are absolutely prohibited during the course of the Exhibition. Distribution of samples, souvenirs, publications, etc. or other promotional activities may only take place within Exhibitor's Stand. Distribution of any articles, publications, etc., in the aisles is strictly prohibited. All Exhibitors shall conduct and operate their exhibit so as not to annoy, endanger, or interfere with the rights of other exhibitors or visitors. Show Management may prohibit any activity, which, in the judgment of Show Management, interferes with the rights of others, or exposes them to danger, or annoyance, whether complained about or not.
15. **OBSTRUCTION OF AISLES OR STANDS.** Any demonstration or activity that results in obstruction of aisles or prevents access to another display shall be suspended for any period of time as determined by Show Management.
16. **ADMISSION.** Admission is open to adults affiliated with the industry served by the Exhibition. No persons under 18 years of age will be allowed into the Exhibition. Show Management shall have sole control over admission.

17. EMPLOYMENT EXHIBITS. Exhibits for the purpose of soliciting prospective employees and employee recruitment activity of any kind are prohibited.

18. TERMINATION OF EXHIBITION. In the event that the premises in which the Exhibition is held shall become unfit for occupancy, in the sole judgment of Show Management, or in the event the operation of the Exhibition or performance of Show Management is in any way interfered with by any cause or causes not reasonably within the control of Show Management, this contract and/or the Exhibition may be terminated in whole or in part by Show Management. Show Management shall not be responsible for delays, damage, increased costs, loss, or other unfavorable conditions arising by virtue of cause or causes not within the control of Show Management. If Show Management terminates said contract or Exhibition (or any part thereof), Show Management may retain such part of Exhibitor's rental fee as shall be required to compensate it for expenses incurred up to the time such contingency is applied. There shall be no further liability on the part of either party. For purposes hereof, the phrase "cause or causes not reasonably within the control of Show Management" shall include, but shall not be limited to: fire, casualty, flood, epidemic, earthquake, explosion, accident, blockade, war, embargo, inclement weather, governmental restraint, restraint or orders of civil defense or military authorities, acts of public enemy, riots or civil disturbance, strike, lockout, boycott, or other labor disturbance, inability to secure sufficient labor, technical or other personnel failure, impairment or lack of adequate transportation facilities, inability to obtain, condemnation of, requisition or commandeering of necessary supplies and equipment, local, state, federal laws, ordinances, rules, orders, decrees, regulations, whether legislative, executive, or judicial, whether constitutional or unconstitutional, legal or illegal or Acts of God.

19. RESOLUTION OF DISPUTES. In the event of a dispute between an Exhibitor and the official contractor, between an Exhibitor and a labor union, or between different Exhibitors, all interpretation of the rules governing the Exhibition, actions, or decisions concerning this dispute made by Show Management intended to resolve the dispute shall be binding on the Exhibitor.

20. RECEIPT OF GOODS AND EXHIBITS. All arriving goods and exhibits must be received at designated receiving areas. All incoming materials must be clearly marked and all charges prepaid.

21. CARE AND REMOVAL OF EXHIBITS. Show Management will maintain cleanliness of all aisles. Exhibitor must, at their own expense, keep exhibits clean and in good order. All exhibits must remain fully intact until the Exhibition is officially closed. Exhibits must be removed by the time specified in the Exhibitor's Manual. Show Management reserves the right to tear down or ship, at Exhibitor's expense, any exhibits or displays not removed in a timely manner, using contractors of Show Management choice. Disposition of any such exhibits shall be at the discretion of Show Management, without any liability to Show Management.

22. PHOTOGRAPHY. Photographic rights for the Exhibition are reserved by Show Management. An official photographer may be made available at reasonable cost to the Exhibitors. Exhibitors may apply for permission to make their own photographic arrangements, and Show Management shall not unreasonably withhold such permission.

23. LOSSES. Show Management shall bear no responsibility for damage to Exhibitor. Exhibitor is solely responsible for adequately packing displays and exhibits. Exhibitor is liable for space costs even if goods fail to arrive on time. Exhibitor is hereby advised to adequately prepare for these risks, including the use of insurance.

24. AMENDMENT TO RULES. Any matters not specifically covered by the preceding rules shall be subject solely to the decision of Show Management, who shall have full power and authority in matters of interpretations, amendment, enforcement, or application. When brought to Exhibitor's attention, such decisions shall become part of this contract, and subject to all terms and conditions herein.

25. DEFAULT. If Exhibitor defaults in any of their obligations under this contract, or violates any of the covenants of this contract, including without limitations any rule or regulation of this contract, Exhibitor's Manual or other regulations, Show Management may without notice, terminate this contract and retain all monies received on account as liquidated damages. Show Management may then direct Exhibitor to remove forthwith all its employees, agents, representatives display materials and other property from the Exhibition hall.

26. AGREEMENT TO THE RULE. Exhibitor themselves, all employees, agents, representatives agree to abide by the foregoing rules and any amendments put in effect by Show Management.

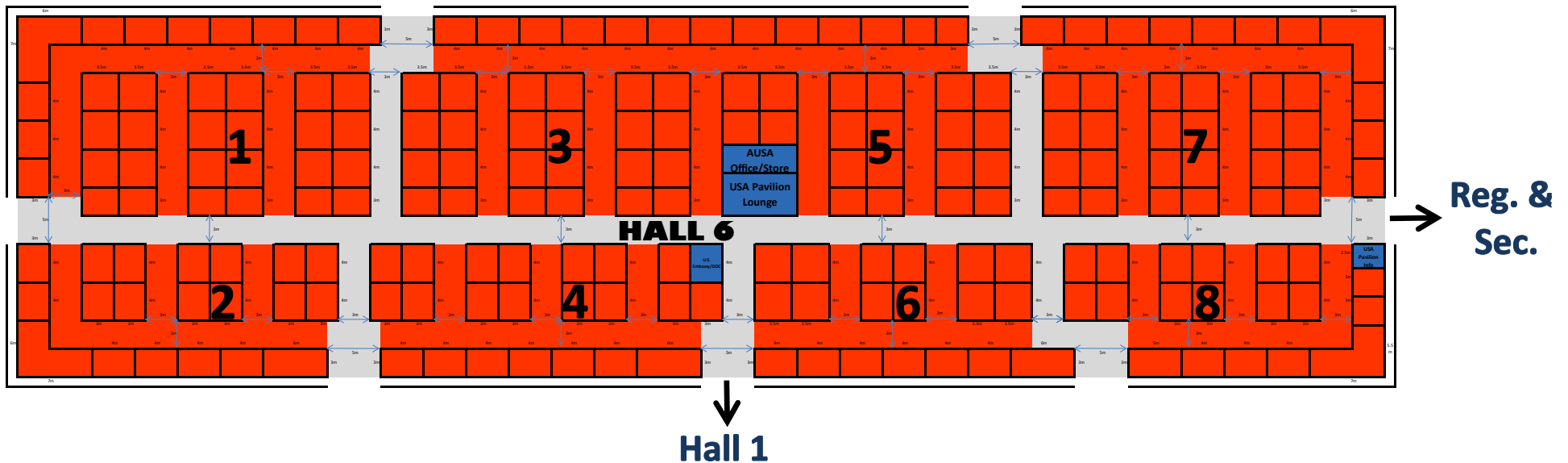
27. CANCELLATION AND REFUND POLICY. Cancellation of all or part of the exhibit space must be in writing to Show Management. Exhibitors canceling on or before 2 November 2011 forfeit 50% of the total rental. Exhibitors canceling after 2 November 2011 forfeit 100% of the total rental. All refunds are discretionary by Show Management and contingent on the resale of this space. If the exhibitor does not make full payment when due under the terms of this contract, Show Management may terminate this contract and the exhibitor shall be responsible for payment of all amounts which would have been due under the terms of this contract.

28. ASSIGNMENT AND PAYMENT FOR SPACE. Exhibit space will be allocated by Show Management. Show Management reserves the right to relocate stands when in the best interest of the show. The Exhibitor will be notified in writing of any such relocation. Full payment is due within 30 days of invoice.

29. EXHIBIT SPACE RESTRICTIONS. Island displays must be a minimum of 100 square meters. Split island displays must be a minimum of 50 square meters. End cap or peninsula displays are prohibited.



The USA Pavilion at SOFEX 2012

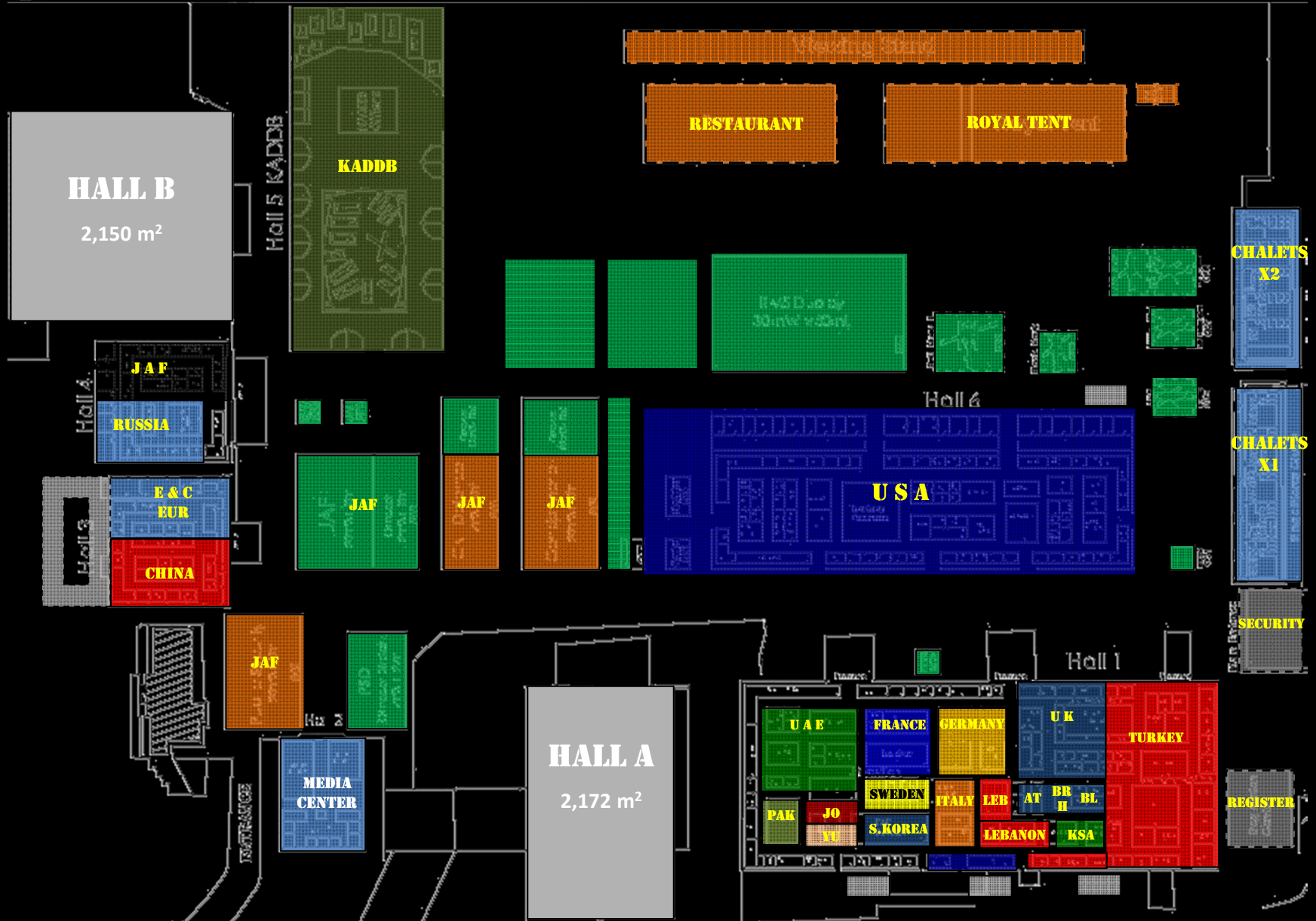


Grey aisles cannot be removed or crossed. All red areas can be adjusted and combined to suit your needs. On your space application please indicate which zones you prefer, along with any special requests in the notes section. Allocation will be based on a first-come, first-served policy.



SOFEX 2012

DRAFT





SOFEX 2012

9th International Special Operations Forces Exhibition & Conference
King Abdullah I Airbase – Amman, Jordan
7 -10 May 2012

VALUE-ADDED BENEFITS OF THE USA PAVILION

The Association of the U.S. Army has been appointed to organize the USA Pavilion at SOFEX, the International Special Operations Forces Exhibition and Conference scheduled 7-10 May 2012. There are many benefits to exhibitors that choose to exhibit within the USA Pavilion. Exhibiting in the USA Pavilion maximizes exposure to military, government and defense industry contacts and facilitates meetings. The USA Pavilion will feature 2,500 square meters of prime exhibit space that is located in Hall #6.

The USA Pavilion is the largest national pavilion at SOFEX and has become a “must see” for the visiting foreign military delegations. The USA Pavilion is officially certified by the U.S. Department of Commerce and the American Embassy. SOFEX 2012 has been granted DoD “Direct Participation” status. The USA Pavilion is unique because it brings together the marketing support by the American Embassy, the U.S. Department of Commerce and the U.S. Department of Defense to support the exhibitors of U.S. military and security technology. Some of the value-added benefits for exhibitors participating in the USA Pavilion include:

- Maximum visibility and exposure to foreign military delegations and buyers
- Networking opportunities with key customers at VIP reception hosted by the American Ambassador for USA Pavilion exhibitors and invited business guests
- Full service assistance by the American Embassy Commercial Service and Office of Defense Cooperation staff on hand to support your marketing needs
- U.S. military briefings held in the exhibitor’s lounge
- Support to help exhibitors obtain U.S. military equipment leased-back from DoD
- Complimentary refreshments while using the exhibitor lounge for business meetings
- Use of the business center
- Daily up-date bulletins on scheduled show events
- Networking with delegation attendees during exhibitor receptions and hospitality events
- A full company listing in the USA Pavilion Show Guide that is distributed to show attendees

Join AUSA in this year’s USA Pavilion and make this the best international pavilion at SOFEX 2012.

