

USA SECURITY AND DEFENSE PAVILION

Organized by the Association of the United States Army

2018

EUROSATORY

11 - 15 JUNE 2018 / PARIS

VIPARIS NORD VILLEPINTE

EXHIBITOR PROSPECTUS



www.ausa.org/eurosatory2018

Join us in the USA Security and Defense Pavilion at EUROSATORY

THE USA SECURITY AND DEFENSE PAVILION

The official USA Security and Defense Pavilion is the place to be at EUROSATORY 2018! EUROSATORY is the premier international defense and security exhibition held in Paris, France, from 11-15 June 2018.

The USA Security and Defense Pavilion is certified by the U.S. Department of Commerce and is approved by the DoD. With 3,500 square meters of exhibit space, it's one of the largest national pavilions at EUROSATORY -- and a key destination for military, government and acquisition attendees. Take full advantage of interacting with military, government, and defense contacts through the unique experience the Association of the United States Army offers at EUROSATORY.

Displaying in the USA Security and Defense Pavilion increases your global visibility and provides distinctive opportunities to network with international government, industry and military decision makers.

Secure your exhibit space today in the USA Security and Defense Pavilion at EUROSATORY now.

WANT TO STAY AHEAD ON INNOVATIONS, TRENDS AND TECHNOLOGY?

Want to start - or grow - your business in Europe?

EUROSATORY is the largest land and air-land defense and security trade show in the global defense market, with an added focus on strong civil and homeland security. It brings together security and defense experts who influence procurement decisions. It is a unique venue for meetings and purchasing among prime and subcontractors, suppliers and buyers.

Don't miss this "marketplace of ideas" to expand your network and advance your knowledge!

KEY BENEFITS

- Presentations from senior State, Commerce and Defense Department officials, and industry leaders in our Speakers' Corner
- Full company listing in the USA Security and Defense Pavilion show guide distributed to EUROSATORY attendees
- Daily updates with highlights of EUROSATORY events
- Exclusive exhibitors' reception with the U.S. Ambassador to France
- Private conference rooms for reservation
- Exceptional service assistance from AUSA
- Meetings with foreign military delegations and buyers
- Outdoor exhibit space available

SPONSORSHIP OPPORTUNITIES

AUSA offers creative sponsorship opportunities to add value to your business and help your brand stand out.

We will proudly feature all our sponsors on graphics displays in our pavilion, online and in our show guide.

Have questions or ideas about sponsorships? Contact Gaye Hudson at 703-907-2401 or ghudson@ausa.org

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KEY FIGURES - EUROSATORY 2016

167,212 m² of Indoor and
Outdoor Exhibition Space

1571 Exhibitors
from 57 Countries

More than **57,000 Visitors**
from 140 Countries
(46% International)

**212 Official
Delegations**
from 94 Countries

8,217 Representatives
of the Armed and Security Forces

More than 700 Journalists
and Media Personnel

BY THE NUMBERS

90%

of exhibitors met or exceeded their
goals at EUROSATORY 2016

89%

of exhibitors are planning to return
for EUROSATORY 2018

3,500m²

of premium exhibition space
in the USA Security
and Defense
Pavilion





**Make the most of
your EUROSATORY
experience as a key
exhibitor in the
USA Security and
Defense Pavilion.
It is a smart
investment in
your business.**

Top Five Reasons to Exhibit

in the USA Security and Defense Pavilion at EUROSATORY

- Interaction with influential leaders, ready to do business
- Robust opportunities for companies of all sizes and services
- Emphasis on land and air-land defense and security markets
- Exceptional support before, during and after the show
- Opportunities for meeting with international delegations



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