



# **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 11<sup>th</sup> largest Army in the World; the 5<sup>th</sup> 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 • NBG HQ • The Adjutants General (TAGs) • Representatives of other Joint Services of the DoD

To maintain a quality buyer / seller ratio, industry representatives are authorized to register ONLY if a firm is an exhibitor or sponsor.

### **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:

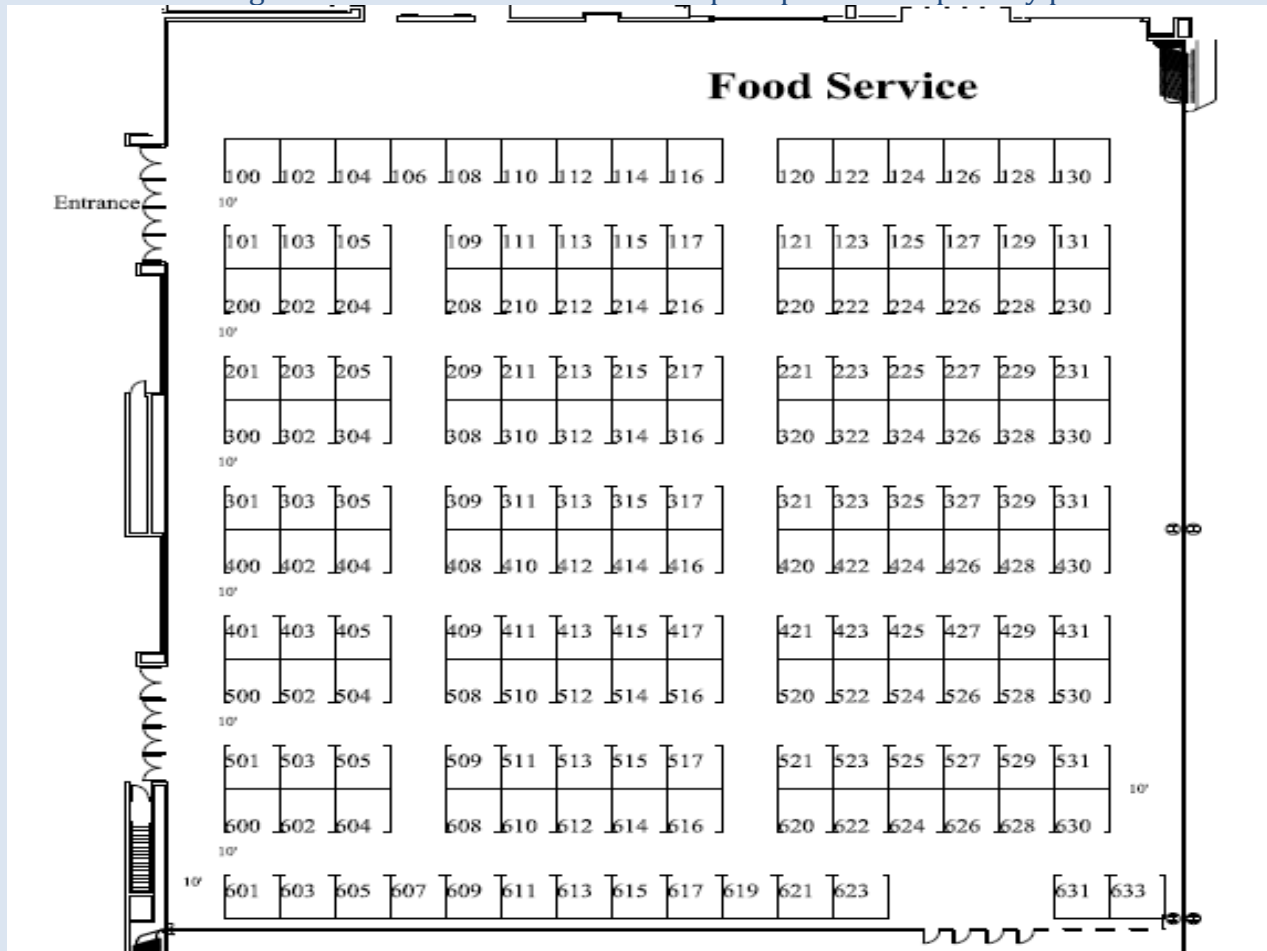
Homeland Defense / Counter-Terrorism  
Chemical, Biological, Radiological, Nuclear Defense  
National & Theatre Missile Defense  
Cyber Security  
IT, Communications / Satellite  
Business Systems, Programs / Software  
Emergency Preparedness  
Survivability Training  
Building Construction, Operating 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).
- Contact information of conference registrants that express an interest via a survey in YOUR product/service category will be provided.

- 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@eponline.com  
www.eangus.org - www.eponline.com**

### EXHIBIT HOURS

#### MOVE-IN

Fri	8/7	8:30am-4:30pm
Sat	8/8	8:30am-3pm

#### EXHIBIT HOURS

Sun +	8/9	10am-4pm
Mon */+	8/10	8am-4pm
Tue */+	8/11	8am-2pm

+ Silent Auction

\* Complimentary Admission - Education Fair

<b>MOVE-OUT -</b>	Tue	8/11	2pm-8pm
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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)

*Includes two full conference registrations*

# \_\_\_\_\_ Inline Booths      x \$1750    \$ \_\_\_\_\_

# \_\_\_\_\_ Corner/Island Booths x \$1875    \$ \_\_\_\_\_

### (GOLD PARTNERSHIP)

*Includes two full conference registrations*

# \_\_\_\_\_ Inline Booths      x \$1400    \$ \_\_\_\_\_

# \_\_\_\_\_ Corner/Island Booths x \$1500    \$ \_\_\_\_\_

#### ADDITIONAL BOOTHS

# \_\_\_\_\_ Inline Booths      x \$1000    \$ \_\_\_\_\_

# \_\_\_\_\_ Corner/Island Booths x \$1125    \$ \_\_\_\_\_

### (SILVER PARTNERSHIP)

*Includes two full conference registrations*

# \_\_\_\_\_ Inline Booths      x \$1575    \$ \_\_\_\_\_

# \_\_\_\_\_ Corner/Island Booths x \$1690    \$ \_\_\_\_\_

#### ADDITIONAL BOOTHS

# \_\_\_\_\_ Inline Booths      x \$1150    \$ \_\_\_\_\_

# \_\_\_\_\_ Corner/Island Booths x \$1265    \$ \_\_\_\_\_

### (GOVERNMENT / MILITARY / NON-PROFIT)

*Includes one full conference registration*

# \_\_\_\_\_ Inline Booths      x \$900    \$ \_\_\_\_\_

# \_\_\_\_\_ Corner/Island Booths x \$1025    \$ \_\_\_\_\_

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

**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:

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.

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Reserved By \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail \_\_\_\_\_ Website \_\_\_\_\_

#### 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 \_\_\_\_\_

#### SUBMIT APPLICATION TO:

**EANGUS EXHIBIT MANAGEMENT c/o EPP**  
11620 Vixens Path, Ellicott City, MD 21042-1539  
410/997-0763 ~ 301/596-3028 ~ fax 410/997-0764 ~ eangus@epponline.com ~ www.epponline.com



**SPONSORSHIP OPPORTUNITIES APPLICATION AND CONTRACT**

**ENLISTED ASSOCIATION OF THE NATIONAL GUARD OF THE U.S. (EANGUS)  
44th ANNUAL CONFERENCE  
AUGUST 9-12, 2015 (Exhibit Dates: 8/9-11)  
INDIANA CONVENTION CENTER, INDIANAPOLIS, IN**

Organization \_\_\_\_\_  
Contact \_\_\_\_\_ Title \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Tel \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_ Website \_\_\_\_\_

**Payment Terms** - 50% of fee is due with application or within 30 days of receipt of invoice. The remaining balance is due no later than 2/9/15. Cancellations for sponsorships must be received in writing. Cancellations of sponsorships after 5/9/15 will not receive any refund and will be responsible for the full sponsorship fee. WAWF payment procedure is not accepted.

**PAYMENT INFORMATION** – Method of payment (check one) Amount to be charged at time of application \$ \_\_\_\_\_ (U.S. Funds Only)

- Check Payable to **Exhibit Promotions Plus, Inc.**       VISA       Master Card       American Express

Credit Card # \_\_\_\_\_ Exp Date \_\_\_\_\_ Tel # \_\_\_\_\_

Cardholder Name \_\_\_\_\_ Signature \_\_\_\_\_

Card Billing Address \_\_\_\_\_ Email \_\_\_\_\_

**SPONSORSHIP LEVEL / BENEFITS**

**COMMANDER - \$5,000**

- \*\*Full-page advertisement in the Conference Sponsors Booklet
- \*\*Two complimentary full conference registrations
- \*\*Promotional item in registration bags

**CHIEF - \$2,500**

- \*\*Half-page advertisement in the Conference Sponsors Booklet
- \*\*One complimentary full conference registration

**SERGEANT - \$1,000**

- \*\*See basic sponsorship benefits

**<<Basic Sponsorship Benefits>>**

- \*\*Repeat exposure to 1500+ attendees
- \*\*Recognition announcement during General Conference
- \*\*Updated directory of National Guard Key Buyers
- \*\*Link to your webpage on EANGUS website

- \*\*Free "Take-One" literature display
- \*\*Inclusion on conference signage and promotional materials

**UNIQUE ADDITIONAL RECOGNITION OPPORTUNITIES (Includes basic sponsorship benefits)**

<<< SPONSORS AT A **MINIMUM \$5000 LEVEL ARE ENTITLED TO INSERT A PROMOTIONAL ITEM IN REGISTRATION BAGS** >>>



**Attendee Breakfast IN Exhibit Hall / Ribbon Cutting**

**\$25,000 exclusive** \_\_\_\_\_

No competing business sessions are scheduled - you are sure to reach attendees as they enter the Exhibit Hall plus afforded an opportunity to make a *brief* announcement to a captive audience. Your name / logo will be on each serving / dining table.

**Attendee Lunch IN the Exhibit Hall**

**\$25,000 exclusive** \_\_\_\_\_

Host the **ONLY** catered lunch for attendees. You will be afforded an opportunity to make a *brief* announcement to a captive audience. Your name / logo will be on each serving / dining table.

**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.

**RETURN APPLICATION / CHECK PAYABLE TO:**  
  
**EANGUS EXHIBIT MANAGEMENT**  
**c/o EXHIBIT PROMOTIONS PLUS, INC.**  
11620 Vixens Path, Ellicott City, MD 21042-1539  
410/997-0763 301/596-3028 fax 410/997-0764  
[eangus@epponline.com](mailto:eangus@epponline.com) / [www.eangus.org](http://www.eangus.org) / [www.epponline.com](http://www.epponline.com)