



# 148th NGAUS General Conference & Exhibition

THE PREMIER EVENT FOR THE NATIONAL GUARD COMMUNITY

The NGAUS General Conference & Exhibition is the largest annual gathering of Army and Air National Guard officers, drawing more than 4,400 professionals and officers from all 50 states, three territories, and the District of Columbia. This pivotal event is where the National Guard community networks, sets legislative priorities, and engages directly with America's civilian and military leaders. Family members, industry representatives, and local officials also attend, making this a truly comprehensive defense industry event. We invite you to join us in Indianapolis for this landmark occasion.

August 28 - 31, 2026 | Indianapolis Convention Center



## WHY EXHIBIT?

### Unmatched Access to Decision-Makers

- Over 4,000 participants, including more than 220 general officers, will explore the exhibit hall seeking the latest solutions to their operational needs.
- The Army National Guard, representing 40% of the Army's operating forces, and the Air National Guard, providing 30% of the Air Force's capability, will be strongly represented.
- Attendees include NGAUS members from all 54 states, territories, and D.C., National Guard Bureau leadership, and soldiers and airmen who identify requirements for future procurement.
- Representation from other Joint Services of the Defense Department ensures a broad reach.

### Who Should Exhibit?

Exhibitors will have unparalleled access to top Army and Air National Guard decision-makers seeking products, services, and solutions in areas such as:

- Counter Terrorism / Homeland Defense
- Chemical, Biological, Radiological, and Nuclear Defense
- Emergency Preparedness & Security Equipment
- Missile Defense
- Facilities & Infrastructure
- IT, Communications, Satellite, and Cybersecurity
- Space Force
- Higher Education & Distance Learning
- Health, Wellness, Safety, Physical Fitness, Recreation, Sports

## BENEFITS OF EXHIBITING

- ★ **Three Days of Captive Engagement:** Officers dedicate three full days to information sharing, strategic planning, and collaboration.



- ★ **Lead Generation:** Engage with key leaders, generate new sales opportunities, and advance your company's sales cycle with over 300 exhibiting companies.
- ★ **Brand Building:** Position your company as a trusted leader and enhance your profile among the foremost decision-makers in the defense sector.



- ★ **Shape the Future:** Influence the strategic vision of the National Guard and introduce innovations that will define tomorrow's force.
- ★ **Industry Networking:** Meet qualified buyers and specifiers, gain exposure to industry experts, and join a community committed to innovation and thought leadership.



## EXHIBIT CATEGORIES & RATES

### Premiere Location - Category A

	per 10' x 10'	per 10' x 10' (Corner Booth)
NGAUS Corporate Member - Commercial/University**	\$3,470	\$3,640
Non-Member - Commercial/University	\$3,670	\$3,840

### Economy Location - Category C

NGAUS Corporate Member - Commercial/University**	\$2,285	\$2,445
Non-Member - Commercial/University	\$2,485	\$2,655

### Government/Military/Non-Profit\* - Category D

(\*No products/Services for Sale - 501(c) tax exempt)

NGAUS Corporate Member - Commercial/University	\$1,660	\$1,830
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(\*\*Silver, Gold or Platinum Corporate Membership required for discounted pricing)

## Included with your Exhibit Space

- Company Identification Sign (7" x 44")
- 8' high back drape wall and 3' high side rail drape (linear booths only)
- Includes registrations
  - Category A booths: two (2) complimentary exhibitor badges per 10 x 10 / 100 sq. ft. of space
  - Category C & D booths: one (1) complimentary exhibitor badge per 10 x 10 / 100 sq. ft. of space
- Basic Listing in the Online Exhibitor Directory, Online Floor Plan, Printed Program & Exhibition Guide, and Mobile App



## MARKET OPPORTUNITIES

The U.S. National Guard's procurement priorities for FY25-FY26 focus on modernization, readiness, and homeland security—representing significant opportunities for defense contractors and technology providers. Key areas include:

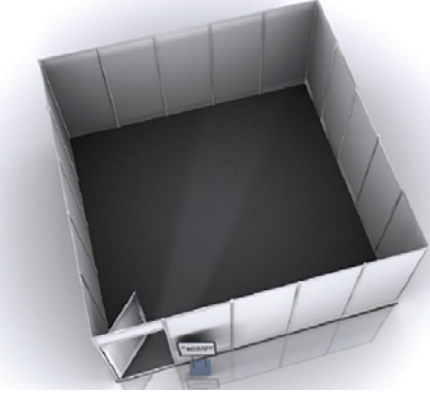
- Aircraft Modernization
- Unmanned Aerial Systems
- Cybersecurity & Network Defense
- C4ISR Systems (Command, Control, Communications, Computers, Intelligence, Surveillance, Reconnaissance)
- Ground Combat Vehicles & Mobility Platforms
- Air Defense & Missile Systems
- Facility & Infrastructure Services
- Medical & Force Health Protection
- Training & Simulation Systems
- Energy & Sustainment



**PROGRAM & EXHIBITION GUIDE ADVERTISING OPPORTUNITIES**

Advertising is available in the pocket Program & Exhibition Guide, distributed onsite to all attendees. Premium spots are on a first-come, first-served basis.

Full Page Color	\$1,800
Half Page Color	\$1,200
Full Page B/W	\$1,600
Half Page B/W	\$1,000
Inside Front Cover	\$2,200
Inside Back Cover	\$2,200
Outside Back Cover	\$2,400



## MEETING ROOMS

	Exhibitor	Non-Exhibitor
13'x13' Room	\$5,750	\$8,750

**Includes:**

Hard walls, carpet, 18"x22" ID sign, basic listing

Located directly on the exhibit floor, these private, hard-wall suites provide a secure setting for meaningful conversations with prospects and clients. Each lockable room is ideal for one-on-one meetings, small group discussions, or confidential product demonstrations—giving you a dedicated space to advance sales opportunities and strengthen customer relationships without leaving the exhibit hall.

## SALES TEAM CONTACT INFO

### Military and Government Partners

Jessica Neiers, Associate Director of Sales  
(703) 679-3961 | [jessica.neiers@spargoinc.com](mailto:jessica.neiers@spargoinc.com)

### Companies beginning with #-K, contact:

Jozy Tier, Event Sales Specialist  
(571) 385-4267 | [joseanna.tier@spargoinc.com](mailto:joseanna.tier@spargoinc.com)

### Companies beginning with L-Z, contact:

Rachel Sackadorf, Event Sales Specialist  
(703) 259-6696 | [rachel.sackadorf@spargoinc.com](mailto:rachel.sackadorf@spargoinc.com)

## DON'T MISS OUT!

Showcase your products and solutions, foster strategic connections, and gain insight into the evolving needs of the nation's defense sector at the 2026 NGAUS Conference & Exhibition. Join over 4,400 attendees and position your company at the forefront of the National Guard's modernization and readiness efforts.



# NGAUS

[www.NGAUS.org](http://www.NGAUS.org)





# Convention Center & Exhibit Hall BRANDING OPPORTUNITIES

## Escalator Glass & Branded Staircase

### Exclusive!

This is your opportunity to showcase your brand on the main access point to breakout sessions and sections that will take place on the upper level, located adjacent to registration

Escalator Glass: Size: 36' 1.5" x 22.625" each run. Branded Staircase: Size: 35 Steps @ 77.5" x 6.5"

**Investment: \$30,000**



## Hydration Station

### Exclusive!

Water Stations placed throughout the exhibit hall, water stations branded with sponsor's logo, sponsor Water bottles at each station.

*\*Graphic for reference only, exact bottle style TBD*

**Investment: \$20,000**



## Exhibit Hall Exit Header

### Exclusive!

Located above the main entrance inside the exhibit hall, this opportunity will leave a lasting impression as attendees exit the hall

Size: 55' w x 13' h

**Investment: \$15,000**



## Lobby Wall Signs - (All Items Exclusive)



Over Registration (Left) - Size: 20'W x 18'H  
Investment: \$15,000



Over Registration (Right) - Size: 20'W x 18'H  
Investment: \$15,000



Exhibit Hall Entrance (Left) - Size: 20'W x 10'H  
Investment: \$15,000



Exhibit Hall Entrance (Right) - Size: 20'W x 10'H  
Investment: \$15,000



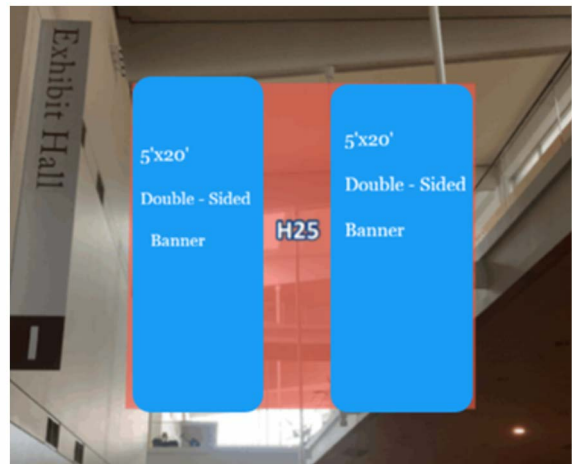
Upper Level Access (Upper) - Size: 15'W x 18'H  
Investment: \$15,000



Upper Level Access (Lower) - Size: 10'W x 10'H  
Investment: \$10,000

## Double Sided Lobby Hanging Banner

Quantity: 8 Available  
Size: 5' W x 20' H  
Investment: \$15,000/each



## You Are Here - Locator Kiosk

Add your logo to 2 sides of a "You Are Here" Locator above the scrolling schedule of events  
Quantity: 3 Available  
Size: 4' W x 8' H  
Investment: \$15,000/each

## Floor Decals

Four decals – One in lobby, three in hall on primary traffic paths  
Quantity: 5 Sets Available  
Size: 3' W x 3' H  
Investment: \$2,500 per set of 4

