



# 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:

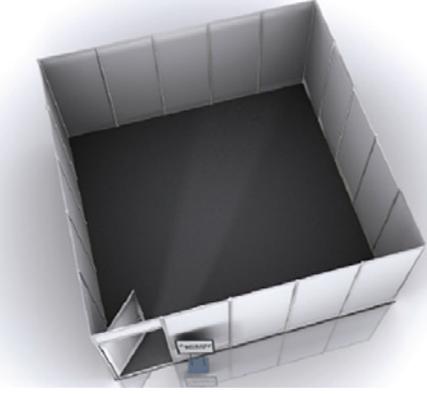
- Aircraft Modernization
- Unmanned Aerial Systems
- Cybersecurity & Network Defense
- C4ISR Systems (Command, Control, Communications, Computers, Intelligence, Surveillance, Reconnaissance)
- Ground Combat Vehicles & Mobility Platforms
- Air Defense & Missile Systems
- Facility & Infrastructure Services
- 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:**  
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**Companies beginning with L-Z, contact:**  
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**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.



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

