



USA SECURITY AND DEFENSE PAVILION

ORGANIZED BY THE ASSOCIATION OF THE UNITED STATES ARMY

2020

EUROSATORY

08 - 12 JUNE / PARIS



EXHIBITOR PROSPECTUS

www.ausa.org/eurosatory2020

Join us in the USA Security and Defense Pavilion at EUROSATORY

EUROSATORY IS THE UNMISSABLE WORLDWIDE EXHIBITION

EUROSATORY, the international land and airland Defence and Security exhibition. It was created in its original form in 1967 and has never stopped evolving. Attendees' number always increased, visitors as well as exhibitors.

The unquestionable quality of this number one international exhibition is based on four pillars:

International: Eurosatory brings together worldwide exhibitors, visitors and journalists

Business: Eurosatory offers to exhibitors, and also visitors, various services in order to help them to develop their commercial opportunities

Technologic showcase: Eurosatory presents in life-size numerous equipment and systems

A forum for ideas: Eurosatory supports exchanges of views about the evolution of Defence and Security between all the players of the domains. Many conferences are organised all along the exhibition.

Eurosatory welcomes professional visitors with various functions:

- Defence & Security professionals.
- Institutional decision-makers.
- Defence and Security authorities and influential VIP experts.
- Experts involved in equipment evaluation and procurement processes.
- Members of think tanks, test centres and universities.
- Operational staff and equipment users. www.eurosatory.com

THE VENUE

Paris Nord Villepinte is France's largest exhibition complex. It is the leading venue for corporate events, with 360,000 SQM of comfortable, interconnected and fully-equipped spaces, as well as 246,312 SQM of exhibition areas. It is also an eco-responsible site where comfort and contemporary concerns go hand-in-hand.

KEY FIGURES - EUROSATORY 2018

81,330 m² of Indoor and Outdoor Exhibition Space

1802 Exhibitors
from 63 Countries

More than **57,000 Visitors**
from 153 Countries
(Over 50% International)

227 Official Delegations
from 94 Countries

696 Journalists

94% of exhibitors met or exceeded their goals

92% of exhibitors are planning to return

Over **3,300m²** of premium exhibition space in the USA Security and Defense Pavilion

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



08 - 12 JUNE 2020

PARIS NORD VILLEPINTE | PARIS, FRANCE

USA SECURITY AND DEFENSE PAVILION KEY BENEFITS

- Presentations from senior State, Commerce and Defense Department officials, and industry leaders in our Speakers' Corner
- USA Security and Defense Pavilion Exhibitors' Reception
- Exceptional service assistance from AUSA including daily updates highlighting EUROSATORY events
- Full company listing in the USA Security and Defense Pavilion show guide distributed to EUROSATORY attendees
- Private conference room(s) available for reservation
- Increased exposure to foreign military delegations and buyers

THE USA SECURITY AND DEFENSE PAVILION

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!

EXHIBIT SPACE OPTIONS

RAW Space \$1,175 per m2

SHELL Space \$1,415 per m2

all 9m2 are required to be SHELL Scheme

All SHELL Scheme in the pavilion through GES includes:

- Carpet
- Walls
- Basic Electrical Outlet
- ID Sign
- Spotlights

Additional fees for Corners, Registration, Co-Exhibitors, Insurance, RAW Space Booth Builds may apply. Ask AUSA about them before you book your space.

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





**USA Security
and Defense
Pavilion**

Top Reasons to Exhibit

in the USA Security and Defense Pavilion at EUROSATORY

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



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