**IDEX 2021 IS A MUST ATTEND!**

The International Defense Exhibition and Conference (IDEX) is the most strategically important tri-service defense exhibition in the world.¹

With over 108,000 attendees from 142 countries and 1,250 exhibiting companies participating in 2019, IDEX continues to attract international defense industry decision-makers and key military personnel. IDEX and NAVDEX demonstrate the latest technology across land, sea and air sectors of defence. It is a unique platform to establish and strengthen relationships with government departments, businesses and armed forces.

The focus of the world's defense and security industry will be on the 15th International Defence Exhibition and Conference (IDEX).

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**VALUE ADDED BENEFITS**

Exhibiting in the **USA Security and Defense Pavilion** will benefit you and your company.

When you register for space, you will receive:

- International networking opportunities
- Invitations to the Ambassador’s Reception
- Full-service assistance from AUSA staff and on-site partners
- Maximum visibility to foreign militaries and buyers
- Use of the exhibitor lounge, with computer and printing services, and wireless Internet access
- Daily updated briefings on scheduled Pavilion and IDEX events
- Full company listing in USA Security and Defense Pavilion Show Guide distributed to IDEX attendees.
- Briefings from key leaders invited from: DOD, CENTCOM, ASA(ALT), and Army Commands.

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*AUSA is the official U.S. agent, appointed by the show organizers, for the USA Security and Defense Pavilion, which will feature over 5,000m2 of exhibit space and is a top destination for visiting delegations. As a participant you will be provided the outstanding customer service that AUSA delivers at all of our events.*

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"One of the best international shows I have ever attended."

- Paul Casey, International Business Development, Northrop Grumman

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¹ [https://www.idexuae.ae/about-idex/](https://www.idexuae.ae/about-idex/)
IDEX takes place at the Abu Dhabi National Exhibition Centre (ADNEC), which is centrally located in Abu Dhabi, the capital of the UAE. The state-of-the-art exhibition centre is the largest centre of its kind in the Middle East.

IDEX 2021 is organized in association with the UAE Armed Forces GHQ.

WHO IDEX REACHES

IDEX is the only international defence exhibition and conference in the MENA region demonstrating the latest technology across land, sea and air sectors of defence. It is a unique platform to establish and strengthen relationships with government departments, businesses and armed forces throughout the region.²

IDEX is the largest defense exhibition in the Middle East and North Africa region.

THE VENUE

IDEX takes place at the Abu Dhabi National Exhibition Centre (ADNEC), which is centrally located in Abu Dhabi, the capital of the UAE. The state-of-the-art exhibition centre is the largest centre of its kind in the Middle East.

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BOOTH SPACE PRICING

RAW Space Cost $1,275 per m²
SHELL Space Cost $1,475 per m²

all 9m² are required to be SHELL Scheme

All SHELL Scheme in the pavilion through GES includes Carpet, Walls, Spotlights, Company ID Sign and Basic Electrical Connection/Outlet

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

SPONSORSHIP OPPORTUNITIES

Sponsoring will enable your company to maximize its visibility at this very important event. We are pleased to offer effective opportunities that not only enhance your presence, but also help your company stand out and brand your solutions. In addition, you can increase your brand awareness and show your support of the USA Security and Defense Pavilion.

All sponsors will be featured in the USA Security and Defense Pavilion official Show Guide and via www.ausa.org/idex2021

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

“US Companies that want to grow internationally will find great opportunities at IDEX and with GCC and MENA countries. As a premium regional business hub, the United Arab Emirates is the place to showcase capabilities, build relationships, and expand both your opportunities and influence in one of the world’s fastest growing, transforming economies.”

- LTG Patricia McQuistion (USA Retired), Vice President, Membership and Meetings, Association of the United States Army

² https://www.idexuae.ae/idex/about-idex/
INCREASE YOUR COMPANY’S VISIBILITY AT IDEX 2021

Join AUSA in the USA Security and Defense Pavilion to advance your marketing exposure in the Middle East and North Africa region. Strengthen relationships with international decision-makers at the largest defense exhibition in the region.

WWW.AUSA.ORG/IDEX2021

For Exhibit Space | Michael Cerami at (703) 907-2413 or mcerami@ausa.org