



LANDEURO

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3-4 DECEMBER 2026 | RHEINMAIN CONGRESS CENTRE | WIESBADEN, GERMANY

EXHIBITOR PROSPECTUS



AUSA
ASSOCIATION OF THE
UNITED STATES ARMY

EDUCATE | INFORM | CONNECT

Back in 2026!

Thank You for Making LANDEURO 2025 a Resounding Success

A heartfelt thank you to everyone who joined us for the inaugural LANDEURO event in Wiesbaden, Germany. With over 2,200 influential leaders from 45 countries, LANDEURO 2025 brought the global defense and security community together like never before.

From tactically focused Warriors Corner presentations to high-level engagements and widespread media coverage, the event delivered on its promise—fostering collaboration, sharing insights, and driving innovation across multinational landpower.

And we're just getting started.

In response to overwhelmingly positive feedback—and in recognition of the evolving challenges in the European theater—AUSA is proud to announce the return of LANDEURO in 2026.

We're excited to once again partner with U.S. Army Europe and Africa to deliver an even more impactful experience. We hope you'll be part of it.

Let's shape the future of landpower—together.



Robert B. Brown

General, U.S. Army, Retired
President and CEO

LANDEURO 2025 BY THE NUMBERS

1,200

SQUARE METERS
OF EXHIBITS

80

EXHIBITORS
FROM AROUND
THE WORLD

2,200

ATTENDEES
FROM 45 DIFFERENT
COUNTRIES

LANDEURO 2026

CAPITALIZE ON OUR MOMENTUM

After a successful debut, AUSA's LANDEURO is returning in 2026—bigger and better. As the premier AUSA event held in the European Theater, LANDEURO provides a rare opportunity to hear directly from U.S. Army leaders alongside European allies, partners, and industry. It's a one-of-a-kind forum to strengthen transatlantic ties and address the challenges of today's security environment.

Over **two days**, you'll experience:

- **Insights from senior leaders** shaping the future of landpower in Europe
- **Hands-on demonstrations** of the newest defense technologies and capabilities
- **Unmatched networking** with military decision-makers, industry experts, and international delegations
- **Focused discussions** on European and transatlantic defense priorities

LANDEURO 2026 is where ideas, partners, and innovation come together. Don't miss your chance to be part of the momentum.

WHY EXHIBIT?

- **Build Connections** – Network with customers, partners, and suppliers.
- **Stay Informed** – Gain fresh insights from Army, allied, and industry leaders.
- **Engage Directly** – Meet senior officials and global partners face-to-face.
- **Lead the Conversation** – Position your solutions for the future of landpower.
- **Reach Decision-Makers** – Connect with high-value prospects in one setting.
- **Boost Your Brand** – Increase visibility across the international defense network.
- **Show What You Do Best** – Demonstrate your expertise and innovations live.

For more information visit:

WWW.AUSA.ORG/LANDEURO



EACH BOOTH INCLUDES

- 1 Conference badges that provide full access to the educational sessions, breakfast, lunch and networking breaks.
- 2 Complimentary listing and description in the Show Guide
- 3 Online exhibitor presence

EXHIBIT BOOTH RATES

Raw Space | Shell Scheme Cost
Cost per Square Meter (SQM):

» National Partners	\$700/SQM \$900/SQM
» Community Partners	\$800/SQM \$1000/SQM
» Non-Members	\$900/SQM \$1100/SQM

Co-exhibitor fees may apply.

Contact us for more details about what is included with Shell Scheme space and other fees that may be applicable. LandeuroExhibits@ausa.org.

RESERVE YOUR BOOTH SPACE TODAY!

WWW.AUSA.ORG/LANDEURO

1. View the current floorplan
2. Determine desired booth size and location
3. Review exhibitor rules and regulations/terms of agreement
4. Submit exhibit application with a 10% deposit
5. Browse sponsorship opportunities to enhance brand exposure



WHAT WE'LL BE TALKING ABOUT

- Multi- National Theater Logistics / Contested Logistics
- Transforming the Army for the Future Fight
- Multi-Domain Operations in Europe
- Ukraine Lessons Learned
- NATO Operations
- Building the Allied Force Capabilities in Europe
- Allied Co-Production

AMP UP YOUR KNOWLEDGE!

**COMING IN
FEBRUARY 2026!**

Sponsorships to
enhance your
LANDEURO experience!

WWW.AUSA.ORG/LANDEURO

YOUR LANDEURO TEAM

Exhibit and Sponsorship Sales

Gaye Hudson | GHudson@ausa.org
Deputy Director, Sponsorships & International Programs

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Manager, Sponsorships & International Programs

*LANDEURO 2025 Brought Allies &
Partners Together for Real Progress*

Meeting Programming and Logistics

Lori Wulf
Deputy Director, Meetings

Shelby Parish
Senior Meetings Manager