LANDEURO

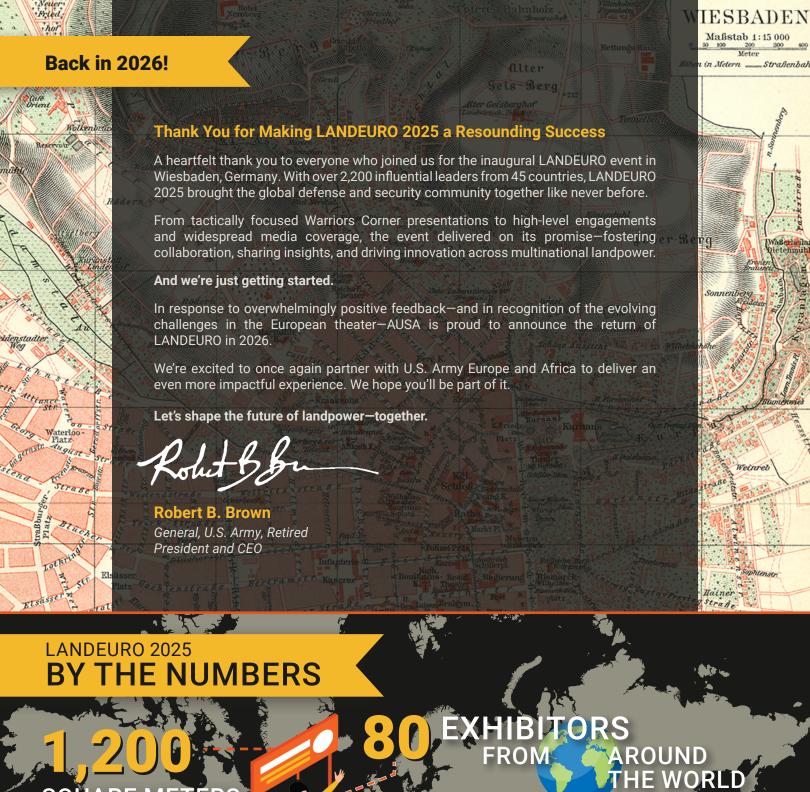
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3-4 DECEMBER 2026 | RHEINMAIN CONGRESS CENTRE | WIESBADEN, GERMANY

EXHIBITOR PROSPECTUS



EDUCATE | INFORM | CONNECT





LANDEURO

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 decisionmakers, 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 highvalue 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.
- 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
 » Community Partners
 » Non-Members
 \$700/SQM | \$900/SQM
 \$800/SQM | \$1000/SQM
 \$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.

LANDEURO

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

Michael Cerami | MCerami@ausa.org Sr. Manager, Exhibit Sales & Ops (International)

Emily Call | internationalprograms@ausa.org sponsorships@ausa.org 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