

LANPAC

SYMPOSIUM & EXPOSITION

12-14 MAY 2026 | HONOLULU, HI

A PROFESSIONAL DEVELOPMENT FORUM

EXHIBITOR & SPONSOR
PROSPECTUS



AUSA
ASSOCIATION OF THE
UNITED STATES ARMY

EVENT OVERVIEW

12 – 14 May 2026, Sheraton Waikiki, Honolulu, HI, USA

As the United States continues to focus more effort on, and dedicate more resources to the Pacific, it is important to continue the conversations about the critical role of land power to deterrence and victory in the region. The Association of the United States Army’s LANPAC Symposium & Exposition is the premier forum highlighting the contributions of land forces to the Joint Force in the Indo-Pacific theater, in both peace and war. For three days in May, military, government and industry representatives from allies and partners throughout the region gather in the strategic location of Hawaii to collaborate, coordinate, and plan for the future.



ABOUT THE INDO-PACIFIC

The Indo-Pacific is the most consequential region in modern history.

Home to 60% of the world’s population and half the earth’s surface, the Indo-Pacific is so much more than sea and air. Southeast Asia’s archipelagos form a bridge between continents - Australia & Asia, the thousands of islands of the Blue Pacific nations and the First, Second and Third Island Chains. This region contains the most rugged, distributed, and diverse terrain in the world: from hot, humid rainforests and low-lying coral atolls to arctic plateaus and mountain ranges.

KEY CHALLENGES TO ADDRESS

Mission Command of Joint Forces	Mission Partner Integration	Robust Transport Capability
	Network Infrastructure Resiliency	Common Operating Picture
Theater Intelligence	Aerial Sensors	Layered Battlespace Visualization
	Terrestrial Sensors	Persistent Deep Sensing
	Data Fusion	Publicly/Commercially Available Information
	Processing, Exploitation, and Dissemination	
Multi-Domain Fires	Air/Ground Launched Efforts	Maritime Strike
	Precision Fires	Integrated Air/Missile Defense
	Non-Kinetic Effects	
Theater Sustainment	Munitions	Army Watercraft
	Demand Reduction (fuel, water, 3D printing, additive manufacturing)	Unmanned Delivery System
	Distribution Networks	Liquid Distribution
Protection	Signature Reduction	

WHO ATTENDS? 2025 DEMOGRAPHICS

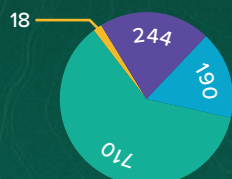
884
INDUSTRY

MILITARY/GOVERNMENT
OVER 1,200

29
PRESS

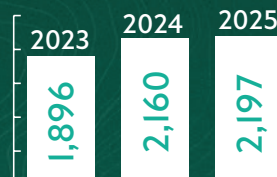
KEY DECISION-MAKERS BREAKDOWN

Final Decision/Authority	18
Evaluate	244
Recommend/Provide Input	161
Specify	710



ATTENDANCE
NUMBER
GROWTH
RATE

15%



PARTICIPANT DATA

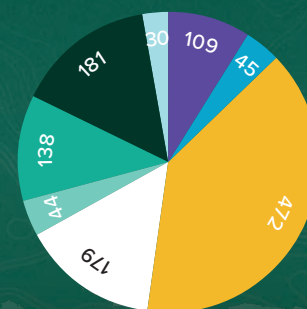
90% VS. **10%**
ATTENDEE EXHIBITOR

78% VS. **22%**
GOVT & ACTIVE MILITARY INDUSTRY

10%
INTERNATIONAL MILITARY

ACTIVE U.S. MILITARY BY RANKING

General Officer/Flag Officer (O7-10)	181
Chief Warrant Officer (CW3-CW5)	30
Field Grade Officer (O4-O6)	109
Company Grade Officer (O1-O3)	45
Warrant Officer (WO1-WO2)	472
Senior Noncommissioned Officer (E8-E9)	138
Noncommissioned Officer (CPL/E4-E7)	44
Enlisted Military (E1-E4)	179



INTERNATIONAL MILITARY DELEGATIONS BY COUNTRY

Commonwealth of **Australia**
Federative Republic of **Brazil**
Negara **Brunei** Darussalam
Kingdom of **Cambodia**
Canada
Republic of **Chile**
Republic of **Fiji**
Federal Republic of **Germany**

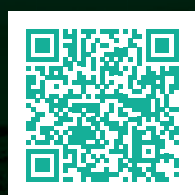
Republic of **Indonesia**
Japan
Republic of **Lithuania**
Malaysia
Republic of **Maldives**
Mongolia
Federal Democratic
Republic of **Nepal**

Kingdom of The **Netherlands**
New Caledonia French Forces
New Zealand
Independent State
of **Papua New Guinea**
Republic of The **Philippines**
Republic of **Singapore**
Democratic Socialist
Republic of **Sri Lanka**

Taiwan
Kingdom of **Thailand**
Democratic Republic of
Timor-Leste
Kingdom of **Tonga**
United Kingdom
Socialist Republic of **Vietnam**

226 TOTAL ATTENDED

PAST MAJOR INDUSTRY PLAYERS



TOP 5 PRODUCT CATEGORIES

1 Command and Control Systems and Components

2 Communications Systems and Equipment

3 Logistics, Transportation, Supply and Spares

4 Shelters, Field Hospitals, Kitchens and Flooring

5 Training and Simulation

WHY PARTICIPATE?

The exposition is an integral part of this three-day symposium.

- EXCLUSIVE ACCESS** to OVER 2,000 influential attendees, including key military personnel looking for cutting-edge solutions to support their missions and future readiness.
- STRATEGIC INSIGHT** into the evolving priorities of the U.S. Army within the Indo-Pacific theater, helping you align your offerings with their operational needs and objectives.
- CONTINUOUS VISIBILITY** among AUSA members and Army leaders keeping your brand and innovations front and center throughout the event.
- IMMERSIVE PRODUCT SHOWCASES** that allow attendees to engage with your latest advancements firsthand. Create an interactive exhibit experience that demonstrates how your technology can transform their work in real-world application.

YOUR INVESTMENT

LANPAC offers more than just an exposition. It provides multiple opportunities for meaningful engagement. Explore the ways to participate:



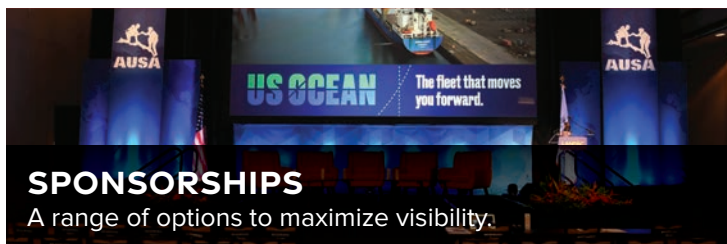
EXHIBITION SPACE

Three designated areas for showcasing your booth.



HOSPITALITY SUITES

Hotel suites designed for private meetings & networking.



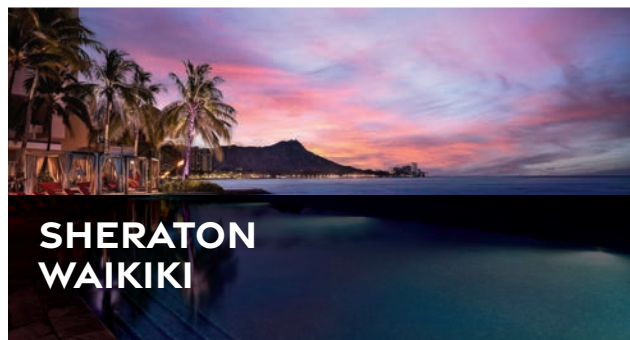
SPONSORSHIPS

A range of options to maximize visibility.



HOUSING

AUSA negotiated reduced rates for our conference participants at the following hotels:



Housing will open February 2026

For more information, visit;

www.ausa.org/lanpac

IMPORTANT DATES TIMELINE

Sponsorship Available	January 2026
Booth Payment Deadline	2 February 2026
Registration Opening	February 2026
Housing Opening	February 2026
Exhibitor Service Kit	March 2026

EXHIBIT BOOTH PACKAGES

Each booth space investment includes:

- Two Exhibit Hall ONLY registration badges per 10x10 booth — access to exhibit hall during move-in, move-out, and exhibitor show hours.
- Complimentary exhibitor listing and description in the printed onsite Show Guide.
- Complimentary exhibitor profile, both online and through the mobile app.
- 8' back drape and 3' side drape

- **and, Exclusive networking hours, including:**



Daily morning Coffee Service



Afternoon receptions on
Tuesday and Wednesday

Pricing is per 10X10 booth:

National Partners	\$5100
Community Partners (Must be 5 or 10 membership level)	\$6100
Non-Members	\$7600
Government	\$2500

Looking to become a member?

Email NationalPartners@ausa.org or CPartners@ausa.org

REGISTRATION

To access the General Sessions, exhibitors may purchase session badges at an additional fee.

Access our website at www.ausa.org/lanpac for the most up to date registration information.

Registration costs increase onsite.

Badges are non-transferable.

FLOOR PLAN

SHERATON WAIKIKI HONOLULU, HAWAII

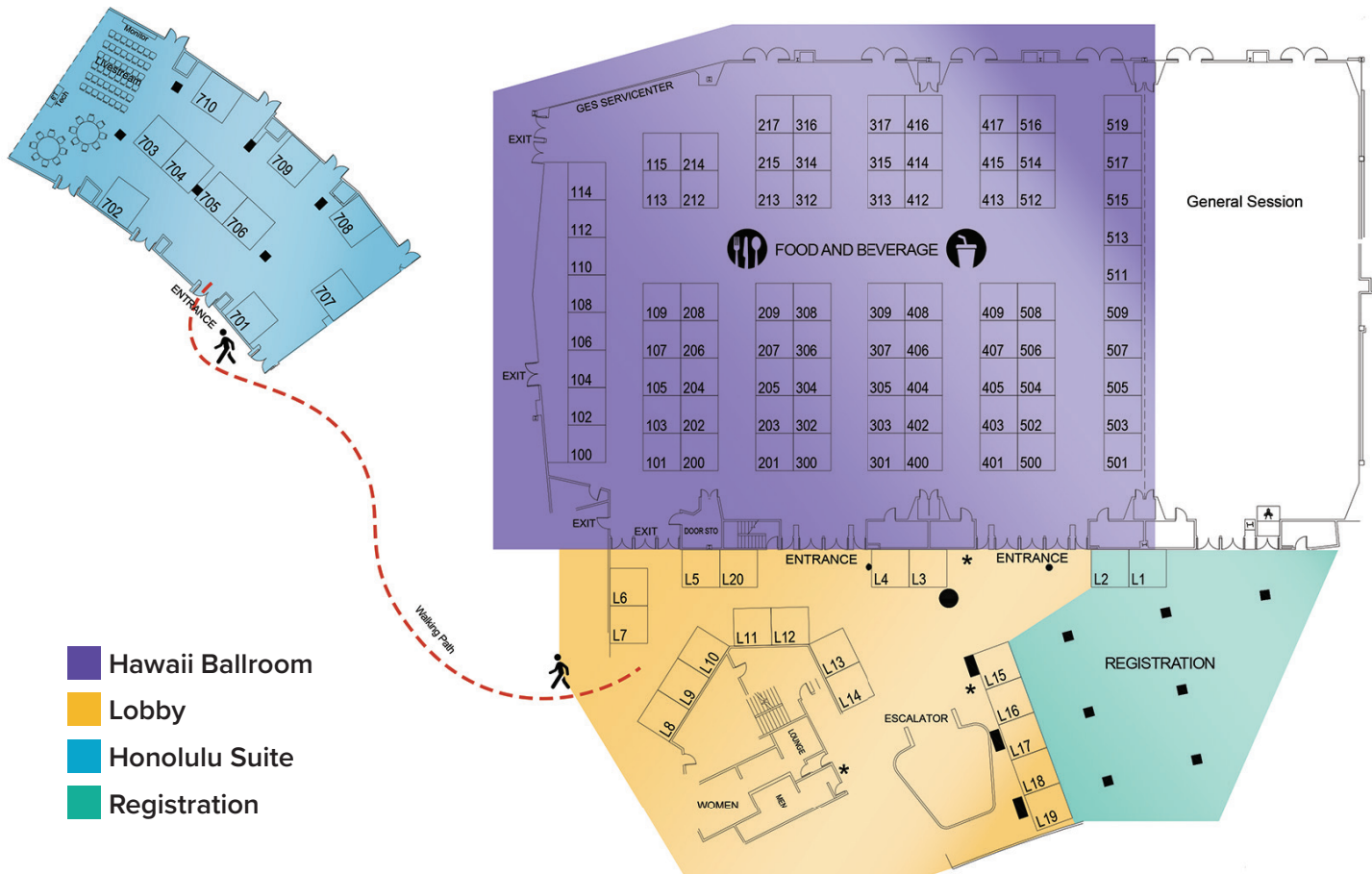


EXHIBIT HALL HOURS:

Tuesday, 12 May

8:00am - 4:00pm

Wednesday, 13 May

8:00am - 4:00pm

Thursday, 14 May

8:00am - 1:00pm

Tentative schedule. Subject to change.

WHY SPONSOR LANPAC?

Connect. Influence. Lead.

LANPAC is a premier platform for engaging with senior military leaders, government officials, and top defense industry professionals from around the world. As a sponsor, your brand will be front and center at the intersection of innovation and strategic dialogue. With targeted exposure and high-level engagement opportunities, your sponsorship investment at LANPAC delivers lasting impact and measurable value.

SPONSORSHIP OPPORTUNITIES

We offer a range of customizable sponsorship packages to fit your goals and budget, including:

- Premier event branding
- Education sessions
- Leadership sessions
- Digital and print marketing exposure
- Networking events



SPONSORSHIP BENEFITS

- **Unmatched Visibility:** Showcase your brand to a global audience of key decision-makers.
- **Strategic Networking:** Build relationships with influential leaders and potential partners.
- **Thought Leadership:** Align your organization with the future of land power and defense innovation.
- **Targeted Exposure:** Reach a highly engaged and relevant audience through multiple event channels.

INTERESTED IN CUSTOMIZING A BESPOKE SPONSORSHIP? CONTACT US TODAY!

SPONSORSHIPS@AUSA.ORG

KEY CONTACTS

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