

LANPAC

SYMPOSIUM & EXPOSITION

11-13 MAY 2027 | HONOLULU, HI

A PROFESSIONAL DEVELOPMENT FORUM

EXHIBITOR & SPONSOR
PROSPECTUS



AUSA
ASSOCIATION OF THE
UNITED STATES ARMY

WHO ATTENDS? 2026 DEMOGRAPHICS

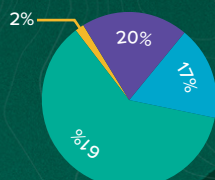
1043
INDUSTRY

MILITARY/GOVERNMENT
OVER 1,447

13
PRESS

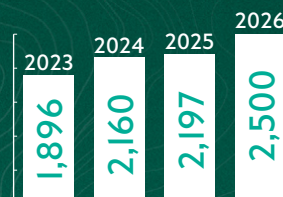
KEY DECISION-MAKERS BREAKDOWN

Final Decision/Authority	
Evaluate	
Recommend/Provide Input	
Specify	



ATTENDANCE
NUMBER
GROWTH
RATE

14%



PARTICIPANT DATA

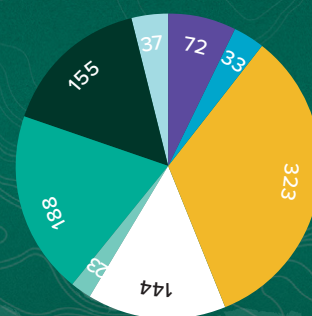
80% VS. **20%**
ATTENDEE EXHIBITOR

72% VS. **28%**
GOVT & ACTIVE MILITARY INDUSTRY

10%
INTERNATIONAL MILITARY

ACTIVE U.S. MILITARY BY RANKING

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



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**

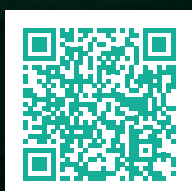
Republic of **Indonesia**
Japan
Republic of **Lithuania**
Malaysia
Republic of **Maldives**
Mongolia
Federal Democratic
Republic of **Nepal**

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 Artificial Intelligence
- 2 Command and Control Systems and Components
- 3 Shelters, Field Hospitals, Kitchens and Flooring
- 4 Tactical Gear
- 5 Training and Simulation

EXPLORE OPPORTUNITIES ON THE EXPOSITION FLOOR AND EXCLUSIVE AREAS

Maximize your impact at the event by choosing an exhibition space that aligns with your objectives, space requirements, and budget. From prime locations on the exposition floor to exclusive designated areas, we offer a variety of flexible options designed to help exhibitors showcase their products, services, and initiatives effectively.



HAWAII BALLROOM

Located within the main exposition area, the Hawaii Ballroom offers a classic exhibit hall experience in a welcoming and energetic setting. Featuring traditional booth space and convenient access to food and beverage service, this location encourages attendees to gather, explore, and connect throughout the day. Its open layout makes it easy for participants to discover exhibitors while moving between event activities.



LOBBY

Positioned adjacent to Registration and just a short walk from the General Session, the Lobby serves as a natural gathering place throughout the conference. This high-visibility area welcomes attendees as they arrive, transition between sessions, and reconnect with colleagues. With its central location and steady flow of traffic, the Lobby creates an inviting environment for casual conversations and spontaneous interactions.

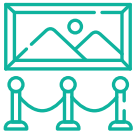


HONOLULU SUITE

The Honolulu Suite offers a distinctive setting for exhibitors seeking a more relaxed and elevated experience. This exclusive destination combines comfortable surroundings with access to food and beverage service and live-streamed event content. Its inviting atmosphere encourages attendees to linger, connect, and engage while staying connected to conference programming in a more intimate space.

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.



IMPORTANT DATES TIMELINE

Sponsorship Available	January 2027
Registration Opening	January 2027
Booth Payment Deadline	1 February 2027
Housing Opening	February 2027
Exhibitor Service Kit	March 2027

HOUSING

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



Housing will open February 2027

For more information, visit; www.ausa.org/lanpac



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

• Exclusive networking time during:



Daily morning Coffee Service



Afternoon receptions on Tuesday and Wednesday

REGISTRATION

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

Access our website at meetings.ausa.org/lanpac/2027 for the most up to date registration information.

Registration costs increase onsite.

Badges are non-transferable.

PRICING GUIDE

HAWAII BALLROOM:

National Partners	\$53 /sqft
Community Partners (Must be 5 or 10 membership level)	\$63 /sqft
Non-Members	\$78 /sqft
Government	\$2700 flat rate

LOBBY:

National Partners	\$55 /sqft
Community Partners (Must be 5 or 10 membership level)	\$65 /sqft
Non-Members	\$80 /sqft
Government	\$2700 flat rate

HONOLULU SUITE:

National Partners	\$51 /sqft
Community Partners (Must be 5 or 10 membership level)	\$61 /sqft
Non-Members	\$76 /sqft
Government	\$2700 flat rate

Looking to become a member?

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

FLOOR PLAN

SHERATON WAIKIKI HONOLULU, HAWAII



EXHIBIT HALL HOURS:

Tuesday, 11 May

8:00am - 4:00pm

Wednesday, 12 May

8:00am - 4:00pm

Thursday, 13 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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