

SOFEX 2018

THE 12TH SPECIAL OPERATIONS FORCES
EXHIBITION AND CONFERENCE

USA SECURITY AND DEFENSE PAVILION

ORGANIZED BY THE ASSOCIATION OF THE UNITED STATES ARMY

7-10 MAY 2018

KING ABDULLAH I AIRBASE | AMMAN JORDAN

CONFERENCE | 7 MAY 2018

EXHIBITION | 8-10 MAY 2018



WWW.AUSA.ORG/SOFEX2018

EXHIBITOR PROSPECTUS

USA SECURITY AND DEFENSE PAVILION AT SOFEX

“LARGEST SPECIAL OPERATIONS SHOW IN THE REGION”

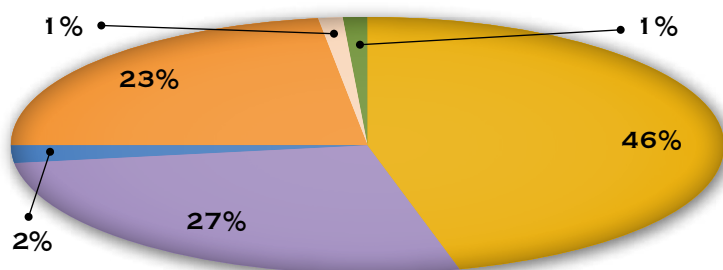
SOFEX (Special Operations Forces Exhibition & Conference) takes place biennially at the King Abdullah I Airbase in Amman, Jordan. This niche four-day event kicks off with a prominent conference that includes a series of comprehensive and topical seminars delivered by top military officials from around the world. Key leaders tackle a wide range of issues including counter-terrorism and homeland security.

SOFEX is considered one of the top international defense exhibitions and attracts Delegations headed by Ministers of Defence, Chiefs of Staff and Special Operations Commanders from all corners of the globe. Exhibiting in the USA Security and Defense Pavilion increases your visibility and offers unique opportunities to meet with influential decision-makers. Maximize your exposure to key military, government and defense leaders by leveraging what the Association of the United States Army has to offer. A beacon on the global defense industry calendar, SOFEX is an event you do NOT want to miss!

WHY ATTEND SOFEX?

SOFEX provides an opportunity for defense industry members around the globe to engage in discussions with high ranking military officials, network with visiting foreign delegations and showcase the technologies and solutions that will maintain the security and safety of citizens around the world. SOFEX brings together companies of all sizes, subcontractors, suppliers, military officials, decision-makers, influencers and buyers from countries across the world, to network and establish new business. Don't miss this opportunity to advance your knowledge and expand your network!

EXHIBITORS AT SOFEX 2016



THE USA SECURITY AND DEFENSE PAVILION AT SOFEX

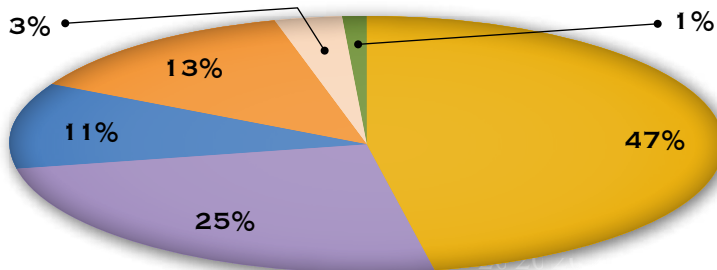
Maximize your company's visibility and increase business by exhibiting in The USA Security and Defense Pavilion at SOFEX! The world's leading special operations forces and homeland security exhibition, SOFEX, will be held at the King Abdullah I Airbase in Amman, Jordan, from 8-10 May 2018. Featuring over 1,250m2 of exhibit space, The USA Security and Defense Pavilion is the largest national pavilion at SOFEX and is a "must-see" for visiting foreign military delegations. Exhibiting in AUSA's pavilion increases your exposure and offers valuable networking opportunities with key decision makers, influencers and visiting military delegations. Register today to exhibit in The USA Security and Defense Pavilion at SOFEX!

BENEFITS

- Premium networking opportunities
- Use of lounge and business center
- Daily updated briefings on scheduled SOFEX events
- A full company listing in The USA Security and Defense Pavilion show guide distributed to SOFEX attendees
- Full service assistance from AUSA staff and on-site partners
- U.S. military briefings held in the Speakers' Corner
- Available Private Conference Room
- Maximum visibility and exposure to foreign military delegations and buyers



DELEGATIONS AT SOFEX 2016



7-10 MAY 2018

**KING ABDULLAH I AIRBASE | AMMAN JORDAN
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BY THE NUMBERS

72% of exhibitors in The USA Security and Defense Pavilion in 2016 were repeat customers

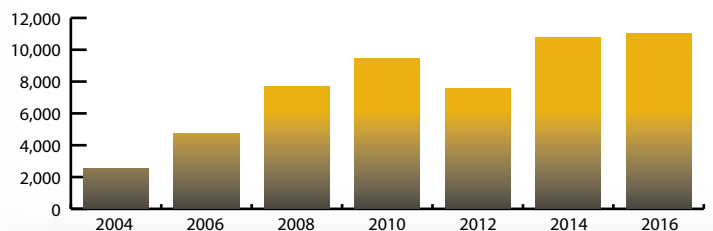
92% of exhibitors in The USA Security and Defense Pavilion were satisfied with their booth location

More than **9,000** military and business visitors from **72** countries

116 foreign military delegations

382 exhibitors from **37** countries

STEADY GROWTH



SPONSORSHIP OPPORTUNITIES

AUSA offers cost-effective sponsorships that will enhance your presence and help you stand out at this very important event.

Sponsoring within the USA Security and Defense Pavilion not only demonstrates your support, it also provides unique branding opportunities. All sponsors will be featured on graphic displays in the pavilion, online and in our show guide.

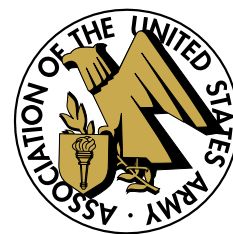
Have questions or ideas about sponsorships?

Contact Gaye Hudson at 703-907-2401 or ghudson@ausa.org.



TOP FIVE REASONS TO EXHIBIT IN THE USA SECURITY AND DEFENSE PAVILION AT SOFEX

- Robust international networking opportunities
- Participation by decision-makers ready to do business
- Increased visibility with international military delegations
- Largest national pavilion
- Pre-show and on-site support from AUSA and its partners



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USA SECURITY AND DEFENSE PAVILION

INTERNATIONAL EXHIBIT SALES | INTLSALES@AUSA.ORG | 703-907-2413