

Welcome to the  
new home of the  
Military Vehicle  
Community!



# MILITARY VEHICLES

## EXHIBITION & CONFERENCE™

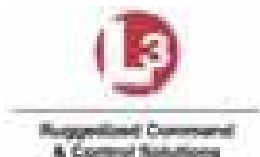
### THE DRIVING FORCE IN THE MILITARY VEHICLE SUPPLY CHAIN

Exhibition & Main Conference: August 9-11, 2011

Cobo Center, Detroit, MI • [www.militaryvehiclesexpo.com](http://www.militaryvehiclesexpo.com)



Featuring dynamic exhibitors like:



SPONSORSHIP & EXHIBITION PROSPECTUS



### Welcome to the Home of Military Vehicles

The vehicles community plays a vital role in the US military and defense industry, one in which technology is constantly evolving and institutions must stay on top of these changes. The military faces a constant need for new platforms; new vehicles in existing platforms; upgrades and advancements in armor, communications systems, weapons systems; and maintenance and reset.

At the 2010 Military Vehicles Exhibition & Conference, over 3,000 attendees and over 250 exhibitors raved about the networking, connections and lessons learned. Multiple platforms, programs, services, DoD, international partners, vendors, and academia came together to network, talk shop, and discuss how to best meet the needs of warfighters.

*"Overall, I enjoyed the show very much. Some of the conference discussions were timely and offered us some insight in to the future of military vehicles. The supplier displays were well laid out and representatives were very knowledgeable."*

– Joe Burchill, Link Engineering

### Post Show Report Numbers

#### Exhibitor Information

Number of Exhibiting Companies	265
Net Exhibit Space in Square Feet	37,700

#### Registration Information

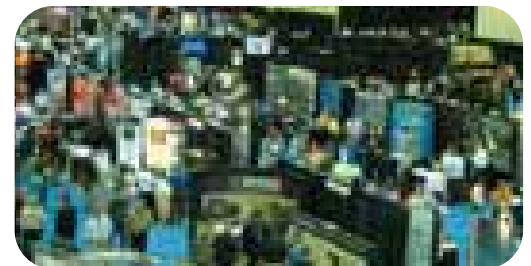
Total On Site Attendance (excluding exhibitors)	3,017
Exhibit Hall Pass	2,657
Conference	360

### Why Attend?

Attendees of the 2010 Military Vehicles Expo stated that they attended in order to source new products, gauge industry trends, network with colleagues, make business connections, and learn about future offerings in the industry.

Military Vehicles Exhibition & Conferences provides attendees with a top-notch education through the conference program as well as the sessions at the Presentation Theater. Attendees learn about program updates, new platform initiatives, technology developments and government contracts.

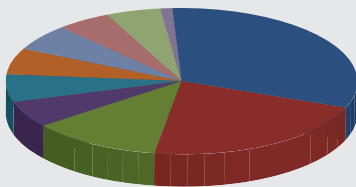
Unique to the Military Vehicles Exhibition & Conference is the Military Vehicles VIP Club, providing influential buyers from defense, government and OEMs with a top-notch buying experience.



### Who Attends

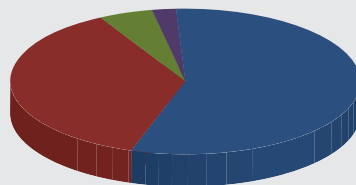
Multiple platforms, programs, services, DoD, international partners, vendors, and academia came together to network, talk shop, and discuss how to best meet the needs of warfighters. Engineers and program managers from OEMs and component manufacturers sourced new products and networked to devise best solutions to current issues. Program managers, mechanics, engineers and others from DoD and Government sourced new products, discussed logistics and enjoyed cross-service discussions on common issues.

#### Seniority:



- 30% Manager
- 22% Specialist
- 12% Analyst
- 6% Lead/Chief
- 12% Director / O-3 and above
- 6% Other
- 5% Administrator
- 5% Consultant
- 1% Attache

#### Sector:



- 56% US Military
- 37% Industry
- 5% Foreign Military
- 2% Academia

**Interested in exhibit and sponsorship opportunities?** Please contact **Thomas Boccard** at **646-253-5517** or email **Tom.Boccard@idga.org** to check availability. Please call today as space is limited and will sell-out!



## CONFERENCE PROGRAM

### 2010 Speakers

**Brigadier General Thomas Spoehr** - Director, Force Development, Deputy Chief of Staff, G-8

**MG Roger Nadeau, USA** - Commanding General, US Army Test & Evaluation Command

**BG Brian Layer, USA** - Commanding General, Chief of Transportation

**Col Benjamin Braden, USMC** - Chief of Staff, Marine Corps Logistics Command, Albany, Georgia

**Col Brian Buckles, USMC** - Program Manager, Marine Corps LAVs, TACOM

**COL Brian Dosa, USA** - Director/Engineer, Combat Support Test Directorate, US Army Operational Test Command

**COL Dan Mitchell, USA** - Commander, Red River Army Depot, TACOM

**COL Jeff Swisher, USA** - TRADOC Capability Manager Heavy Brigade Combat Team

**COL Mike Smith, USA** - Director of Training, Doctrine, and Combat Development

**COL Paul Lepine, USA** - Project Manager, Heavy Brigade Combat Team

**Lt Col Wendell B. Leimbach Jr** - Program Manager Tank Systems

**SSG Ed Espoti** - Program Manager's Office – Light Armored Vehicles, USMC, TACOM

**SGT Rick Zapella** - Program Manager's Office – Light Armored Vehicles, USMC, TACOM

**1LT Sean Pillai**

**Col (Res) Didi Ben-Yoash** - RAFAEL Advanced Defense Systems

**Bryan Prosser** - Program Manager, Assault Amphibious Vehicle System

**Thomas H. Miller** - Program Manager MTRV/LVSR PEO, Land Systems (USMC)

**Karen Blanck** - LINK PM; AV DPM Defense Logistics Information Service

### Anniston Army Depot

**Professor Dahsin Liu** - Department of Electrical and Computer Engineering, Composite, Vehicle Research Center, Michigan State University

**Dr. Jack Stiglich (Retired Colonel, USA)** – President, Advanced Materials Associates

**Dr. Jay Lee** - Director, NSF Industry/University Cooperative Research Center on Intelligent Maintenance Systems (IMS), Department of Mechanical Engineering, University of Cincinnati

**Udi Naamani** - The Center for Automotive Research

**Robert Horton** - CEO, GPS Source

**Glen Gallant** - Business Development, Allen Vanguard

**Todd Bullivant** - President, Milspray

**John Itoney** - Lapeer Industries

**David Aylesworth** - Senior Director, Fortress Technologies, Inc

**Mike Benolkin** - Systems Engineer, ITT Corporation Communications Systems

**Randy Milbert** - Primordial

**Rick Odden** - Asset Visibility (AV) Program Management Office, Defense Logistics Information Service (DLIS)

**Kevin Cody** - Vice President, Ground Systems, Defense Systems Group, ManTech International

**Rob Fitzgerald** - Executive Director, Integrated Logistics, Defense Systems Group, ManTech International

**Todd Bullivant** - President, MILSPRAY

**Glenn Howland, PhD** - Resilient Technologies

**Edward M. Hall** - Resilient Technologies

**Scott McCormick** - Connected Vehicles Trade Association

### Topics for 2011 to include:

- Planned vehicles procurement for the next three years
- The latest detailed updates on the M-ATV in Afghanistan
- Partnerships with industry and military counterparts for upgrades and new initiatives
- Conflicts in Army logistics
- Current challenges and solutions for power requirements
- Service solutions including vehicle life-cycle management, maintenance, and logistics in support of vehicle deployment and longevity
- Program updates from LAV/Stryker, MRAP, M-ATV, and JLTV





## VIP CLUB

The Military Vehicles VIP Club will host over 350 members at the show. Members include qualified buyers from Original Equipment Manufacturers (OEMs) and Military Programs. VIP Club members enjoy an exclusive VIP Club Lounge catered with food and beverages and an extended cocktail reception. The VIP Club Lounge also serves as a quiet meeting area for members to conduct business transactions with the exhibiting companies

Military Vehicles VIP Club membership is open to all military personnel and select vendor personnel. It is important to us that these professionals have a top-notch experience at the event. The VIP Lounge provides a quiet area to conduct business, relax and enjoy complimentary food and beverages.



### Members will benefit from amenities such as:

- Access to the VIP Lounge
- Extended exhibit hall hours
- Discount on conference packages
- Priority seating at conference keynote addresses
- Ability to set meetings with exhibitors
- Exclusive event updates
- Free expo pass
- VIP badge
- And much more!



### Past Members:

3rd Special Forces Group	GCSS MC LIS, SYSCOM	Textron Marine & Land Systems
AM General LLC	General Dynamics Land Systems	The Republic of Singapore Air Force
AMSAA	German Army	United States Marine Corps
ARDEC	Heavy Brigade Combat Team	United States Special Operations Command
Army	HQ ACC/A8RG	US Air Force
Army National Guard	HQ USSOCOM	US Army
Army Reserve	International Truck & Engine Corporation	US Army Deputy Chief of Staff - G8
Asymmetric Warfare Group	JCMCF	US Army Pacific
ATEC US Army	Letterkenny Army Depot	US Army PEO GCS PM SBCT
BAE Systems	Lockheed Martin Corporation	US Army PM HBCT
Birmingham Police Department	Marine Corps Engineer School	US Army RDECOM TARDEC
CASCOM	Marine Corps Logistics Base	US Army Reserve
Caterpillar Inc.	Marine Corps Systems Command	US Army TACOM
Defense Contract Management Agency	Navistar Defense	US Army TACOM Warren Acquisition Ctr
Defense Logistics Agency	Northrop Grumman	US Army TARDEC
Defense Logistics Information Service	NSWDG	US Army TRADOC
Department of National Defence	Ohio Army National Guard	US Army USSOCOM
Department of the Army	Oshkosh Corporation	US Coast Guard
District 9	PEO Land Systems	USARIEM
DoD	Raytheon	USASOC
DRS Sustainment Systems Inc	Raytheon Company	USJFCOM Suffolk VA
DRS Technologies	Red River Army Depot	USMC
Force Protection Industries Inc.	TACOM	USMC PM MT
Fort Knox Armor Center	TACOM LCMC	
FOSOV	TARDEC	



## CURRENT EXHIBITORS

A.E. Petsche Co.	118	Assemblies, Inc.	213	Hellerman Tyton	742	MTU Detroit Diesel	621	Spectronics Corporation/ Tracer Products	805
A.L. Hansen Manufacturing Co.	710	Connector Technology Inc	333	Henkel Corporation	322	Muncie Power	741	Spectrum Controls	315
AccuTrex Products, Inc.	812	Continental Tire NA Inc.	819	High Impact Technologies	316	MW Industries	747	Spiralock Corporation	512
Actia Corp.	314	Crest Foam	639	Horton, Inc	200	Nederman	628	Sprung Instant Structures	715
Active Gear Co. Limited	620	Curtis Industries - Filter Networks	811	Hutchinson Industries	559	NGRAIN Corporation	518	Staco Systems	713
Alcoa Industrial Fasteners Division	567	Dayton T. Brown, Inc	152	Hydro Aluminum, Kalamazoo Operations	660	North American Signal Company	331	Stan Design	223
Almond Products Inc.	136	Defiance Testing & Engineering	428	IEWC	657	Northrop Grumman	110	Stork Climax Research Services, Inc	358
Alpha	216	Delta Tech Industries, LLC	641	Intertek	129	NP Aerospace	709	STW Technic LP	705
American Acoustical Products	106	Dewey Electronics Corporation	535	Intrepid Control Systems, Inc.	240	O'Neil & Associates, Inc.	617	Tapeswitch Corporation	143
Ametek Rotron	708	Discount Ramps	823	Isodyne Inc.	650	On-site Analysis, Inc.	737	TDI Power	215
Amphenol Aerospace	310	DiSTI	736	Isotherm	432	Optex Systems, Inc.	661	Team Wendy	203
Ancra International, LLC	800	Diversified Tooling Group	414	Isringhausen, Inc	821	Outback Power	204	Tech Products Corporation	622
Anniston Army Depot	434	Dow Kokam	105	ITT Corporation	652	Pacific Scientific	401	Techmetals	132
Arctic Fox	313	DRS Tactical Systems	201	ITW Finishing Equipment America	703	Pack IQ	522	Technicon Acoustics, Inc.	563
ArmorWorks Enterprises	511	Eberhard Manufacturing Company	126	J.W. Winco	228	Penn United Technologies, Inc.	573	Terminal Supply Co.	637
Ashley Industrial Molding Inc	141	Electroswitch Electronics Products	222	JGB Enterprises/ Precision Systems Manufacturing Inc	504	Plymovent Corp	321	Texas Research Institute TRI/Austin	623
Associate Spring		EMTEQ	529	Kissling Electrotec Inc	138	Polymer Technologies Inc	304	TF Hudgins	242
Raymond- SPD	640	Enginair Clean Air Systems	470	L-3 Communications, Inc.	501	Powers and Sons, LLC	220	Times Microwave	413
Atlas Tool, Inc.	334	Exlar Corp	101	RCCS Division	716	Powertrain Control Solutions	422	TOOELE ARMY DEPOT	531
Aurora Bearing Company	625	Fab Masters	740	Letterkenny Army Depot	716	PPG Aerospace, Transparant Armor and Specialty Products	369	Tracer Products	802
Auto Bolt Company	329	Falcon Electric, Inc	801	Link Engineering	117	Puritas Metal Products Inc	566	Turbonetics Inc.	805
Auto Meter Products, Inc	206	Faria Performance Instruments	460	Liteye Systems, Inc	411	Reading Fleet Services	636	Tyco Electronics	523
Avalex Technologies	624	Fives Cinetic	423	Lundell Manufacturing Corporation	122	Resilient Technologies, LLC	107	Tyco Fire Suppression & Building Products	423
AVL North America Inc.	539	Forgitron Technologies LLC	410	MAG Americas	515	Sherwin Williams	634	UCOM INC	405
Baja Design	827	General Dynamics C4 Systems	639	Marsh Electronics, Inc	103	SKYDEX TECHNOLOGIES	500	Universal Alloy Corp	583
Barry Wright Corporation	643	Glenair, Inc.	259	Master-Pull LLC	301	Souriau	510	USAA, Military Affairs	803
Be Star Mfg	769	Global Seating Systems	416	Mechanical Simulation Corporation	739	Robin Industries, Inc.	125	Vermillion Incorporated	315
Blachford Incorporated	233	Golight	756	Meggit Defense	466	Rotor Clip Company	359	Vibrant Power	258
Blue Ox	128	Goodridge USA	616	Melton Sales & Services Inc	417	RUD Chain	311	Vicor Corporation	618
Braille Batter, Inc.	539	Government Liquidation	221	Metal Improvement Company	753	SAS Rubber	124	Virginia Panel Corporation	336
BrakeQuip LLC	430	Grayhill	555	MGA Research Corp	202	Seats Incorporated	817	Vital Components & Manufacturing	743
Can-Am Engineered Products Inc.	114	Grote Industries	610	Milcut	668	Sherwin Williams	634	VMR Electronics LLC	560
Caterpillar Inc.	235	Harwin Inc	270	MNP Corporation	323	SKYDEX TECHNOLOGIES	500	VSE Corp	100
Clampco Products	569	Hayes Lemmerz International	458	Morrell Inc	209	Space Claim Corporation	159	W Industries	312
Click Bond, Inc	328					Spacecraft Components Corporation	131	Webasto	218
Cold Heading Company	804							Wingdings	367
Compulink Cable								Yarde Metals	658

## DETROIT

### Why Detroit?

The Military Vehicles Exhibition & Conference will be located in Detroit, Michigan, coined Motor City USA. Metropolitan Detroit is a major manufacturing city, with about four thousand factories in the area, and containing the Big Three in auto manufacturing: General Motors, Ford, and Chrysler. A rise in automated manufacturing using robot technology, inexpensive labor in other parts of the world, and increased competition have led to a steady transformation of certain types of manufacturing jobs in the region. Detroit's automakers have continued to gain volume from previous decades with the expansion of the American and global automotive markets, establishing Detroit as the home of the domestic auto industry and the perfect backdrop for a vehicular event. The US Army's Home of Military Vehicles –TACOM – is based outside of Detroit Michigan. Detroit is an affordable location for events: hotel, travel and drayage are significantly less expensive than most other event cities.

### Hotels & Discounted Rate

#### The Detroit Marriott at the Renaissance Center

400 Renaissance Drive, Detroit, MI 48243

#### Group Rate:

Government Rate - \$95 plus 15% occupancy taxes per night  
Corporate Rate - \$129 plus 15% occupancy taxes per night

#### The Westin Book Cadillac Detroit

1114 Washington Blvd., Detroit, MI 48226

#### Group Rate:

Government Rate - \$95 plus 15% occupancy taxes per night  
Corporate Rate - \$124 plus 15% occupancy taxes per night





## SILVER, GOLD AND PLATINUM SPONSORSHIPS

### Platinum (Exclusive! First right of refusal in future years.)

This is the marker by which customers will judge every company at the event. Own the marketplace through this exclusive integrated booth presence and editorial offering that is less than the cost of purchasing the exhibit space:

- 20 x 60 (1,200 sq. ft. of prime exhibit hall frontage)
- Exclusive branding as Platinum Sponsor on all pre-event collateral including:  
 Direct mail \* E-mails \* Website \* Display Advertising \* IDGA Alert
- On-Site branding including:  
 All on-site signage \* Cover 4 of Showguide \* Page Opposite Floorplan \* Badge Sponsorship \*
- Conference Keynote Speaking Position, Day One morning or the main conference
- Delegate List

### Gold (Limited: Only 2 available! First right of refusal in future years.)

The Gold Sponsorship is a perfect opportunity to make an indelible impression and includes:

- 20 x 40 (800 sq. ft. reconfigurable prime exhibit hall space)
- Branding as Gold Sponsor on all pre-event collateral including:  
 Direct mail \* E-mails \* Website \* Display Advertising \* IDGA Alert
- On-Site branding including:  
 All on-site signage \* Cover 2 or 3 of Showguide
- Conference Speaking Position
- Delegate List
- One-on-One Matchmaking (exclusive to IDGA!)

### Silver (Limited: Only 4 available!)

A Silver Sponsorship Package is the most-cost effective way to experience the best of a large trade event **AND** the important One-on-One Matchmaking of which IDGA delivers the best anywhere!

- 20 x 20 (400 sq. ft. reconfigurable prime exhibit hall space)
- Branding as Silver Sponsor on all pre-event collateral including:  
 Direct mail \* E-mails \* Website \* Display Advertising \* IDGA Alert
- On-Site branding including:  
 All on-site signage \* Full Page ad in On-Site Showguide
- Conference Speaking Position
- Delegate List
- One-on-One Matchmaking (exclusive to IDGA!)



### Reserve Your Spot Today!

Contact **Thomas Bocard** at **646-253-5517** or email **Tom.Bocard@idga.org** for a current floorplan and event update. Don't miss your only opportunity of the year to participate in an exhibition and conference specifically focused on your customers!



### Booth Packages

#### 4 Cylinder Package (Marketing Focused)

- 10x10 Booth
- 1/4 Page Ad in Buyer's Guide
- Banner ad on event website for 4 weeks
- Partner Marketing
- Total Value: \$6,550
- **Total Investment: \$5,940**

#### 6 Cylinder Package (Product Focused)

- 10x10
- Pre-event Product Email, inclusion in Product Press Release & increased web exposure
- Product placed in Product Showcase onsite
- Post-Event Product Email to attendees with 50 word description and link to website
- Product highlighted in show guide "Product Section"
- Total Value: \$7,900
- **Total Investment: \$7,150**

#### 8 Cylinder (Education Focused)

- 10x10
- 30 minute Presentation Theatre (highlighted in conference agenda)
- Presentation made available to attendees on post-event website
- Partner Marketing
- Total Value: \$9,900
- **Total Investment: \$8,690**

\*Additional booth space available, contact us to secure a space that meets your needs!

#### A La Carte Marketing Options

30 minutes in Presentation Theatre (highlighted in conference agenda).....	\$3,025
Product placed in Product Showcase onsite .....	\$2,117
Pre-event product e-mail, inclusion in product press-release & increased web exposure .....	\$1,650
Post-event product e-mail to attendees with 50 word description & link to website .....	\$1,650
1/2 Page Ad .....	\$1,100
Four-Week Banner Ad on IDGA.org Website.....	\$1,100
Product Highlighted in Product Section of showguide .....	\$302.50

\*see Page 9 for more options!



"IDGA has done it again! They continue to put together first class events that address the critical issues facing defense suppliers. I've been to numerous conferences hosted by various organizations and IDGA always seems to have the best mix of small, medium and large companies along with key players from the acquisition community. The staff expertly facilitates valuable networking opportunities and deftly handles key introductions. Attendance at IDGA events is always a worthwhile investment of time. I look forward to attending these events in the future."

– John Sweeny, CEO, Impact Ceramics, LLC



### Branding



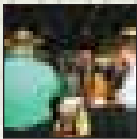
#### Static Display

A separate display for your vehicle on the show floor. Includes sign with company logo and booth number.



#### New Product Showcase

Feature your product in a showcase on the show floor.



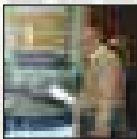
#### Cocktail Reception

Branding at all drinks stations and on tables including branded drinks vouchers given to all conference delegates and quota per exhibitor/sponsor plus 5 minute welcome address



#### Logo on Badge

This high-profile opportunity is a guaranteed read and will keep or catapult your brand to "front-of-mind" status



#### Buyers Guide Ads

Your 4-color ad will be featured near your company listing in the show directory

#### Badge Lanyard

Put your logo around the necks of all attendees at the show! A great way to brand your company: a walking banner!

#### Badge Insert

#### Registration Handout

We will hand out your literature at the registration counters as people enter the show to get their materials

#### Show Bag

Your bags will be distributed at the show in the lobby. Everyone will be carrying your graphics around with them!

#### Shuttle Bus

Your large graphic will ride around when your banner is applied to the outside of the show shuttle buses! Sponsor the shuttle buses taking attendees to and from the hotels and convention center.

#### Special Event

Sponsor a special event at the Show! For example, Gillette hosted a professional shaving station!

#### Website Banner Ad

Sponsor logo on rotating tiles on the registration site visited by all attendees, including links to homepage

#### Registration Kick Panels

Your graphics will be featured on the bottom portion of every-other registration counter right at the front of the show.

#### Hotel Keycard

Reach this audience of decision-makers, recommenders and influencers at a moment when there's little branding competition –when they're entering their hotel rooms!

#### Floor Decals

3sqft x 3sqft floor tiles with direction to the exhibitor's booth

#### Welcome Banner

Large welcome banner in the alcove of the entrance to the exhibit hall which will include the show logo and a sponsor logo

#### Meter Boards (2)

Your graphics will be featured on two double-sided signs that can go anywhere around the show! The signs are 3' wide and almost 8' tall.

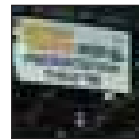
#### Indoor Banners

Your banner would make a huge impact in the lobby of the show. Inquire for available locations.

#### Aisle Signs

Place your logo or design on the drop-down signs from our large aisle signs that direct people around the show!

### Thought Leadership



#### Presentation Theater

Sign up for a session in the Theater to present a .5 hour education program on the show floor!



#### Conference Pad & Pen

Paper note pads and pens with sponsor branding given to all conference attendees

#### Conference Seat Drop

1 page seat drop in the main conference room during the break, literature to be placed on the conference attendee seats

### Secure Your Opportunity Today

To identify a sponsorship package that meets your needs and budget, contact **Thomas Bocard** at **646-253-5517** or email **Tom.Bocard@idga.org** today!