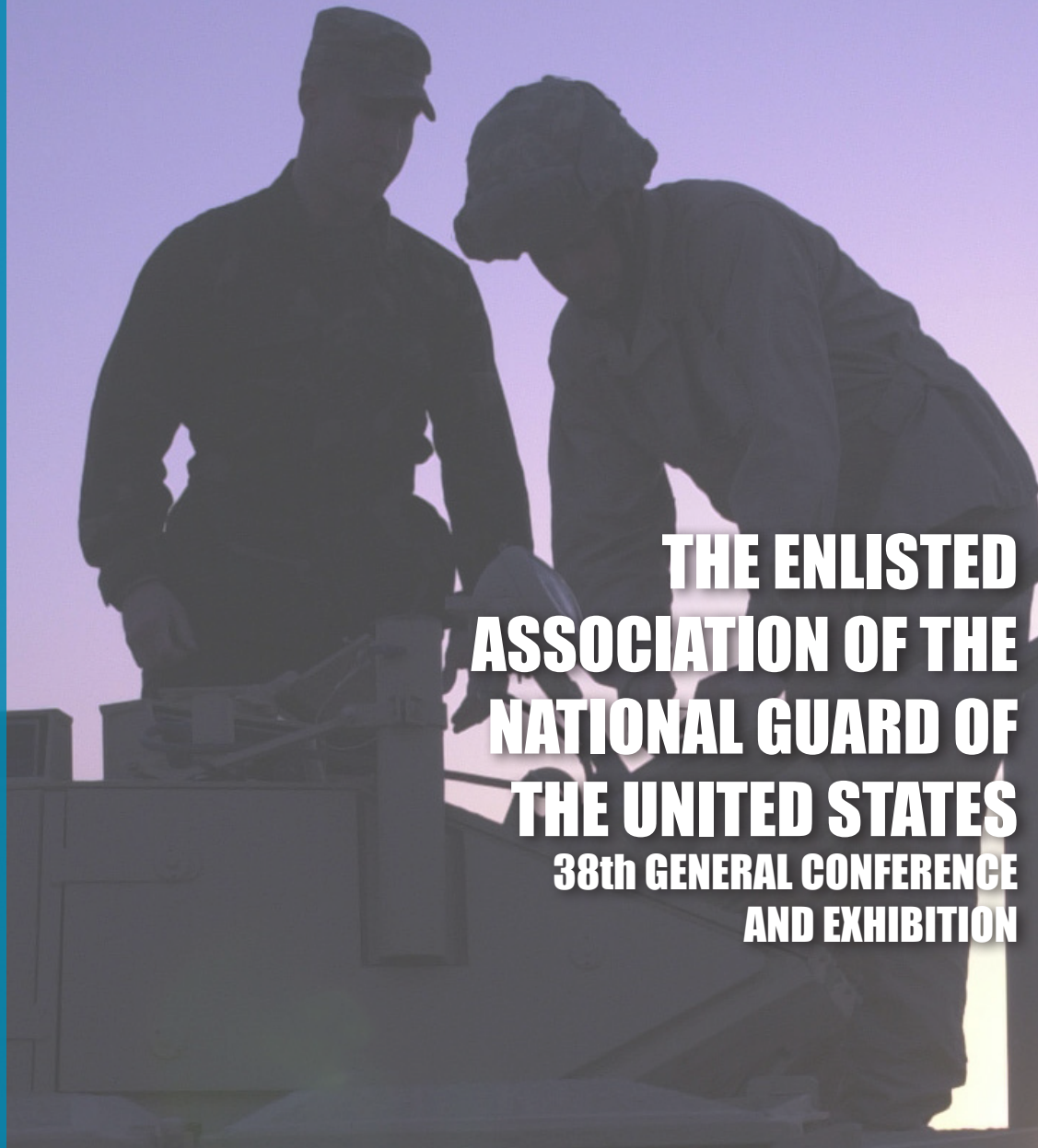


AN INVITATION TO ACCESS A UNIQUE MILITARY/CIVILIAN MARKET...

www.eangus.org

EANGUS 2009

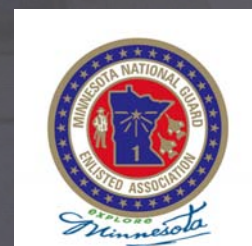
EXHIBITOR PROSPECTUS



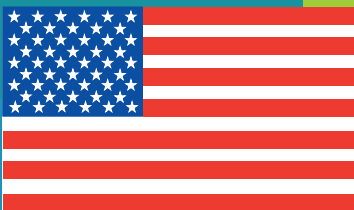
**THE ENLISTED
ASSOCIATION OF THE
NATIONAL GUARD OF
THE UNITED STATES
38th GENERAL CONFERENCE
AND EXHIBITION**

**AUGUST 9 - 12, 2009
(EXHIBIT DATES: 8/9-11)
MAYO CIVIC CENTER
ROCHESTER, MN**

FIRST TIMERS AT EANGUS QUALIFY FOR A SPECIAL 10% DISCOUNT IF EXHIBITING AT THE NATIONAL GUARD ASSOCIATION OF THE U.S. (NGAUS) ANNUAL CONFERENCE, SEPTEMBER 11-13, 2009 AT GAYLORD OPRYLAND RESORT IN NASHVILLE, TN.



E A N G U S



Exhibitors are saying....

“A must attend event as is NGAUS. This is a very important market segment and they can’t learn about your program if you are not there!”

“Already received a lot of direct orders since returning to home base – awesome!”

TARGET AUDIENCE

- » EANGUS is comprised of more than **87,000+ INDIVIDUAL MEMBERS** and is the voice of **456,000+ ENLISTED NATIONAL GUARD PERSONNEL** who live and work in **3,900 COMMUNITIES** in all **54 STATES AND TERRITORIES**
- » The National Guard purchases **\$23Billion+** of products and services annually!
- » EANGUS attendees are “END-USERS”/MID-MANAGEMENT within the National Guard community — a key element for making purchasing decisions (Many have direct purchasing authority!)
- » Expect **2,000+ Attendees** (from 50 States, the District of Columbia, Puerto Rico, the Virgin Islands and Guam) including: State Command Sergeants Major, State Command Chief Master Sergeants, Operations Sergeants Major, Army and Air Force Supply Sergeants and Logisticians, Senior Command NCOs, Property Book NCOs, Air Force Unit Equipment Managers PLUS officials from Congress, the Department of Defense and the National Guard Bureau headquarters as well as The Adjutants General (TAG)
- » The Adjutants General Association of the U.S. (www.agaus.org) will again schedule a business meeting at the EANGUS conference. AGAUS represents the senior leadership of the Army and Air National Guard from every state, territory and district.

BUYING CYCLE

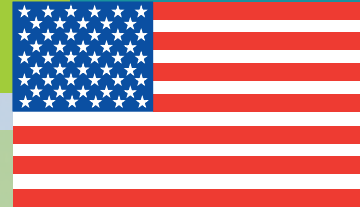
- » The National Guard buying cycle coincides with EANGUS conference dates. National Guard funding appropriations, for the most part, expire on 30 Sept. annually.
- » Exhibitors report the average number of **Qualified Leads** received as a result of participating --130!

RATES INCLUDE BONUS EXHIBITOR BENEFITS

- » An updated directory of NG key buyers:
 - » United States Property and Fiscal Officers (USPFO's)
 - » Supervisory Contract Specialists (SCS's)
 - » Base Contracting Officers (BCO's) and
 - » NGB-ZC-AQ Contracting Personnel (Contact lists maintained by the NGB headquarters)
- » Two full conference registrations per booth for commercial/university vendors
- » One full conference registration for government/military/non-profit vendors
- » Product/service description in the Exhibitor and Corporate Membership Guide
- » Listing on the EANGUS conference webpage
- » Reciprocal hot link from the EANGUS conference web page to your home page
- » Recognition in conference marketing materials
- » Earn space preference priority points to insure high visibility at future EANGUS events
- » Inclusion in the EANGUS 2010 conference and exhibition marketing prospectus
- » 8 ft backdrop; 3 ft siderails; booth identification sign; perimeter security; aisle carpeting



S 2 0 0 9



SHOW HOURS

Move-In	Sat	8/8	8am-5pm
	Sun	8/9	8am-9am (Touch-up only)
Exhibit Hours	Sun	8/9	10am-4pm (Grand Opening/Ribbon Cutting)
	Mon	8/10	8am-2pm
	Tue	8/11	8am-2pm
	* Wed	8/12	8am-2pm (Optional for exhibitors desiring to remain on the 4th/final day of the conference — exhibits may be relocated from primary exhibit hall — exhibitors to absorb any additional material handling/installation/furnishing fees)
Move-Out	Tue	8/11	2pm-6pm or
	Wed	8/12	2pm-6pm *(Optional)

“2008 brought increased attendance and more TAGs than ever.”

“Good cross section of Army and Air Force.”

“Exhibitors received preferred treatment... thank you!”

DECORATOR

» **Brede Exposition Services** 407/851-0261, fax 407/859-3904, customerservice@bredeallied.com

WHO SHOULD EXHIBIT?

» You will reach a receptive audience of key Army and Air National Guard end-users/mid-management (plus TAGs!) if you manufacture, represent, distribute or sell products/services in the following categories:

- | | |
|---|--|
| Counter-Terrorism | Government Agencies |
| Homeland Defense | Survivability Training |
| Chemical, Biological, Radiological & Nuclear Defense | Emergency Preparedness & Security |
| Distance Learning | Equipment Services |
| National & Theatre Missile Defense | Contemporary Operating Environment Training |
| Business Systems, Programs & Software | Civilian Education |
| Event Management | GSA Vendors |
| Food Service Equipment | Health, Welfare, Wellness, Safety, Physical Fitness, Recreation & Sports (“MWR” – Institutional and Personal) |
| Lodging & Hospitality | Facilities, Institutional & Real Property Maintenance/Equipment/Construction |
| Food & Beverage | Family Programs and Readiness |
| Virtual Training & Exercises | |
| Personal Development Products & Services | |
| Department of Defense | |

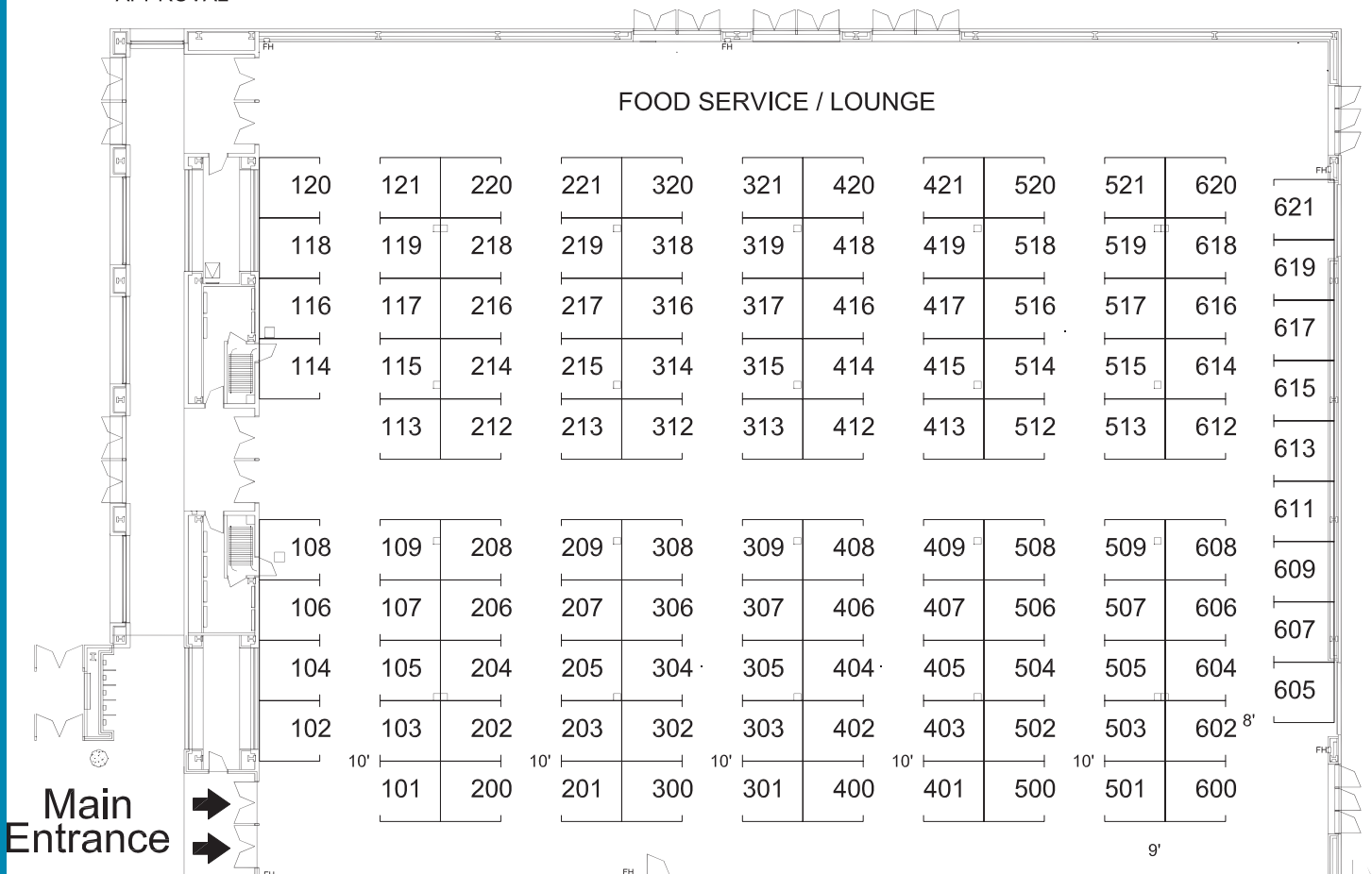


Floor Plan

EANGUS 2009 August 9 -12, 2009 Exhibit Hall Mayo Civic Center Rochester, Minnesota

CEILING HEIGHT = 32' TO BEAMS
FLOOR LOAD = UNLIMITED

ISLANDS CREATED ON DEMAND
TENTATIVE EXHIBIT FLOOR PLAN
SUBJECT TO FIRE MARSHAL
APPROVAL



For further details, contact:

EANGUS Show Management, c/o Exhibit Promotions Plus, Inc.
GSA Contract # GS23F-0245S, GS23F-0246S
11620 Vixens Path, Ellicott City, MD 21042
410/997-0763 301/596-3028 Fax 410/997-0764
eangus@epponline.com www.epponline.com

A SAMPLE LISTING OF CURRENT / PRIOR EXHIBITORS

E A N G U S 2 0 0 9

229TH INFORMATION OPERATIONS SQUADRON
 233RD REGT (RTI)
 AAFES MARKETING
 ACG SYSTEMS INC
 ACOUSTICOM CORPORATION
 ADDOGRAPH DISTRIBUTORS INC
 ADVANCED CONCEPTS INC
 ADVANCED SYSTEMS TECHNOLOGY INC
 AEARO COMPANY (PELTOR)
 AIR NATIONAL GUARD
 AIRGO INDUSTRIES
 AK SPECIALTY VEHICLES
 A-LERT ROOF SYSTEMS
 ALFARO ENTERPRISE & ASSOCIATES INC
 AMEDD CENTER & SCHOOL-FT SAM HOUSTON, TX
 AMER INTER-CONTINENTAL UNIV/COLORADO TECH UNIV
 AMERICA'S CHOICE MORTGAGE
 AMERICAN BUSINESS DEVELOPMENT GROUP
 AMERICAN MILITARY UNIVERSITY
 AMPCO SAFETY TOOLS
 APPLIED INDUSTRIAL TECHNOLOGIES
 ARI-HETRA INC
 ARIES INC 1/3 AIRCRAFT ART PLUS
 ARINC
 ARMED FORCES BENEFIT ASSN (AFBA)
 ARMED FORCES INSURANCE EXCHANGE
 ARMED FORCES VACATION CLUB
 ARMED SERVICES MUTUAL BENEFIT ASSN (ASMB)
 ARMY EDUCATION SUPPORT CENTER
 ARMY FISHER HOUSES
 ARMY MEDICAL DEPT CENTER AND SCHOOL
 ARMY NATIONAL GUARD PERSONNEL DIVISION
 ARMY NATIONAL GUARD SOLDIER FAMILY SERVICES AND SUPPORT
 ARMY NATIONAL GUARD WELL BEING
 ARMY NAT'L GUARD EDUCATION SUPPORT CENTER
 ARNG DECADE OF HEALTH
 ARNG EDUCATION SUPPORT CENTER
 ASHFORD UNIVERSITY
 ASSOCIATION OF THE U S ARMY
 ATK INTEGRATED SYSTEMS
 AUTOMATED BUSINESS POWER
 BAE SYSTEMS LAND & ARMAMENTS
 BARRELGUARD CO
 BASE-X INC
 BATTLE COMMAND TRAINING CENTER (BCTC)
 BAYCO PRODUCTS
 BEAUTI CONTROL
 BELLEVUE UNIVERSITY
 BIO SYSTEMS INC
 BIOVERIS CORP
 BLACK & COMPANY
 BOBCAT COMPANY
 BOTTOM LINE MILITARY SALES
 BRUCE'S CUSTOM COVERS
 C&S ANTENNAS INC
 CAMPA USA
 CAMSS SHELTERS / CIRF INC
 CAPELLA UNIVERSITY
 CAREER TRAINING CONCEPTS INC
 CENTER FOR NATIONAL RESPONSE
 CHASE HOME MORTGAGE
 COASTLINE COMMUNITY COLLEGE
 COLUMBIA COLLEGE
 COLUMBIA SOUTHERN UNIVERSITY
 COMMAND CONCEPTS
 COMMON TASK TACTICAL TRAINING INC (CT31)
 CONNECT AND JOIN INC
 CONTINENTAL COVERS
 CORCORAN & MATTERHORN SHOE CO
 CSC
 C-TECH INDUSTRIES INC
 CUMMINS INC
 CUSTOM MFG AND ENGINEERING (CME)
 DAHLE NORTH AMERICA INC
 DAKOTA OUTERWEAR CO
 DEFENSE COMMISSARY AGENCY (DECA)
 DEFENSE FINANCE & ACCOUNTING SERVICES
 DEFENSE NEWS MEDIA GROUP
 DEFENSE STATE LIAISON OFFICE
 DEFENSE SUPPLY CENTER PHILADELPHIA
 DEFENSE SUPPLY CENTER PHILADELPHIA (G&I)
 DEFENSE TRAVEL MANAGEMENT OFFICE
 DELTA DENTAL OF CA-FED SVCS
 DIV-TRICARE RETIREE
 DENTAL PROG
 DENCOM-FT SAM HOUSTON
 DEPLOYMENT HEALTH SUPPORT
 DEPLOYMENT HEALTHCARE CLINICAL CTR
 DEPOT USA INC
 DESIGN-BUILD SOLUTIONS INC
 DEVRY UNIVERSITY
 DHS SYSTEMS
 DIAMONDBACK TACTICAL
 DIGITAL TRAINING DEVELOPMENT CENTER
 DIMHRS ENTERPRISES PROGRAM MGMT OFFICE
 DIRECTORATE (DOD)
 DMP
 DOW AEROSPACE INC
 DRS TECHNOLOGIES
 DYNAMICS RESEARCH CORP
 EAGLE GROUP INT'L INC (HELMETS TO HARDHATS)
 EAGLE SUPPORT SERVICES CORP
 EAST COAST MOBILE USA
 EK EKCESSORIES
 EMPIRE STATE COLLEGE, SUNY
 EMPLOYER SUPPORT OF THE GUARD & RESERVE (ESGR)
 ENERGIZER LIGHTING PRODUCTS
 ENLISTED ASSN OF NATIONAL GUARD OF THE U.S.
 ENVIRONICS USA INC
 ENVISION XPRESS
 EXTENDED STAY HOTELS
 EYE SAFETY SYSTEMS INC (ESS GOGGLES)
 FAIRLEIGH DICKINSON UNIVERSITY
 FEDS-HEAL PROGRAM OFFICE
 FIRST UNITED MORTGAGE CORP
 FITNESS ANYWHERE
 FLARNG DRUG DEMAND PROGRAM (DDR)
 GAITHER TOOL CO INC
 GAP SOLUTIONS INC
 GARRETT CONTAINER SYSTEMS INC
 GEHA
 GEICO
 GI BILL - DEPT OF VETERANS AFFAIRS
 GRADUATE SCHOOL - USDA
 GRAND CANYON UNIVERSITY
 GRANITIZE PRODUCTS INC
 GRANTHAM UNIVERSITY
 GRAY MFG CO
 GSA FEDERAL SUPPLY SERVICE
 GSA GLOBAL SUPPLY
 GULFSTREAM AEROSPACE
 HARRIS CONNECT INC
 HAWKER / AMERICAN BUSINESS DEV GROUP
 HEAD LITES CORP / ELMO-AMERICA
 HELMETS TO HARDHATS
 HESCO BASTION LTD
 HUMANA MILITARY HEALTHCARE SERVICES INC
 IDAHO NATIONAL GUARD
 IDEAL IDEAS / JOHN'S PLAQUES
 INNOCORP LTD
 INTELAGARD INC
 INTERACTIVE SOLUTIONS INC
 INTERNATIONAL TRUCK & ENGINE CORP
 INVISTA
 JENSEN TOOLS
 LAERDAL MEDICAL CORP
 LITTLE GIANT LADDERS INC
 McDOWELL RESEARCH CORP
 MEDCOM MTKG HQ-FT SAM HOUSTON
 MILITARY ONE SOURCE - CERIDIAN
 MILITARY SERVICE COMPANY
 MILITARY TIMES MEDIA GROUP / ARMY TIMES
 MILITARY VACCINE AGENCY (MILVAX)
 MITY LITE
 MMI - FEDERAL MARKETING SERVICE CORP
 MOBILE SATELLITE VENTURES
 MODU-BUILT INDUSTRIES
 MOUNTAIN STATE UNIVERSITY
 MSC INDUSTRIAL SUPPLY CO
 MULRY MFG LLC / SHARBADE
 NASCO
 NATIONAL AIR CARGO
 NATIONAL GUARD ASSOCIATION OF THE US
 NATIONAL GUARD BUREAU - ARP (PERSONNEL DIV)
 NATIONAL GUARD BUREAU - FAMILY PROGRAM OFFICE
 NATIONAL GUARD BUREAU - MISSILE DEFENSE
 NATIONAL GUARD BUREAU -WELL-BEING BRANCH
 NATIONAL GUARD BUREAU (NGB-ARM-WB)
 NATIONAL GUARD BUREAU PATRIOT CHOPPER
 NATIONAL GUARD BUREAU PARTNERS IN EDUCATION
 NATIONAL GUARD COUNTERDRUG PROGRAM
 NATIONAL GUARD DALE EARNHARDT JR
 NATIONAL GUARD JOINT FAMILY PROGRAMS
 NATIONAL GUARD MARKSMANSHIP TRAINING UNIT
 NATIONAL GUARD PROFESSIONAL EDUCATION CTR
 NATIONAL MILITARY FAMILY ASSOCIATION
 NEW ENGLAND WOODCRAFT INC
 NGB LEGISLATIVE LIASION DIRECTORATE
 NGB MISSILE DEFENSE
 NGB OFFICE OF EDUCATION & PROFESSIONAL DEVELOPMENT
 NGB-ARP-T
 NGB-ART-DTDC
 NGB-IA
 NIDA CORPORATION
 NORTHWEST TERRITORIAL MINT
 O'NEIL AND ASSOCIATES
 OCEAN SKY AVIATION
 ONE VISION SOLUTIONS
 OREGON AERO INC
 PARTSMaster
 PATTERSON FAN CO
 PDQ PRECISION INC
 PELTOR (AEARO TECHNOLOGIES)
 PENCO PRODUCTS INC
 PEO SOLDIER c/o SAIC
 PERSONNEL FORCE INNOVATION
 PF DISTRIBUTION CENTER (POWER FLARE)
 POINT BLANK BODY ARMOR / PACA BODY ARMOR
 POTOMAC POWER SYSTEMS
 PREMIER JOINT TRAINING CENTER
 PROFORMA
 PROPPER INTERNATIONAL SALES INC
 PROTECTIVE PACKAGING CORP
 PULSE TECH PRODUCTS CORP
 RANGE SYSTEMS
 RAPID EQUIPPING FORCE
 RCAS/DTTP AITS (SRA)
 READY FOR INSPECTION
 RELM WIRELESS CORP
 REVISION EYEWEAR
 RITE IN THE RAIN DIV JL DARLING
 ROBOTRONICS
 ROCHESTER CONVENTION AND VISITORS BUREAU
 SACG - ARNG
 SCHNEIDER NATIONAL
 SEATTLE LIGHTHOUSE FOR THE BLIND
 SIKORSKY AIRCRAFT
 SILVER TOWNE MINT L P
 SOUTHWESTERN COLLEGE PROFESSIONAL STUDIES
 SPARTA PEWTER USA INC
 SPECIAL ASST TO THE COMMANDING GENERAL-ARNG
 SPECIAL OPS BRAND
 STAR TRAC
 STRATEGIC SYSTEMS INC
 STRONG HOLD PRODUCTS
 SUNBELT RENTALS
 SUPER BAKERY
 SUPPLYCORE
 SYMBOL ARTS
 TA CONSULTING INC
 TAKE CHARGE AMERICA
 TASK RESEARCH INC
 TEAM WENDY
 TENT COT
 THE BOEING COMPANY
 THE HOME DEPOT SUPPLY
 THE MAIL HANDLERS BENEFIT PLAN
 THE WARRIOR GROUP INC
 THEISEN TRAINING SYSTEMS INC
 THOMAS EDISON STATE COLLEGE
 TIFCO INDUSTRIES INC
 TIGERLIGHT INC
 TRIWEST HEALTHCARE ALLIANCE
 TROY UNIVERSITY
 TROOPS TO TEACHERS
 US ARMY MEDICAL COMMAND MARKETING
 US ARMY MEDICAL DEPT CENTER & SCHOOL
 US ARMY PROGRAM EXECUTIVE OFFICE SOLDIER
 US DEPT OF VETERANS' AFFAIRS EDUCATION SERVICE
 US FIELD ARTILLERY ASSOCIATION
 UNITED CONCORDIA
 UNIVERSITY LOFT CO
 UNIVERSITY OF PHOENIX ONLINE
 US MEDCOM MTKG HQ-FT SAM HOUSTON
 USAA
 USBA (UNITED SERVICES BENEFIT ASSN)
 USO INC
 UTAH NAT'L GUARD RECRUITING & RETENTION
 VALLEY FOODS INC
 VETERANS OF FOREIGN WARS OF THE US (VFW)
 VIRGINIA OUTREACH PROGRAM
 W L GORE & ASSOCIATES INC
 WASHINGTON & JEFFERSON COLLEGE
 WEL-FAB INC
 WELLS CARGO INC
 WENGER CORP
 WESTERN GOVERNORS UNIVERSITY
 WILEY X EYEWEAR
 WIRECRAFTERS LLC
 WORLDSpace CORP
 WURTH USA

APPLICATION AND CONTRACT FOR EXHIBIT SPACE

EANGUS 2009

ENLISTED ASSOCIATION OF THE NATIONAL GUARD OF THE U.S. 38TH GENERAL CONFERENCE & EXHIBITION

AUGUST 9 - 12, 2009 (SHOW DATES- 8/9-11) • MAYO CIVIC CENTER, ROCHESTER, MN

(A) 10' w x 10' d EXHIBIT SPACE

\$1,600** Commercial / University Corporate Member

\$1,750** Non-Member

\$900* Government/Military/NonProfit

x # of booths = \$ _____

x # of booths = \$ _____

(No items for sale-501(c) tax exempt)

x # of booths = \$ _____

**Includes two (2) full conference registrations

**Includes two (2) full conference registrations

*Includes one (1) full conference registration

___ \$520 (includes tax) - Optional Booth furnishing package - 6' draped table/2 side chairs/carpet/wastebasket x # of booths = \$ _____

Preferred Booth Locations (1) _____ (2) _____ (3) _____ (4) _____ (5) _____

Products/firms which you prefer to be in close proximity:

Products/firms you prefer NOT to be in close proximity:

Product/Service Description for Complimentary Exhibitor Directory Listing (approx 40 words)

Contact Name / Title to be listed in the Exhibitor Directory _____

Tel _____ Fax _____ E-mail _____ Website _____

(B) COMMUNAL "TAKE ONE" LITERATURE DISPLAY

_____ Free (Full Booth Participants and/or Exhibitor Directory Advertisers)

_____ \$100 (Non-Full Booth Participants)

(C) EXHIBITOR DIRECTORY ADVERTISING

_____ \$500 Full Page (b/w)

_____ \$800 Full Page (4/color)

_____ \$1000 Cover II or IV

_____ \$900 Cover III

Copy Due: 7/1/2009 • REFLECTS 50% DISCOUNT FOR FULL BOOTH EXHIBITORS

Printing Specifications:

Full page - 5" w x 8" h

Trim size - 5 1/2" x 8 1/2"

Bleed size - 5 3/4" x 8 3/4"

Off set. Perfect bound or saddle stitched. Halftone screen

(b/w): 133 preferred; (4 color): 133 or 150.

Artwork Specifications:

Electronic submissions will be accepted in Press Ready PDF, EPS or TIFF format only (Text converted to paths and artwork embedded in file). All artwork must be converted to CMYK (if ad is 4/color or matched color). Composition when required, cost plus 15%.

Email to: eangus@epponline.com or provide on disc if larger than 9MB.

TERMS / CANCELLATION POLICY

A non-refundable \$200 deposit per exhibit space reserved is due with application or within two weeks of invoice date. 50% of balance is due by 2/9/09. The remaining balance is due by 5/9/09. Cancellations are not effective until received IN WRITING BY EANGUS show management. Cancellations received from 2/9/09 to 5/9/09 will be assessed a 25% of total exhibit space cost cancellation fee. Cancellations received after 5/9/09 will result in a full forfeiture of TOTAL exhibit space cost and/or an obligation to pay the ENTIRE exhibit space rental fee. Payment in full is required to obtain badges for exhibit hall admittance and prior to exhibit installation.

Organization _____

Address _____

City _____ State _____ Zip _____

Reserved By _____ Title _____

Signature _____

Tel _____ Fax _____ E-mail _____ Website _____

PAYMENT INFORMATION Method of Payment (Check One) Amount to be charged at time of application \$ _____ (U.S. Funds Only)

Check Payable to Exhibit Promotions Plus, Inc. VISA MasterCard American Express

Credit Card # _____ Exp Date: _____

Cardholder Name _____ Authorized Signature _____

Cardholder Billing Address _____

Cardholder Billing Phone _____

RETURN THIS FORM TO

EANGUS SHOW MANAGEMENT c/o EXHIBIT PROMOTIONS PLUS, INC.

11620 Vixens Path, Ellicott City, MD 21042-1539

410/997-0763 301/596-3028 fax 410/997-0764 eangus@epponline.com www.epponline.com