The timing of WEST 2014 gives active duty U.S. and allied military, government, industry and academia decision makers the opportunity to engage on multiple levels to discuss the ways, means and ends of the new strategy. Many related technical sessions are eligible for continuing education units (CEUs) and training credits. Industry will showcase and discuss emerging technologies and equipment that will impact all areas of future Sea Service operations. Now in its 22nd year, WEST 2014 is co-sponsored by AFCEA International and the U.S. Naval Institute, both non-profit, non-lobbying membership associations. Registration is free for military and government.

**WEST attracts high-level governmental participation:** Senior leaders, including the three Sea Service Chiefs (confirmed), will be on-hand to address the New Maritime Strategy.

**WEST is the first major event that includes all Sea Services, following the rollout of New Maritime Strategy** this fall, providing the opportunity for discussion of the needs between Government and Industry.

**WEST follows the budget roll out,** which enables military, government and industry to discuss solutions in much greater detail.

**West provides an opportunity to engage with leadership at all levels of DoD and Government** and discuss emerging technologies and equipment that will impact all areas of future Sea Service operations.
Senior leaders, including the three Sea Service Chiefs, will address “The New Maritime Strategy: How Do We Make It Work?”

Gen James F. Amos, USMC
(confirmed)
Commandant
United States Marine Corps

ADM Jonathan W. Greenert, USN
(confirmed)
Chief of Naval Operations

ADM Robert J. Papp, Jr., USCG
(confirmed)
Commandant
United States Coast Guard

At the outset of his Administration, the President made a strategic decision to increase focus on the Asia-Pacific region and rebalance U.S. engagements, activities, and resources toward and within this vital region.

— White House Fact Sheet: The Fiscal Year 2014 Federal Budget and the Asia-Pacific

The President’s Fiscal Year 2014 Budget reflects this strategic priority by sustaining key investments made throughout the President’s first term and by investing in new initiatives to expand and deepen a Government-wide commitment across the region.

— Danny Russel, Special Assistant to the President and Senior Director for Asian Affairs at the National Security Council (quote from the White House Blog)

For the 2014 program, U.S. Naval Institute and AFCEA leaders met with the following Area Commands to solicit their suggestions:

• Naval Surface Force, U.S. Pacific Fleet
• Naval Air Force, U.S. Pacific Fleet
• THIRD Fleet
• 1st Marine Expeditionary Force
• 1st Marine Division
• Third Marine Aircraft Wing
• Naval Special Warfare Command
• Naval Mine and Anti-Submarine Warfare Command (NMAWC)
• Navy Region Southwest
• Space & Naval Warfare Command (SPAWAR)
  — PEO/C4ISR
  — Chief Engineering Directorate
  — SPAWAR Systems Center Pacific
SAN DIEGO AND THE PACIFIC REGION MILITARY MARKET—STRONG AND GROWING

Claim your share of the military market at WEST 2014: The Leading Destination for Emerging Technologies and Equipment

The WEST 2014 Re-Engineered Exhibit Hall will Attract & Engage Attendees:

- NEW – For 2014, SPAWAR will host an exhibit to engage industry, and a theater with SPAWAR sessions.
- NEW – All panel sessions, typically held in a meeting room, will take place in the exhibit hall. This keeps 500-600 attendees in the exhibit hall all day, near your exhibit.
- All plenary addresses and lunch keynote sessions, attracting over 1,500 attendees, are held in the exhibit hall.
- The engagement theaters in the exhibit hall provide one hour demonstrations and training.
- NEW – Demo display area for vehicles, boats and unmanned systems for attendees to touch, feel and explore.

San Diego is:

- One the most diversified and highly funded defense communities in the world and the home of WEST 2014. It’s the ideal event and premier location for Defense Contractors to showcase their solutions.
- At the center of one of the largest concentrations of military in the world, which means easy access to the decision makers looking for your emerging technologies and equipment.
- Central to major military commands and agencies including the U.S. Third Fleet, Naval Surface Forces, 1st Marine Expeditionary Force, U.S. Pacific Fleet and Naval Air Forces.

MORE THAN 150,000 MILITARY AND CIVILIAN GOVERNMENT PERSONNEL ARE WITHIN 35 MILES OF SAN DIEGO — San Diego Regional Economic Development Corporation

“The AFCEA/U.S. Naval Institute WEST 2014 Conference is a “must do” event for RedSeal Networks! In a time of tight DoD budgets, this event delivers high quality content and exposure to key decision makers ensuring time for meaningful engagement on the show floor.”

Kimberly Baker
Vice President Public Sector
RedSeal Networks, Inc.
Engage with leadership at all levels of DoD and Government and discuss emerging technologies and equipment that will impact all areas of future Sea Service operations.

Aerial Targets
Air Countermeasures
Aircraft Components & Propulsion
Anti-Aircraft Systems
Anti-Submarine Systems
Bandwidth Compression and Synchronization
Battle Damage Assessment
Biotechnology
Chemical/Bio Defense
Collaboration & Collaborative Tools
Combat ID Perimeter Security
Common Operating Picture (COP)
Data Architecture
Data Encryption
Data Manipulation and Analytical Tools
Decontamination
Display Systems & Software
Electronic Warfare & Detection
Electronic Warfare Equipment
Electronically Enhanced Education
Enterprise Architecture
Facilities Management
Global Positioning Systems
Helicopters
Information and Intelligence Fusion
Information Operations, Assurance and Security
Infrared Components & Systems
Interoperability – Joint and Coalition
Joint Deployment & Rapid Distribution
Knowledge Enabled Logistics
Knowledge Management & Leadership Decision-Making
Life Support Systems
Mine Countermeasures
Missile Systems
Navigational Systems
Network Centric Warfare
Night Vision Equipment
On-the-Move Voice and Data Comms
Power Conversion & Distribution
Power Sources
Propulsion Systems
Radar and Surveillance
Capability Enhancements
Radio Frequency Identification (RFID)
SATCOM
Satellite Communications
Search & Rescue Equipment
Secure Comms – Voice and Data
Secure Tracker System
Sensors
Shared Intel Databases at Multiple Security Levels
Ship Building & Maintenance
Simulation & Modeling
Streaming Video
Submarine Systems & Technology
Visualization Technologies
VTC – C2 System
Watercraft
Weapons Systems
Wireless Solutions, Networking and Security

In 2013 more than 350 exhibitors took advantage of this growing military market. To see which companies make WEST the go-to destination, visit www.westexhibits.com.
Exhibitors Agree
WEST 2014 is a
Solid Investment
83% reported
success in meeting
military, government
and industry buyers
Exhibitors generated as
many as 500 sales
opportunities each
Source: WEST 2013 Exhibitor
Survey, J. Spargo & Associates,
Inc.

Top Military Decision–Makers from the Pacific Region Will Participate in WEST 2014

Fleet Readiness Center Southwest
Marine Corps Air Station Miramar
Marine Corps Base Camp Pendleton
Marine Corps Recruit Depot San Diego
Naval Air Forces Command
Naval Air Station North Island
Naval Amphibious Base Coronado
Naval Base Point Loma
Naval Air Warfare Center Weapons Division @ Naval Base Ventura County & NAWS China Lake
Naval Medical Center San Diego
Naval Mine and Anti-Submarine Warfare Command
Naval Outlying Landing Field Imperial Beach
Naval Station San Diego
Naval Strike and Air Warfare Center @ Fallon
Naval Supply Systems Command Global Logistics Support
Naval Surface Forces Command
Naval Special Warfare Command
Naval Weapons Station Fallon
Naval Weapons Station @ Seal Beach
Space and Naval Weapon Systems Command
(NAVSEA)
Third Fleet Headquarters
U.S. Pacific Fleet
Many other Pacific Region military and government facilities

WEST 2013 Attendee/Organization Description

Active Military 13%
Other 14%
Business/Industry 53%
Government 17%
Educator/Academia/Student 3%

WEST 2013 Attendee Specialties

Command & Control/Communications 19%
Other 22%
Computer Hardware/Software 12%
Cyber Operations/Electronic Warfare 3%
Emergency Management/Law Enforcement/Public Policy 2%
Intelligence, Surveillance & Reconnaissance 5%
Data/Database Management 2%
Telecommunications/Networks 14%
Training, Modeling & Simulation 3%

For a Sampling of Organizations that Sent Representatives to WEST 2013 CLICK HERE
More than $8 Billion in business opportunities will be released in the San Diego region by December 2014*

**NAVY – SPACE AND NAVAL WARFARE SYSTEMS COMMAND**

- **$2.98 Billion**
  - Software Development Integration Maintenance And Sustainment Of Select Command And Control Capabilities

**NAVY – SPACE AND NAVAL WARFARE SYSTEMS COMMAND – SPAWAR SYSTEMS CENTER PACIFIC – SPAWAR SYSTEMS CENTER-SAN DIEGO**

- **$146 Million**
  - E2C Airborne And Tactical Data Link Systems Support (ATDS)

**NAVY – NAVAL FACILITIES ENGINEERING COMMAND – NAVFAC SOUTHWEST**

- **$900 Million**
  - AEC Southern California Commercial And Institutional MACC

**NAVY – NAVAL SUPPLY SYSTEMS COMMAND – FLEET AND INDUSTRIAL SUPPLY CENTER SAN DIEGO**

- **$730 Million**
  - Global Business Support (GBS)

**NAVY – SPACE AND NAVAL WARFARE SYSTEMS COMMAND – SPAWAR SYSTEMS CENTER PACIFIC**

- **$100 Million**
  - Life Cycle Sustainment And Integration Support For The Antiterrorism Force Protection (AT/FP) Ashore Program Office

**NAVY – NAVAL FACILITIES ENGINEERING COMMAND – NAVFAC SOUTHWEST**

- **$100 Million**
  - AEC Small Business Environmental Multiple Award Contract For Environmental Remediation Services (EMAC II)

Source: GovWinIQ from Deltek’s Federal Regional Outlook: San Diego, CA
Each 10’x10’ booth includes the following:

- Display Space
- Standard Booth Equipment, consisting of flameproof 8’ draped back wall (Blue and White) and 36” draped side rails (Blue)
- Standard 7” x 44” company ID sign
- General exhibit hall lighting and heating/air conditioning
- General exhibit hall security service
- Unlimited booth personnel
- Daily AISLE cleaning
- Listing in the Final Convention Program

Exhibit space will sell out. Reserve yours today.

For information on exhibiting and sponsorship opportunities, contact:

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