



EXHIBITOR PROSPECTUS

# WEST 2008



**Western Conference and Exposition**

Presented by AFCEA International  
and the U.S. Naval Institute

February 5-7, 2008  
San Diego Convention Center  
San Diego, California

[www.west2008.org](http://www.west2008.org)

**Sell Your Products and Services at the Largest  
Military Technology Gathering on the West Coast**

**Reserve Your Exhibit Space Today!**

# San Diego— A \$10 Billion Military Market Keeps Growing\*

Defense contractors whose core business is technology will not find a better place to showcase their products and services than at West 2008 in San Diego. Home to the highest concentration of military installations on the West Coast, the San Diego area is also the center of the largest military concentration in the nation. The

Space and Naval Warfare Systems Center (SPAWAR) alone has an annual operating budget of over \$4 billion.

**If you offer technology products or services that collect, transmit, process, display, or manage information essential to the Navy's operations, make sure you exhibit at West 2008.**



## Top Military Decision-Makers Will Participate in West 2008

As a West 2008 exhibitor, you will have unparalleled exposure to technology decision makers from facilities like these:

- Marine Corps Base Camp Pendleton
- Naval Station San Diego
- Naval Air Station North Island
- Marine Corps Air Station Miramar
- Naval Amphibious Base Coronado
- Naval Base Point Loma
- Naval Medical Center San Diego
- Marine Corps Recruit Depot San Diego
- Space and Naval Weapons Systems Command (SPAWAR)
- Naval Weapons Station Fallbrook
- Naval Outlying Landing Field Imperial Beach
- Many other West Coast military and government facilities.

These facilities alone represent over 150,000 military and civilian government personnel, making San Diego one of the world's most diversified and highly funded defense communities.

*\*San Diego Regional Economic Development Corporation*



**Of the more than 13,000 people who attended West 2007—**

**39%** specialized in communications  
**36%** specialized in information systems  
**17%** specialized in electronics

**To learn more, visit [www.west2008.org](http://www.west2008.org).**

**Exhibit space will sell out,  
so secure your space.  
Call 800-564-4220 today!**



## **Expect High-Quality Leads at West 2008**

**94%** of survey respondents rated the overall AFCEA/U.S. Naval Institute Western Conference and Exposition good to excellent.

**88%** rated the overall quantity of attendees good to excellent.

**68%** generated as many as 50 sales leads.

*Source: West 2006 Exhibitor Survey, J. Spargo & Associates, Inc.*

## **If You Develop or Manufacture Technology Solutions Like These, Military Leaders Want to Meet You!**

- Battle Damage Assessment
- Biotechnology
- Bandwidth Compression and Synchronization
- Collaboration & Collaborative Tools
- Combat ID Perimeter Security
- Common Operating Picture (COP)
- Data Architecture
- Data Encryption
- Data Manipulation and Analytical Tools
- Data Mining & Warehousing
- Decontamination
- E-Commerce & E-Business
- Electronic Warfare Equipment
- Electronically Enhanced Education
- Enterprise Architecture
- Global Positioning Systems
- Information and Intelligence Fusion
- Information Operations, Assurance and Security
- Interoperability – Joint and Coalition
- Joint Deployment & Rapid Distribution
- Knowledge Enabled Logistics
- Knowledge Management & Leadership Decision Making
- Nanotechnology
- Network Centric Warfare
- Night Vision
- On-the-Move Voice and Data Comms
- Power Sources
- Radar and Surveillance Capability Enhancements
- Radio Frequency Identification (RFID)
- SATCOM
- Secure Comms – Voice and Data
- Secure Tracker System
- Sensors
- Shared Intel Databases at Multiple Security Levels
- Simulations & Modeling
- Streaming Video
- Visualization Technologies
- Voice over IP
- VTC – C2 System
- Wireless Solutions, Networking and Security

**Last year more than 430 exhibitors took advantage of this growing military market. To see which companies make West the go-to destination to increase their bottom line, visit [www.west2007.org/exhibitors](http://www.west2007.org/exhibitors).**

**Don't miss out. Secure your space today!**

"West 2007 provided Ericsson with access to key military decision makers directly related to our business. We are looking forward to further building our relationship at West 2008."

**Mike Wasno**

*Ericsson Federal*

"The AFCEA/USNI West show is critical to the success and growth of our business. Not only do we have the opportunity to reach out and interact with our Department of Defense customer, but we are able to combine our mobile satellite services technology with theirs."

**Pattie Braun**

*Iridium Satellite LLC*

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**For exhibit information, contact:  
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[www.west2008.org](http://www.west2008.org)**

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# Call Today!

**Exhibit Space Sells Out Quickly!**