WEST 2013

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

January 29-31, 2013

San Diego Convention Center • San Diego, CA

ENTER EXHIBITOR PROSPECTUS

Claim your share of the military market at West 2013: The Leading Destination for Defense Technology

San Diego is:

- One the most diversified and highly funded defense communities in the world and the home of West 2013. It's the ideal event and premier location for Defense Contractors to showcase their technology.
- At the center of the largest military concentration in the nation which means easy access to the decision makers looking for your technology solutions.
- Central to major military installations including The Space and Naval Warfare Systems Command (SPAWAR) which has annual operating budget of over $4 billion.

Exhibitors Agree West 2013 is a Solid Investment

- **75%** of survey respondents rated the overall AFCEA / U.S. Naval Institute Western Conference and Exposition good to excellent.
- **88%** reported success in meeting military, government and industry buyers
- Exhibitors generated as many as **500** sales opportunities each

Source: West 2012 Exhibitor Survey, J. Spargo & Associates, Inc.

More than 150,000 military and civilian government personnel are within 35 miles of West 2013.

—San Diego Regional Economic Development Corporation

BECOME AN EXHIBITOR

KEY CONTACTS

WEST 2013 WEB SITE

"The AFCEA West tradeshow provides the opportunity for Microwave Photonic Systems to connect with all the focal elements in our corporate growth strategy. In addition to showcasing our newest product offerings, our sales team can connect with current and potential customers, our technologists can identify new capabilities, and our business development managers can identify future areas of opportunity within the defense sector. Of the many shows that we exhibit/attend, West is one that continues to be our top priority."

—Josh Korson
Microwave Photonics Systems

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

Battle Damage Assessment

Biotechnology

Bandwidth Compression and Synchronization

C4ISR/C2

Collaboration & Collaborative Tools

Combat ID Perimeter Security

Common Operating Procedure (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

Service Oriented Architectures (SOA)

Shared Intel Databases at Multiple Security Levels

Simulations & Modeling

Streaming Video

Visualization Technologies

Voice over IP

VTC – C2 System

Wireless Solutions, Networking and Security

In 2012 more than 430 exhibitors took advantage of this growing military market. To see which companies make West the go-to destination, visit www.west12exhibitors.com.

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Sell Your Products and Services at the Largest Military Technology Event on the West Coast – Targeting a $10 Billion Market

"SMS has exhibited at AFCEA West for over 3 years now with great success. The show gives us an abundant opportunity to meet with customers, partners and important vendors. The San Diego Convention Center has ample room and the show management is there for all of our needs. The sponsored events both during the show and after-hours are targeted to where actual customers go to and real business can be conducted. This a must-attend for any company looking to connect with the Navy, Marines or really any AFCEA coupled agency on the west coast and beyond."

Mark Hagen
Director of Marketing
SMS
McLean, VA

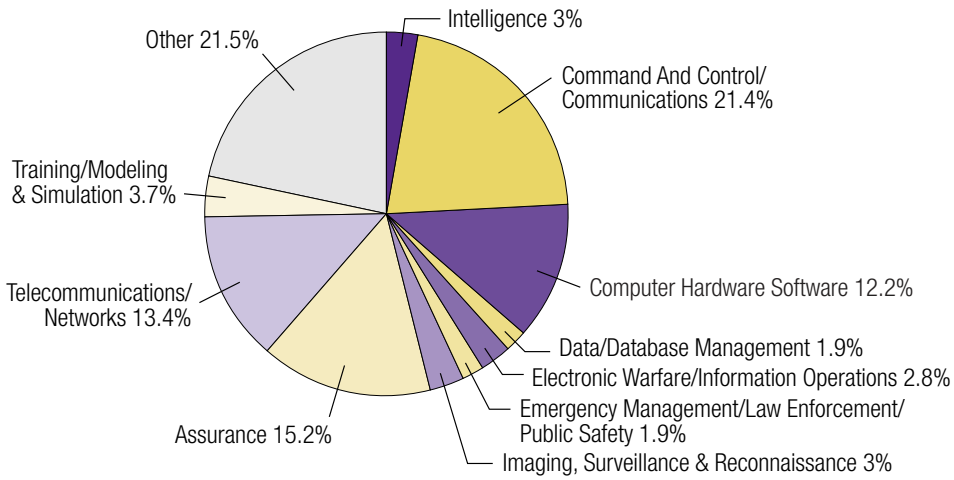
Top Military Decision–Makers Will Participate in West 2013.

As a West 2013 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 Warfare 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.

Attendee Specialties



FOR A SAMPLING OF ORGANIZATIONS THAT SENT REPRESENTATIVES TO WEST 2012 CLICK HERE.

Of the more than 12,000 who attended West 2012

51% specialized in communications

33% specialized in information systems

16% specialized in electronics

WEST 2012 ATTENDEES

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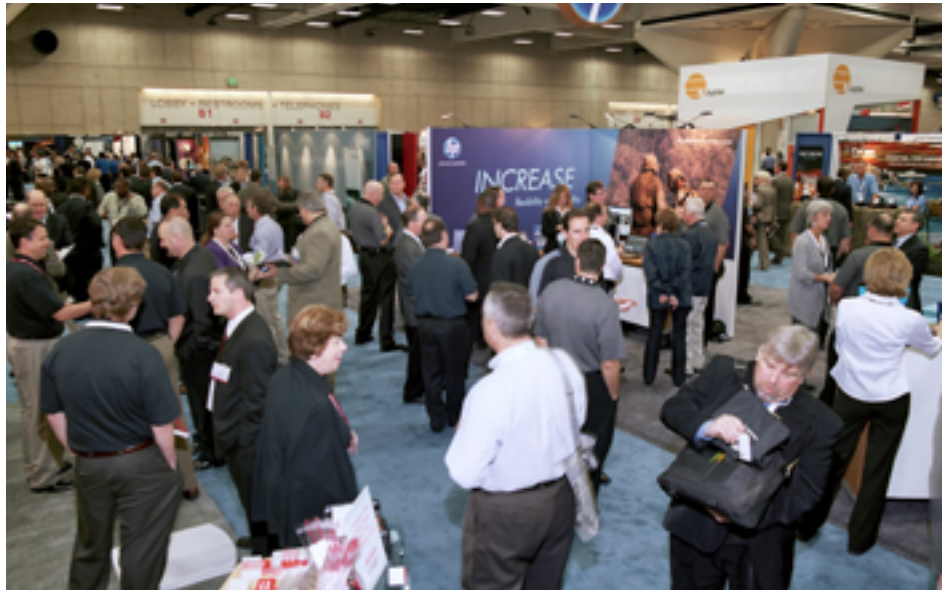

Each 10’x10’ booth includes the following:

- 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
- Exhibitor registration and complimentary guest registration
- Daily AISLE cleaning
- Listing in the Final Convention Program

Exhibit space will sell out. Reserve yours today!

CURRENT EXHIBITORS | FLOOR PLAN | RESERVE A BOOTH

KEY CONTACTS

For information on exhibiting, contact:

Paul doCarmo
Account Manager – Exhibit Sales
Companies A - L

Connie Shaw
Account Manager – Exhibit Sales
Companies M – Z

West 2013 Event Management
c/o J. Spargo & Associates, Inc.
800-564-4220 / 703-631-6200
west@jspargo.com

For information on available sponsorships, contact:

Gina McGovern
Director, Special Events and Patron Programs
AFCEA International
703-631-6236
gmcgovern@afcea.org

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