



USA SECURITY AND DEFENSE PAVILION

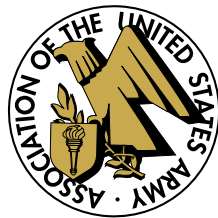
ORGANIZED BY THE ASSOCIATION OF THE UNITED STATES ARMY

2022 SOFEX

31 OCTOBER - 3 NOVEMBER

**THE AQABA GATE AVIATION
KING HUSSEIN
INTERNATIONAL AIRPORT
AQABA, JORDAN**

EXHIBITOR AND SPONSOR PROSPECTUS



WWW.AUSA.ORG/SOFEX2022



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ABOUT SOFEX

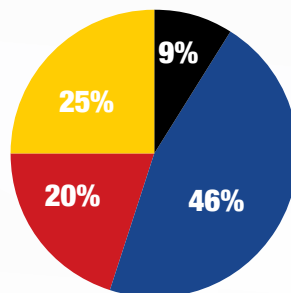
SOFEX is the most significant global conference and exhibition dedicated solely to the Special Operations Forces and Homeland Security for the advancement of technologies and solutions sustaining global peace.

The Exhibition attracts hundreds of Special Operations and Homeland Security exhibitors, including small and medium sized companies, in addition to major international defense and security manufacturers.

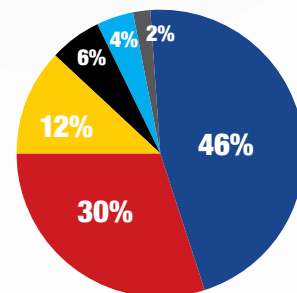
An ideal opportunity to network with high ranking military delegations, senior government officials and decision makers responsible for the security of their citizens.

Prior to the Pandemic, SOFEX demonstrated steady growth in Exhibitors and Attendees. The USA Security and Defense Pavilion has been part of this growth and AUSA has managed the pavilion since 2012.

EXHIBITORS AT SOFEX 2018



DELEGATIONS AT SOFEX 2018



■ Middle East ■ Asia ■ Africa
■ Europe ■ Americas ■ Oceania

SOFEX 2018 AT A GLANCE:



Over 16,800 attendees from 62 Countries



Outstanding global media coverage with the presence of the most reputed media representatives from across the world

350 local, regional and international exhibitors from 34 countries



The site expanded to 75,000 Sqm to accommodate the increased indoors and outdoors exhibition space, 6 exhibition halls, 10 private hospitality chalets, purpose-built live fire and mobility demonstration areas and state of the art media center.



103 official international delegations (439 delegates) attended the exhibition from 54 countries



GET BACK TO BUSINESS IN 2022

WITH THE USA SECURITY AND DEFENSE PAVILION AT SOFEX

LARGEST SPECIAL OPERATIONS SHOW IN THE REGION

SOFEX is making a comeback in 2022. SOFEX is the only special operations exhibition and conference in the Middle East and North Africa. It provides not just a platform for open direct dialogue between the Defence and Homeland Security Industry but also is a prime venue for manufacturers and solution providers to exhibit and display their latest achievements of advanced technologies and state of the art innovations sustaining global peace.

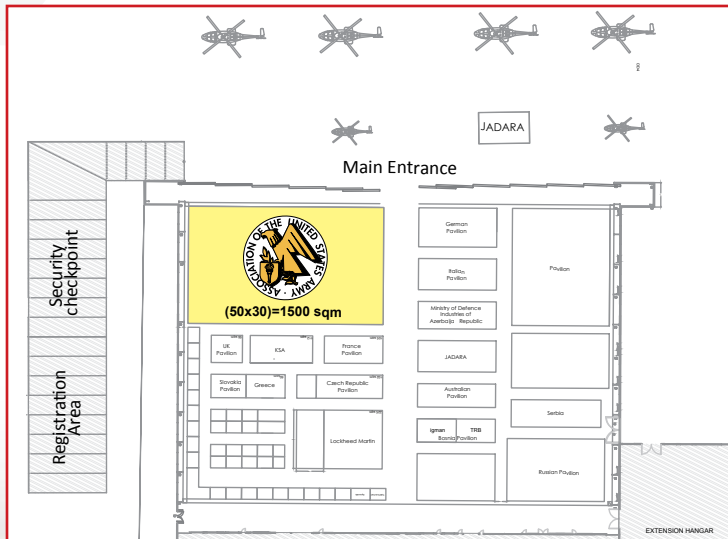
This four-day event kicks off with a prominent conference on October 31 featuring interactive discussions, guest speakers and dialogue about the latest challenges facing special operations forces around the world. Key leaders tackle a wide range of issues including counterterrorism and homeland security. A beacon on the global defense industry calendar, SOFEX is an event you do NOT want to miss.

NEW LOCATION: AQABA, JORDAN

The Aqaba Gate Aviation at the King Hussein International Airport is the new site for SOFEX 2022. Aqaba is a Jordanian port city on the Red Sea's Gulf of Aqaba. Inhabited since 4000 B.C., it's home to the Islamic-era Aqaba Fort. Its beach resorts are popular

for windsurfing and other water sports, and the area is a top destination for scuba divers, with notable dive sites including the Yamanieh coral reef in the Aqaba Marine Park, south of the city.

EXHIBIT SPACE OPTIONS



RAW Space \$975 per square meter (m2)
SHELL Space \$1170 per square meter (m2)
all 9m2 are required to be SHELL Scheme

All SHELL Scheme in the pavilion through GES includes:

- Carpet
- ID Sign
- Walls
- Spotlights
- Basic Electrical Outlet

Additional fees for Corners, Registration, Co-Exhibitors, Insurance, RAW Space Booth Builds may apply. Ask us about them before you book your space.



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SPONSORSHIP OPPORTUNITIES

OFFICIAL RECEPTION SPONSORSHIP:

Exclusive opportunity \$40,000

OR: CO-SPONSOR OPPORTUNITIES:

4 star: \$15,000
 3 star: \$10,000
 2 Star: \$7,500
 1 Star: \$5,000

SPEAKERS CORNER:

30 second video spot \$3,000

PAVILION PARTNER:

Includes full page ad in Show Guide. \$3,000

SHOW GUIDE SPONSORSHIPS:

Back Cover \$2,500
 Inside Front Cover \$2,000
 Inside Back Cover \$2,000
 Full Page Ad \$1,500
 Show Guide Cover (4 available) \$1,000
 Premium Listing \$500

AUSA offers cost-effective sponsorships that will enhance your presence and help you stand out at this very important event.

Sponsoring within the USA Security and Defense Pavilion not only demonstrates your support, it also provides unique branding opportunities. All sponsors will be featured on graphic displays in the pavilion, online and in our Show Guide.

**Have an idea for a sponsorship?
 Interested in a bundled sponsorship
 package? Contact us today!**

Sponsorships@ausa.org



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