

ENLISTED ASSOCIATION OF THE NATIONAL
GUARD OF THE UNITED STATES

EANGUS PROSPECTUS 2024

EXHIBITOR & SPONSORSHIP
CORPORATE PARTNERSHIP
MEDIA KIT





EANGUS is the largest enlisted association representing a reserve component in the U.S. It was created in 1970 by a group of senior non-commissioned officers to provide enlisted Guardsmen with a voice on Capitol Hill. Today, EANGUS is a professional military association dedicated to promoting and maintaining national security and fostering the status, welfare, and professionalism of the men and women in the National Guard. EANGUS represents 450,000 Soldiers and Airmen who currently serve in the Army and Air National Guard, their families, and countless National Guard retirees. Current active membership strength is 40,000 and growing.

ABOUT EANGUS

WELCOME

MISSION

To promote, safeguard and improve the status, welfare, and professionalism of enlisted National Guard members, veterans, retirees, and their families through legislation, employment, education, emergency resources and partnerships.

Welcome! We look forward to your attendance at the 53rd Annual EANGUS Conference & Expo in Detroit, MI. You are invited to register and select your booth for the conference or choose from the many other advertising and sponsorship opportunities we have to offer. Our conference allows members to gather and vote on EANGUS legislative priorities, develop leaders, share information, and celebrate the camaraderie of being a National Guard member. The conference is a four-day event packed with keynote speakers, committee meetings, special events and access to the EANGUS Expo. As an exhibitor you will have unparalleled access to Enlisted National Guard members and attendees as well as an audience of top Army and Air National Guard Senior Enlisted Leaders and decisionmakers, many of whom will be looking for products, services, and solutions. Being a part of our network and advertising with EANGUS will expand your company's exposure and improve your outreach to current and former enlisted National Guard members, leaders, and their families across all 54 States and Territories.



EANGUS
nationaloffice



@eangus72



www.facebook.com/
groups/eangus



e.a.n.g.us



EANGUS



KEY CONTACTS

EANGUS NATIONAL OFFICE

1 Massachusetts Ave NW, Suite 880
Washington, DC 20001
800-234-EANG (3264)

DIGITAL FOOTPRINT

www.eangus.org
www.eangusconference.org
eangus@eangus.org

EXHIBITOR PROGRAM

Jeff Frisby, EANGUS Executive Director
501-425-0834
jeff@eangus.org

OR

Michael Cerami (AUSA) Sales
703-907-2413
mcerami@ausa.org

Exhibit program in partnership with



AUSA
ASSOCIATION OF THE
UNITED STATES ARMY

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EANGUS MEDIA KIT

The official, quarterly publication of the Enlisted Association of the National Guard of the United States. The New Patriot magazine is published to all members, families, partners, and throughout the entire National Guard. With a publication reach of over 400,000 potential Guardsmen and uncounted retirees, the magazine is a definitive source of information, resources, and benefits for the National Guard. The New Patriot can be found in more than 3,000 armories and air bases located in all 54 states and territories. The publication reaches enlisted leaders, decision makers, procurement experts and even congressional offices. Each issue of the New Patriot is available digitally and in print.

NEW PATRIOT MAGAZINE

NEW PATRIOT PRINT SCHEDULE

EDITION	CONTENT DUE DATE	MAIL/DIGITAL RELEASE DATE
SPRING 2024	1 MAR 2024	1 APR 2024
SUMMER 2024	1 JUN 2024	1 JUL 2024
FALL 2024	1 SEP 2024	1 OCT 2024
WINTER 2024	1 DEC 2024	1 JAN 2025

Advertising Sizes

Magazine Full Size: 8.5" x 11"
Bleed: Allow 0.125" bleed on all sides

Layout Guidelines

Magazine Details: Gloss text. Saddle stitch.

Acceptable Formats: All files must be submitted as high resolution (300 dpi) PDF or JPGs.

Process color CMYK format required.

PDFs require all fonts to be embedded or converted to outlines. Flatten all files before submitting.

FULL COLOR ADVERTISING

SIZE	1X PLACEMENT	WIDTH X HEIGHT
FULL PAGE	\$7,500	8.5" X 11"
1/2 PAGE	\$3,950	3.375" X 9.5" VERTICAL 7" X 4.75" HORIZONTAL
1/4 PAGE	\$1,975	3.375" X 4.75"
1/8 PAGE	\$990	2.25" X 3.5"
BUSINESS CARD	\$595	3.5" X 2"



ADVERTISING OPPORTUNITIES

In addition to the New Patriot Magazine, EANGUS has a large digital and print footprint that reaches out to all of National Guard, our partners, and all across the country.

DIGITAL MEDIA

EANGUS MOBILE APP

- Sponsorship in the App, with links and push notifications, logos
- Downloadable in both the Apple Store or Google Play

PODCAST/VIDEO CAST

- Be an advertised sponsor, with commercial for your company
- Speaker opportunities

EANGUS ROLL CALL: DRILL WEEKEND TALKING POINTS

- Monthly legislative updates e-blasted to EANGUS membership
- Talking points for leaders to directly share EANGUS updates and partnerships

ANNUAL CONFERENCE BOOK

- Any company, organization, or school exhibiting at the EANGUS annual conference can purchase advertising in the EANGUS Conference Book and/or the EANGUS conference app.
- 1/4 Page ads and/or logo in the conference app is \$500 each.
- A full page add is \$1,000.
- Non-Exhibitor companies can buy a 1/4 Page ad in the conference book for \$750 and a full page ad for \$2000.
- All conference book ads are due by 15 July each year.

Media and Marketing Opportunities

MINUTE MAN UPDATE

- Weekly E- Newsletter
- Banner Campaign, Leaderboard, Box Ad, Half Skyscraper ad opportunities
- These exclusive placements give your company exposure in the weekly e-newsletter and on the EANGUS website(s).
- To learn more about these limited opportunities, contact our publishing partner Multiview at 972-402-7020 or salesinquiries@multiview.com

PRINT MEDIA

STATE MEMBERSHIP BROCHURE

- Sponsor a state association membership brochure with advertising in a trifold

CORPORATE PARTNER DISCOUNTS

Corporate partners of EANGUS will receive a discount based on membership level for advertising.

All Large Business Levels:	25%
Small Business Gold Level:	20%
Small Business Silver Level:	10%

EANGUS WEBSITE/RESOURCES

- Digital marketing, footprint, and company link on the EANGUS website
- Product and services featured on the EANGUS resources page
- Listed as an EANGUS partner per partnership level

PARTNERSHIP HIGHLIGHT EMAIL

- Email blasts to all members and the full EANGUS database to highlight the partnership between EANGUS and your company
- Marketing in that email for your goods or services, as required

NATIONAL GUARD ALMANAC

- EANGUS has developed the National Guard Almanac, a bi-annual definitive guide of the National Guard, leadership, and the association. Printed once every two years, the Almanac includes current information on each state, end-strength, and benefits.
- Exclusive sponsorship and advertising for the almanac is available. EANGUS Platinum Corporate Partners receive a complimentary 1/2 page ad. 1/4 page ads are available for \$500.

CORPORATE PARTNERSHIPS

EANGUS is incredibly thankful for the gracious and continued support of our corporate partners. The Corporate Partnership Program is designed to allow businesses and organizations to pledge their support for the Citizen Soldiers, Airmen, and families of the National Guard. It is your support that allows us to share the resources and capabilities that are available to the Guard member. Our partnerships are crucial to ensuring that EANGUS has the strongest, most trusted representation for the future of the National Guard and the Soldiers and Airmen that keep our states and country safe.

PARTNERSHIP LEVELS



EANGUS understands that every business is unique in need and service. We are always looking for partners who have specific ways to connect to our Guard community and ways that EANGUS can help you in those efforts. If you are looking for a partnership that isn't one of the levels below, let's explore ways that we can promote the National Guard and our Citizen Soldiers and Airmen together.

An Affinity partner is one that we work together to provide more, with a specific company focus. We will work together to find the best ways to reach your needed audience while ensuring that the National Guard is receiving the best benefits and services.

PARTNERSHIP LEVELS



NETWORKING

- Up to date listing of State and National points of contacts applicable to your industry
- Up to date listing of EANGUS leaders for all 54 states and territories
- Assistance with introductions and communications for all leaders
- Lead generation of membership and leadership for your industry

EVENTS

- Complimentary exhibitor booth (to include furniture package) and premium placement at Annual Conference
- 4 full registrations to all EANGUS events to include the Annual Conference, Legislative Workshops, exclusive events, and golf events
- Seating with Senior Guard Leaders or Area of your choice during Awards Banquet
- Prominent logo placement throughout the entire conference
- Meet and greet sessions with Senior Leaders
- 4 strategy sessions with EANGUS national office and legislative team
- Company literature distributed in all conference and workshop bags
- Highlighted during the Virtual Career fair

ADVERTISING

- Your logo and POC info listed online and in the EANGUS app
- Licensed use of the EANGUS logo for company literature

EVENTS

- 50% discount on exhibitor booth (does not include furniture package) and premium placement at Annual Conference
- 3 full registrations to all EANGUS events to include the Annual Conference, Legislative Workshops, exclusive events, and golf events
- Seating with EANGUS Leaders or Area of your choice during Awards Banquet
- Prominent logo placement throughout the entire conference
- Meet and greet sessions with Senior Leaders
- 2 strategy sessions with EANGUS national office and legislative team
- Company literature distributed in all conference bags

ADVERTISING

- Your logo and POC info listed online and in the EANGUS app
- Licensed use of the EANGUS logo for company literature



NETWORKING

- Up to date listing of State and National points of contacts applicable to your industry
- Up to date listing of EANGUS leaders for all 54 states and territories
- Assistance with introductions and communications for all leaders
- Lead generation of membership and leadership for your industry

PARTNERSHIP LEVELS

EVENTS

- 25% discount on exhibitor booth (does not include furniture package)
- 2 full registrations to EANGUS Annual Conference
- Seating with Area of your choice during Awards Banquet
- Meet and greet sessions with Senior Leaders
- 1 strategy sessions with EANGUS national office and legislative team
- Company literature distributed in all conference bags

ADVERTISING

- Your logo and POC info listed online
- Licensed use of the EANGUS logo for company literature



NETWORKING

- Up to date listing of EANGUS leaders for all 54 states and territories



NETWORKING

- Up to date listing of State and National points of contacts applicable to your industry
- Up to date listing of EANGUS leaders for all 54 states and territories

EVENTS

- 10% discount on exhibitor booth (does not include furniture package)
- 1 full registrations to EANGUS Annual Conference
- Seating with Area of your choice during Awards Banquet
- Meet and greet sessions with Senior Leaders
- Company literature distributed in all conference bags

ADVERTISING

- Your logo and POC info listed online
- Licensed use of the EANGUS logo for company literature

SOCIOECONOMIC DESIGNATED BUSINESSES: Businesses identified as SDVOSB, VOSB, EDWOSB, SDB, WOSB or HZ receive 20% off of all partnership levels once verified.

EDUCATION PARTNERSHIPS AND SCHOLARSHIPS: Education partners with scholarships to offer EANGUS members are required to be a Titanium level partner. Scholarship agreements includes extra marketing for the scholarship AND in person presentations to scholarship winners.

EANGUS Annual Conference

An annual tradition that travels the country, the EANGUS annual conference allows members to gather and vote on the top legislative priorities, share information, and celebrate the camaraderie of being in the National Guard. Up to 2,000 members of the military, national Administration officials, elected officials and private industry partners will be coming to Detroit, MI in 2024. Attendees will be from all 54 States and Territories and will bring the enlisted leadership from every state, NGB, and DoD together.

The event is a major gathering of industry and military decision makers who evaluate, assess, recommend and select equipment, machinery, supplies and services for the over 450,000 members of the Army and Air National Guard.

Join us in welcoming our guests to historic Detroit as we showcase the patriotic and innovative spirit of National Guard servicemembers and the partners that support them.



WHO ATTENDS THE EANGUS CONFERENCE?

- Senior Leaders of both the Army and Air National Guard from each state, NGB and DOD
- Supply Sergeants, Crew Chiefs, Logistic Specialists, Contract NCO's, Mechanics, GPC Holders, Decision Makers.... and product End Users
- Elected officers from each state association (those who open doors to Armories and Airbases)

53RD EANGUS CONFERENCE

Conference and Exhibit hall will be at Huntington Place Convention Center in Detroit, MI, 18-22 August 2024. Hotel reservations information is on the conference website, www.eangusconference.org.

SCHEDULE OF EVENTS

SATURDAY, 17 AUGUST 2024

EXHIBITOR MOVE IN
EANGUS 5K FUN RUN

SUNDAY, 18 AUGUST 2024

BUSINESS SESSION
EXHIBIT HALL
STATE PRESIDENTS LUNCHEON
WELCOME NIGHT EVENT

MONDAY, 19 AUGUST 2024

BUSINESS SESSION
EXHIBIT HALL
PRESIDENTS RECEPTION
ALL STATES AND AWARDS BANQUET

TUESDAY, 20 AUGUST 2024

BUSINESS SESSION
EXHIBIT HALL
SEL/EXHIBITORS RECEPTION
JUNIOR ENLISTED NIGHT

WEDNESDAY, 21 AUGUST 2024

BUSINESS SESSION
EXHIBIT HALL
ALL AREA HOSPITALITY NIGHT

THURSDAY, 22 AUGUST 2024

EANGUS GOLF TOURNAMENT

All updates will be published on the website and to all registered attendees. All events are open to all attendees unless annotated as "by invite only".

CONFERENCE Exposure and Events

CONFERENCE EXPOSURE

EVENING EMAILS

Daily conference emails to all attendees to wrap up the day and prepare for the next. Co-sponsor an email update for \$250 per day or be an exclusive sponsor for \$500 per day.

PUSH NOTIFICATIONS

\$150 for a push notification via the Conference App.

CHAIR DROP

Items dropped in the Delegate/General Session seating areas. \$500 per day.

BRANDED HOTEL KEY CARDS

Company info/logo branded on the Hotel Key Cards. \$5000

REGISTRATION BAG DROP

Exhibitors that are not corporate partners can add promotional materials to the registration bags for \$250.

5K FUN RUN

Sponsor runners shirts for \$2500.
Sponsor runners medals for \$2500.

EXCLUSIVE EVENT SPONSORSHIPS

All events are eligible for event exclusive billing, prices vary per event.

Other opportunities such as floor, window clings, signage, food sponsorships, phone charging stations, hydration stations, snack breaks, swag items, golf events, transportation, and etc are all available.



We are excited to have the National Guard Command Senior Enlisted Leaders (CSEL) join us at the Annual Conference as they jointly hold their annual meeting at the same location. In addition, the Army National Guard Command Sergeants Major and the Air National Guard Command Chief Master Sergeants from the State and Wing Leaders will be in attendance. EANGUS brings hundreds of future leaders to our annual conference through the National Guard Bureau Professional Development program. This program provides senior enlisted leaders an opportunity to mentor future leaders with invaluable insight and guidance.

THE REACH OF LEADERSHIP

Being a part of our conference has the potential to reach the entire National Guard:

336,000 Army National Guard
108,000 Air National Guard

Over 440,000 members of the National Guard in every state and in almost every community across the country.



All exhibitors must register for the conference, to include all corporate partners, however, a code will be provided to corporate partners to register without an additional cost by the national office.

Detailed conference information will be provided to the email address that is registered on the form.

Each paid exhibitor space comes with 2 registrations to the conference. Those attending for your company must be registered by the names attending. Guests or spouses are not included and must be registered as an individual registrant.

EXHIBIT SALES

To reserve your space at this years conference, contact

Jeff Frisby, jeff@eangus.org

or

Michael Cerami (AUSA), mcerami@ausa.org

Floor Plan and application:

Register online and select your booth space at www.eangusconference.org

Booth spaces must be paid in full before a location can be assigned.

Invoices and W-9 can be requested after booth is paid in full.

To pay by check, please submit your payment by mail to

EANGUS Exhibitor Program
1 Massachusetts Ave NW, Suite 880
Washington, DC 20001

After payment is received, you will be provided confirmation and given instructions on how to pick your booth space.

PARTNER RATES

PLATINUM

10' x 10' Booth and Furniture
Package included with
Partnership

TITANIUM

\$1,500 for a 10' x 10' (includes the
50% discount of partnership)

AUSA National and Community
Partners get a Titanium
partnership rate

DIAMOND

\$2,250 for a 10' x 10' (includes
the 25% discount of
partnership)

GOLD

\$2,700 for a 10' x 10' (includes
the 10% discount of partnership)

NON-PARTNER RATES

COMMERCIAL/ UNIVERSITY

\$3,000 for a 10' x 10'

GOV/MIL/NP

\$1,000 for a 10' x 10'

SOCIOECONOMIC DESIGNATED BUSINESS

\$1,500 for a 10' x 10'

Exhibit program in partnership with



BOOTH SERVICES AND INFORMATION

Booth sizes default as a 10' x 10', but larger spaces are available per company need, at assigned rate.

EANGUS Platinum and Titanium Partners receive priority placement of booth space.

AUSA's National and Community Partners are entitled to "Titanium" level exhibit pricing, however, other benefits are not transferred.

Booths are assigned on a first come/first serve basis once payment is received in full.

Host state based companies will be coordinated between EANGUS and the host state.

Furniture prices are not included except for Platinum Partners. Standard furniture packages of (1) skirted table, (2) chairs, (1) carpet, and (1) wastebasket will be coordinated with the company directly after booth selection has been made.

Other booth services, such as electricity, catering, additional furniture, cleaning, etc will be purchased separately.

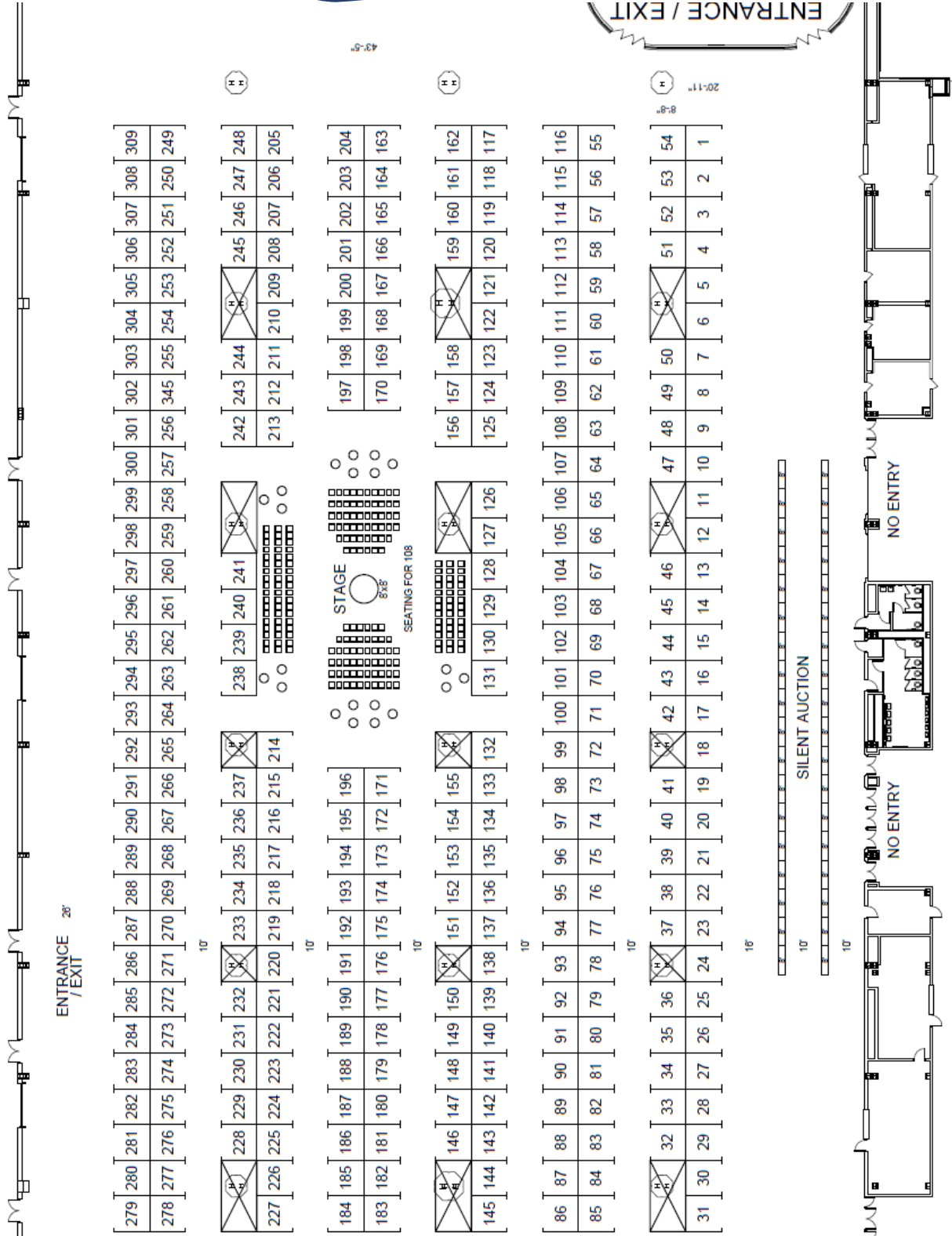
The exhibitor kit will be made available starting by the conference decorator ASAP.

EANGUS does not sell attendee lists or information.



AUGUST 17-24, 2024

EANGUS EXHIBITOR INFORMATION



CONFERENCE EVENT SPONSORSHIPS

EACH OF THESE EVENTS GIVE YOU THE ABILITY TO SPONSOR SOMETHING SPECIFIC FOR THE CONFERENCE AND FOR A SPECIFIC AUDIENCE.

- Registration desk
- Exhibit Hall Ribbon Cutting
- Coffee Stations
- Breakfast Stations
- Conference Lanyards
- Welcome Banners
- EANGUS Banner
- Signage
- State Presidents Luncheon
- SEL/Exhibitor Reception
- Presidents Reception
- Welcome Night
- Junior Enlisted Night
- All Area Hospitality Night
- Pin Trading Sashes
- Awards Banquet Centerpieces
- Conference Coins
- Golf Tournament Host
- Golf Holes
- Golf Carts
- Golf Snacks
- 5k Shirts
- 5k Medals
- 5K Hydration
- EANGUS Speakers Stage
- EANGUS EC Meeting
- Green Room Snacks
- Auxiliary breakfast
- Auxiliary Break
- Auxiliary Luncheon
- Host State Team Shirts
- Host State Ops Cell

Raffle items/prizes are accepted for all of the following:

- Auxiliary Silent Auction
- General Session Raffle
- Golf Tournament Prizes
- 5K prizes
- Junior Enlisted Night
- Hospitality Rooms

STATE CONFERENCES

In addition to the Annual EANGUS Conference, EANGUS is made up of 54 chapters that each have annual conferences, as well as area conferences. To coordinate attendance of those conferences, contact EANGUS at eangus@eangus.org.

Area 1

Connecticut
Maine
Massachusetts
New Hampshire
New Jersey
New York
Rhode Island
Vermont

Area 2

Delaware
DC
Kentucky
Maryland
North Carolina
NGB Title 10
Ohio
Pennsylvania
Virginia
West Virginia

Area 3

Alabama
Florida
Georgia
Puerto Rico
South Carolina
Tennessee
Virgin Islands

Area 4

Arkansas
Kansas
Louisiana
Mississippi
Missouri
Oklahoma
Texas

Area 5

Illinois
Indiana
Iowa
Michigan
Minnesota
Nebraska
North Dakota
South Dakota
Wisconsin

Area 6

Arizona
Colorado
Idaho
Montana
Nevada
New Mexico
Utah
Wyoming

Area 7

Alaska
California
Guam
Hawaii
Oregon
Washington



OTHER EANGUS EVENTS AND SPONSORSHIP OPPORTUNITIES

STATE PRESIDENTS WORKSHOP

Every February in Washington DC

The State Presidents Workshop provides training and discussion on topics requested by the State Association Presidents- best practices, association governance, fundraising, etc.

All state Presidents and Association Leadership are encouraged to attend.

Sponsorship opportunities include:

Ice Breaker- \$2,000

Breakfast- \$750

Lunch- \$1,500

Exhibitor Table- \$250

EANGUS LEGISLATIVE WORKSHOP

Every February in Washington DC

Join us at the Legislative Workshop and “Muster for Change” Hill Event. We welcome members of the state association and members nationwide to Washington, D.C., to help kick-off EANGUS National Office advocacy efforts for the year.

The EANGUS National Office staff will host guest speakers, panel discussions, breakout sessions, and receptions during the workshop.

Average attendance is 120-150 members.

Sponsorship opportunities include:

Ice Breaker- \$2,500

Breakfast- \$2,000

Lunch- \$2,500

Congressional Reception- \$3,000

EANGUS INDUSTRY DAY

In Washington DC

The EANGUS Industry Event is a great opportunity that brings together National Guard leaders, Industry partners, and EANGUS National and State Association Leadership and provides valuable networking opportunities and insight for our partners.

Attendees will also have an option to attend a training session to learn more about how to do business with the National Guard. The event is open to any of our Corporate Partners.

EANGUS LEGISLATIVE QUARTERLY SUMMIT

a quarterly update to the EANGUS membership on legislative efforts and progress. Two of the events are virtual, one in person (every November). These events provide networking opportunities with EANGUS and State leadership.

Sponsorship opportunities include:

Ice Breaker- \$1,000

Breakfast- \$750

Lunch- \$1,000

Congressional Reception- \$1,500

Host a webinar- \$1,000

OTHER EANGUS EVENTS

EANGUS Annual Golf Tournament

Cart Sponsor, Hole Sponsor, Snack Sponsor, or Prize sponsorships

EANGUS Virtual Career Fairs

EANGUS Executive Council Meeting, Lunch Sponsor

9/11 Remembrance Event

In 2024, EANGUS will be the first ever organization to host a Remembrance event at the One World Trade Center on September 11th. This event will be to honor the sacrifice of the Guard since the attacks in New York and to recognize the utilization of the National Guard since that day. Learn more at www.eangus.org





WWW.EANGUSCONFERENCE.ORG