

2011 AUSA

ANNUAL MEETING & EXPOSITION

A PROFESSIONAL DEVELOPMENT FORUM

OCTOBER 10 - 12, 2011

Walter E. Washington Convention Center
Washington, D.C.



JOIN THE DANISH PAVILION
at the AUSA 2011 Annual Meeting & Exposition



Sustaining Member

FAD

DANISH DEFENCE &
SECURITY INDUSTRIES
ASSOCIATION



Confederation of Danish Industry

export 
promotion denmark
- event management, event production & graphic solutions

Co-financed by
Ministry of Foreign Affairs of Denmark
The Trade Council



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The Danish Defence & Security Industries Association (FAD), the Confederation of Danish Industry (DI) and Export Promotion Denmark (EPD) have the pleasure to invite you to be part of the first ever Danish Pavilion at the AUSA 2011 Annual Meeting & Exposition in Washington D.C. – The largest landpower exposition and professional development forum in North America.

Get Access to the US Defense Market

Meet With All the Defense Players

With 500 exhibitors and over 30,000 attendees, including senior leaders from the Army, Department of Defense and Congress, AUSA Annual Meeting & Exposition stands out as the largest landpower exposition and professional development forum in North America.

The event provides a unique opportunity to showcase your products and technologies before an audience comprising all US defense market players at one single place. At AUSA Annual Meeting & Exposition you will meet key Army and Department of Defense decision-makers, buyers, end-users and other Army professionals.

Join the Danish Pavilion and Take Advantage of the Excellent Networking Opportunities

The Danish Pavilion is the ideal platform for you to meet new potential customers, reaffirm relationships with current customers and become more visible to your target group. Moreover, you are provided with an excellent opportunity to network with like-minded Danish companies in a favourable environment.

As this is the first ever Danish Pavilion at the AUSA, the scale will be more modest compared to the set-up at both EUROSATORY in Paris and DSEi in London.

Space is reserved at this year's event and is based solely on company demand. **The registration deadline is set on April 29, 2011, and registration is binding.**

CONFEDERATION OF DANISH INDUSTRY

Thomas Rønhard, *Market Advisor*
Tel. +45 3377 3655
thr@di.dk

EXHIBITOR PACKAGE

- 9 m² turnkey stand at own area within the Danish Pavilion getting your company maximum exposure including 1 poster, 1 counter, internet access and 1 power outlet
- Coffee, tea and water will be served at the stand
- Coordination and practical assistance in all phases of your company's participation
- On-site supervision during build-up, exposition and dismantling

AUSA ANNUAL MEETING & EXPOSITION FACTS

- The largest landpower exposition and professional development forum in North America
- Over 500 industry and military exhibits
- Over 30,000 attendees, including senior leaders from the Army, DoD and Congress, as well as foreign dignitaries, participate in the AUSA Annual Meeting
- The Annual Meeting consists of informative presentations, panel discussions on pertinent military and national security subjects, workshops and important AUSA business meetings

EXPORT PROMOTION DENMARK

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BINDING REGISTRATION

- We wish to register with the Danish Pavilion at **AUSA Annual Meeting & Exposition 2011**.
Price: DKK 99.000,-

NB! Space is limited and stands will be sold on a first-come, first-served basis.

The above price is net of VAT, based on 7 participating companies and without the expected subsidy from the Trade Council of Denmark. If subsidy is given, the price will be reduced with up to 50%. Your registration can not be made dependent of the subsidy. Subsidy is only given to Danish companies, i.e. companies with a Danish CVR number.

Registration is made in accordance with EPD's terms of participation (*attached*).

Company

Address

Postal code City

Telephone

Contact person.....

Title.....

Direct telephone.....

E-mail

Date Signature

**Please return the completed form to Export Promotion Denmark,
Louise Jørgensen, lj@exportpromotiondenmark.dk as soon as possible,
and no later than April 29, 2011.**

Conditions for participation in export promotion events under the auspices of the Secretariat of Export Promotion Denmark

1. Basis of the agreement/contract

The contractual basis for participation in a collective export promotion event under the auspices of EPD is comprised by: 1) a binding registration form filled in and signed by a duly authorised representative of the company, and 2) these present general conditions for participation

2. Conditions for participation

The extent and conditions of participation as well as the services to be provided by EPD are laid out in the presentation material sent, which includes a description of the practical implementation of the export promotion event. By signing the binding registration form, participating companies give their approval of the presentation material sent and of the prices, conditions and provisions described therein.

EPD is under obligation to supply the services described in the presentation material. The participating companies are obligated to comply with the conditions for planning and implementing the export promotion event described in the material, including meeting the deadlines given for sending in material etc. to EPD.

EPD' provision of services is conditional on not being delayed or prevented by force majeure, including but not limited to war, lockout, strikes, civil commotion, natural disasters or other circumstances beyond the control of EPD. If an export promotion event is cancelled on one or more of the above grounds, the companies registered are under an obligation to pay their share of costs already defrayed during preparation, insofar as these costs cannot be covered by co-financing via export promotion funds.

3. Financial conditions

By returning the binding registration form, the company commits itself to paying the cost indicated for participating in the export promotion event. EPD' cost calculations (see material sent) are based on a minimum number of participants. Should this minimum number of participants not register, EPD reserves the right to cancel the event or send out revised material containing new prices, which will form the basis for the possible implementation of the promotion with a reduced number of participants. EPD reserves the right to adjust the prices given to follow changes in exchange rates, in the event of increases in rental for the premises, and in the event of higher prices due to common decisions about changing and expanding the event relative to the original material sent out.

4. Invoicing

Unless otherwise agreed, invoices will be issued as follows: 1) 100% on account with binding registration, 2) final invoice when the event is over and after all costs, such as any extra services agreed upon, are included. In the event that EPD' terms of payment are not met, EPD reserves the right to consider the agreement repudiated in accordance with section 6. If the invoices issued are not paid by the deadlines set, EPD is entitled to add interest to the amounts due at the prevailing rate for overdraft facilities as of the expiration of the deadline for payment.

5. Co-financing

In the event that co-financing can be expected via general export promotion funds, the representation material sent will indicate that co-financing will be sought by EPD. Participating companies are obligated to provide the necessary documentation and other information relevant to co-financing of the export promotion event.

6. Cancelling the agreement

Registering for an export promotion event is binding once the registration form has been filled in and sent to EPD. Thus, EPD has a claim on the price agreed regardless of whether the company subsequently cancels or reduces its participation. In cases of co-financed promotion, the company's registration is conditional on whether co-financing is granted.

7. Transport and insurance

Unless otherwise agreed with EPD, participating companies are charged with buying their own necessary insurance for their own employees and own goods, exhibition and information materials, covering damage incurred in transit or while the event is being held.

8. Venue

In the event of any dispute or controversy between the parties regarding the interpretation or construction of the conditions for participation or an alleged breach of contract by either party to this Agreement, such dispute or controversy shall be settled by arbitration.

EPD, 18 December 1998