

MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION

PURE *M*ICHIGAN®

INTERNATIONAL DEFENSE SHOWS: Taking Advantage of Show Services

Jeanne Broad
International Trade Manager

Preparing for Defense Shows

Key Concepts



SIGN UP EARLY!



**BE AWARE OF
DEADLINES!**



PREPARE WELL!!!

Key Opportunities:

1

Show Catalogue Listings

- Print deadline may be 3 months in advance
- Show and AUSA Versions

2

B to B Matchmaking

Show organizers vs MEDC vs Commercial Service

3

Official Delegation Visits

Identify target country, type of delegation; Explain why they should visit

Key Opportunities:

4 Networking

- Show and AUSA/US Receptions
- Exhibitor booth and chalet events

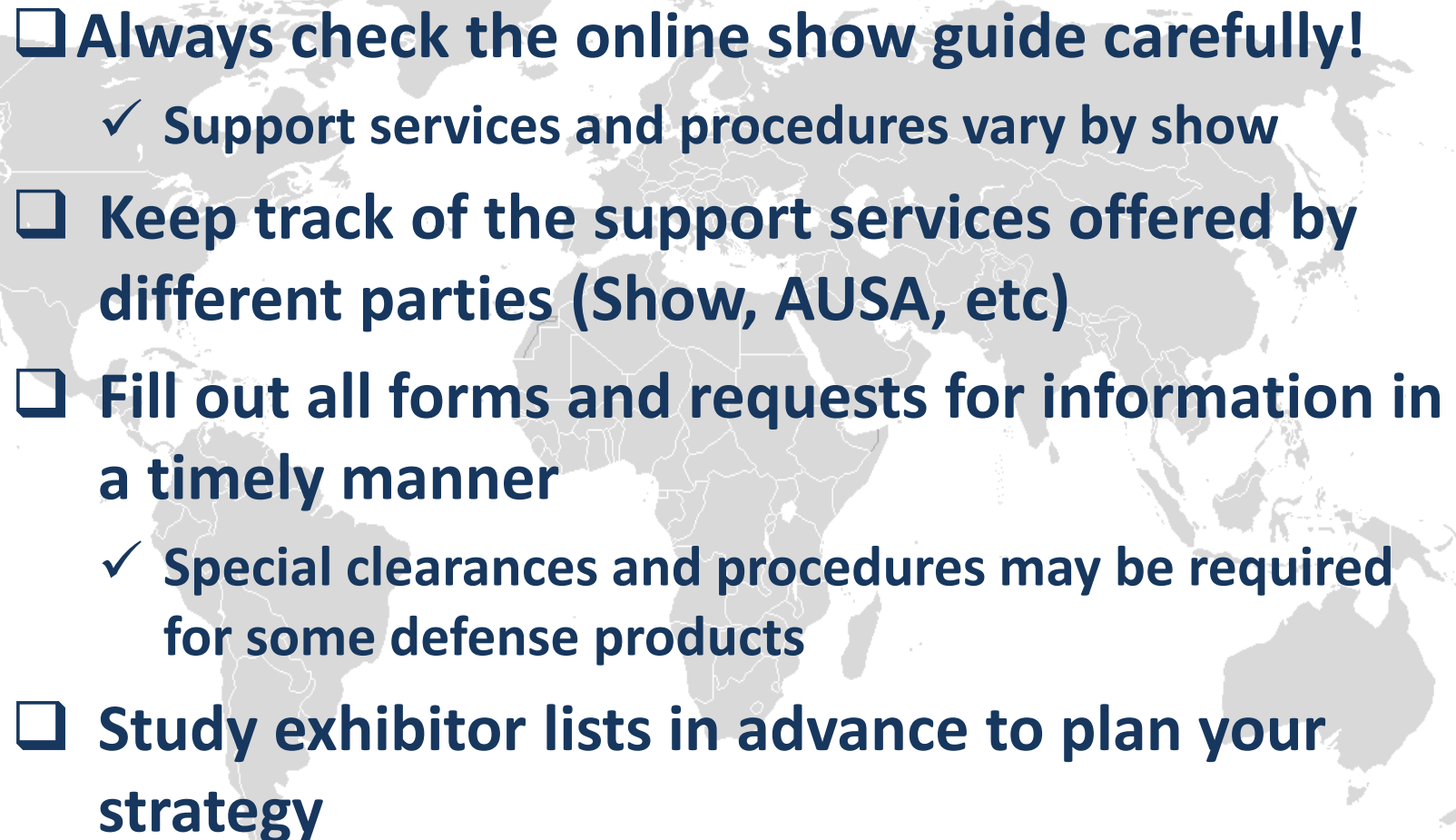
5 Presentations

- AUSA Speakers Corner/IDEX Defense Conference
- Opportunities to showcase your products/tech

6 Walk the Show

- What is the focus of your target customers?
- What are the current industry challenges?
- How are your competitors positioning themselves? (Get their handouts!)

General Considerations

- 
- Always check the online show guide carefully!**
 - ✓ Support services and procedures vary by show
 - Keep track of the support services offered by different parties (Show, AUSA, etc)**
 - Fill out all forms and requests for information in a timely manner**
 - ✓ Special clearances and procedures may be required for some defense products
 - Study exhibitor lists in advance to plan your strategy**