

**WIDELY-ATTENDED GATHERING**  
**SPONSOR QUESTIONNAIRE**

1. Name of the event.

Sea-Air-Space Exposition

2. Sponsor of the event

The Navy League of the United States

3. Date of the event

April 15-18, 2012

4. Location of the event

Gaylord National Resort and Convention Center, National Harbor, MD

5. Purpose of the event

The Navy League's Sea-Air-Space Exposition is a Professional Development and Educational event for the U.S. Sea Services. Sea-Air-Space provides a forum for advancing professional knowledge and building professional relationships for and between active duty military, reserves, civilian federal employees within DOD and DHS, elected officials and industry representatives.

6. Approximate total number of attendees.

12,000

7. Names and organizations of DoD or Navy invitees

The Sea-Air-Space Exposition is not open to the public. The exhibits and seminars are open and free to the following qualified attendees:

- Active duty, reserve and retired members of the U.S. Armed Forces
- Civilian employees of U.S. government agencies
- Members of Congress and their staff
- Representatives of foreign embassies, governments and military
- Members of the Navy League of the United States
- Members of the Defense Industry
- Designated representatives of member and exhibiting companies

8. Identify general sources of attendees at the event. (check all that apply)

- Federal Executive Branch
  - DoD X
  - Non-DoD X
- State or local Government \_\_\_\_\_
- Academia \_\_\_\_\_
- Industry X

- Legislative Branch
- Other (describe)  Foreign embassies, government and military

9. Is an entity other than the sponsor paying the cost for DOD invitees?

- No
- Yes 
  - Identify that entity and the names of the DoD invitees it will pay for.

10. Is an entity other than the sponsor designating the DoD invitees?

- No
- Yes 
  - Identify that entity and the names of the DoD invitees that it designates.

11. Provide estimated cost per person of food and/or refreshments and entertainment at the event.

Lunches: \$45 per person

Banquet: \$95 per person

12. If different from the value listed in No. 12 above, identify the ticket or entry fee cost to attend the event.

NO cost to attend the exhibit space and professional development sessions

13. Identify other gifts being offered in addition to free attendance (i.e., free parking, memento, transportation, etc.)

- None
- Other gifts (List) Shuttle bus transportation

14. Identify the estimated cost of these other gifts.

\$10 each way for shuttle

\$15 per day for parking

15. Is this a fundraising event?

- Yes
- No

16. Is this an event recurring from year to year?

- Yes
- No

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**(ADDITIONAL EVENT INFORMATION)**

International Maritime Reception:

The international Maritime Reception is coordinated by the National Capitol Council of the Navy League. The National Capitol Council funds the event from its own overhead account. Any company can make a donation to the National Capitol Council to contribute toward the event and can get tickets for members of their company and/or guests. The guest list is coordinated with NIPO and there is no charge to any of the attendees from the U.S. or International military members or civil service. The Official invitation comes from the President of the National Capitol Council of the Navy League. The guests comprise the international, naval and acquisition community including: U.S.N./U.S.C.G./U.S.M.C., Washington area Flags/GO's/SES, international Naval and Defense attaches, OPNAV N-3/5, N-52, NIPO, NAVAIR, NAVSEA, DSCA Staff Officers, foreign procurement offices, and international students from NDU, ICAF, and the Inter-American Defense College. In past years, NIPO has taken the opportunity to recognize the outgoing Chairman of the Naval Attaché Community with a letter of appreciation at the event, but it is mostly a forum for the international officers to meet with their U.S. counterparts and there is no formal speech.

SEAPOWER Reception:

This reception is hosted by the Navy League's magazine, *SEAPOWER*, and will take place the evening of Monday, April 11, 2011. The reception is an invitation only event and is intended as a thank you for everyone that contributed to *SEAPOWER*'s success over the year. This includes companies that sponsored the magazine or advertised within *SEAPOWER* as well as individuals that contributed to articles published in the magazine. The mix of attendees will include corporate members as well as retired and active duty military. The event is fully funded by the Navy League's National Headquarters Office through the *SEAPOWER* portion of the Navy League budget. The invitation list is controlled by a Navy League National Headquarters staff member, Editor in Chief Amy Wittman.

Sea-Air-Space Luncheons:

These luncheons feature keynote speakers from within the defense community. Complimentary tickets are available to all levels of active duty military and federal civilian employees. There is a limited number of advance tickets available and then additional ones available on site. Complimentary tickets are available on a first come, first serve basis and are capped based on the limitations of the room size (seating capacity). Purchased tickets are available to all corporate/industry individuals. The luncheons are completely managed and funded via the ticket sales by the Navy League Headquarters Office.

Sea-Air-Space Reception:

This reception is prior to the banquet held on Tuesday, April 12, 2011 and is open to all the individuals in possession of a ticket for the banquet. It is essentially a welcoming cocktail hour prior to the banquet. We do set up a VIP area for welcoming our distinguished visitors and this area simply serves as a means to gather all of our VIP's prior to the banquet to make seating run smoothly. The reception is completely managed and funded by the Navy League Headquarters Office.

### Sea-Air-Space Banquet:

The banquet is a black tie dinner event open to those that are guests of the Navy League and those that purchase tickets or tables and their guests. The event features a keynote speaker (typically a U.S. Navy, U.S. Marine Corps or U.S. Coast Guard Flag Officer) and the presentation of awards. Typical attendees are members of exhibiting companies and their invited guests, Navy League members and staff, members of the U.S. Armed Forces and international representatives. Complimentary tickets are available to all levels of active duty military and federal civilian employees. There is a limited number of advance tickets available and then additional ones available on site. Complimentary tickets are available on a first come, first serve basis and are capped based on the limitations of the room size (seating capacity). Purchased tickets are available to all corporate/industry individuals. The banquet is completely managed by the Navy League Headquarters staff and is funded via the ticket and table sales as well as the Navy League Headquarters Office.