

base—American firms such as Lockheed-Martin, TRW and Boeing are paramount in the U.S. military contracting community. An ancillary benefit is that these firms are also key players in U.S. non-DoD markets such as the Departments of Energy, Commerce, Agriculture, Treasury and other funding agencies that Canadian firms may seek as clients. The same U.S. firms that attend the Army, Navy and Air Force trade events are major independent players in international non-military markets where Canadian partners or Canadian participation may be a plus.

At the cross-roads of the U.S. military/industry trade events are those sponsored annually by the three major military services and their contractors. These are: AUSA, The Annual Meeting of the Association of the U.S. Army; Sea-Air-Space 1996, the Navy League's Systems and Technology Exposition; and the AFA 1996 Convention, the Air Force Association's Aerospace Technology Exposition.

Provide Hospitality Suites for Private Discussions

Corporate sponsors and national states typically provide Hospitality Suites for private discussion of teaming arrangements, prime and subcontracting and mutual alliances on upcoming contractual opportunities. Here corporate managers and trade representatives meet and greet military managers and corporate representatives to form marketing teams.

Be Prepared

Good preparation for a Canadian firm marketing in the U.S. Defence market does not stop at designing marketing literature and an attractive, eye-catching booth. At every trade show, you will invoke the essential marketing ingredients:

- Your 5-year Marketing Plan, and how *this trade show* can contribute to your long-range growth in the U.S. DoD marketplace.
- Your Annual Marketing Plan, and what *goals* you will achieve with the military clients, their prime contractors and vendors.
- Your Statement of Purpose for *this trade show*, listing who you went to see, the purpose, and the results related to specific new contracts.
- Your After Action Report will document how you achieved your marketing goals *at this trade show*, itemized by contract potential.

In essence, our guide is a starting point from which you will chart your own progress.