

MAY 11 – 14, 2026 | EDUCATION
MAY 12 – 14, 2026 | EXHIBITS
DETROIT, MI

DEFENSE TECHNOLOGIES ZONE

XPONENTIAL is where defense leaders connect with uncrewed innovation across sectors.

XPONENTIAL is the largest dedicated event for uncrewed systems professionals—and the Defense Technologies Zone includes 17,000 square feet of exhibit space focused on the latest technology for national security. With its own entrance and integrated educational conference, you will be at the center of autonomous solutions for the modern warfighter. This is your chance to gain visibility with a targeted audience that cares about global security.

ELIGIBILITY:

The Defense Technologies Zone is designed for organizations that sell or procure uncrewed technology for military use. Join us at XPONENTIAL as an official exhibitor or sponsor to share your work alongside leading suppliers, showcase your latest innovations, and connect with national defense leaders and government representatives.

Who it's for:

- Defense technology suppliers or service providers
- Government contractors

Who you will connect with:

- Lawmakers
- Military Leaders
- Program Managers
- Prime Contractors

DEFENSE TECHNOLOGIES ZONE BENEFITS:

- Access to 17,000 square feet of dedicated exhibitor space (including plenty of room for technology demonstrations)
- Meet decision-makers, military leaders, and government representatives
- Position your business for strategic collaborations and lucrative government contracts
- Located adjacent to MDEX, co-hosted with NDIA Michigan at XPONENTIAL 2026—offering expanded exposure to key defense stakeholders and procurement decision-makers
- Get proximity to a dedicated defense theater featuring educational sessions with government and industry thought leaders
- Elevate your company's thought leadership through speaking engagements and educational content
- Choose from premier sponsorship opportunities to boost visibility in the defense sector
- Defense Technology Zone highlighted on all floorplans
- Participating companies receive all exhibitor benefits, including a complete company listing in the XPO Guide, mobile app and online, as well as access to the Exhibitor Promotional Toolkit

REACH PROFESSIONALS AND DECISION-MAKERS FROM LEADING COMPANIES SUCH AS:

ADD	Defense Systems Information	FAA
AFRL	Analysis Center (DSIAC)	FBI
Air Force	Department of National Defence of Canada	FWS
Army	Department of the Navy Office of Strategic Assessment	German Armed Forces
Army Corps of Engineers	DHS	GSA AAS Defense
Army Futures Command	DoC	Homeland Defense Institute
Australian Army	DoD	NRL
Canadian Armed Forces	DoE	Office of the Under Secretary of Defense
CBP	DoI	US Pacific Command
Coast Guard	DoS	USBR
Danish Army	DoT	USDA
DC Homeland Security and Emergency Management Agency	EPA	USSOCOM
Defense Innovation Unit (DIU)		

TO BOOK YOUR SPACE IN THE DEFENSE TECHNOLOGIES ZONE, CONTACT:



Krystel Jackson
+1 312.621.5806
kjackson@mdna.com



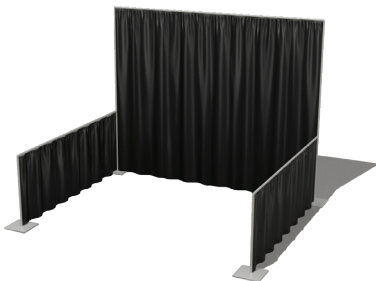
for Returning National Exhibitors
Brett Babcock
+1 312.445.9528
bbabcock@mdna.com

RAW BOOTH SPACE *

	PRICE PER SQUARE FOOT
AUVSI Member **	\$39
Nonmember	\$45.50

Raw Space (Linear Booths Only) Includes:

- 8' draped wall
- 3' side-rails
- 2-line ID sign (44" x 7")



SHELL SCHEME BOOTH *

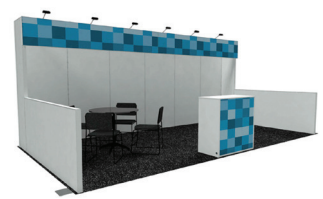
	10' X 10'	10' X 20'
AUVSI Member **	\$6,900	\$12,500
Nonmember	\$7,850	\$13,800

Shell Scheme Booth Space Includes:

- Header sign
- Standard carpet
- Track-light with one (1) head per panel
- 42" h side returns/panels
- Set-up and removal
- Counter with sliding doors (42" h x 39" w x 18" d)
- Opening day cleaning
- Café table
- Four (4) chairs
- Power - 10 amp/1000 watt (outlet placed at the back wall; one outlet regardless of booth size)



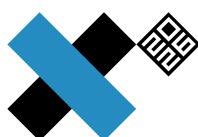
10'x10' Shell Scheme



10'x20' Shell Scheme

* Linear booths with open corner(s) are charged \$500 per corner.

** Company must be an organizational member of AUVSI at the time of contracting and at the time of the show.



XPONENTIAL™

Co-hosted by

