

An aerial photograph of a mountain range with a river valley. The mountains are covered in dense green forest, and the river valley is a lighter green, indicating agricultural land. The sky is blue with some white clouds. The text is overlaid on the image in a bold, yellow, sans-serif font.

***Pacific 2004 LM Retrospective***

***Pacific 2006 Expectations***

***Mark Supko***

***Date: 28 April, 2005***

# Pacific 2006 Participation



- 31 January 2006 – 3 February 2006
- Sydney Convention Center
- MS2 Participation in Three Venues
  - MS2 Exhibit
  - International Maritime Conference
  - RAN Sea Power Conference
- MS2 Major presence will be for Air Warfare Destroyer and the Aegis System
- Other programs and products also included
- Pacific 2006 is critical to our business plans for Australia

*Pacific 2006 Critical to LM Activities in Australia*

# Pacific 2004 Background

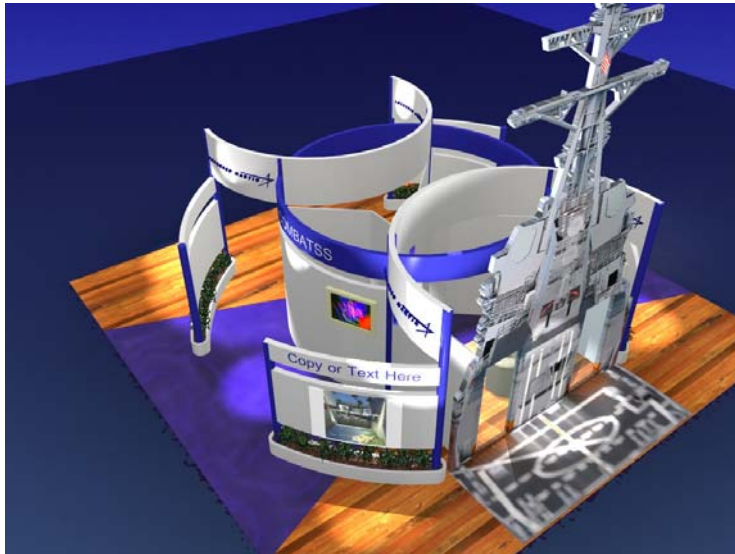


- **Timing: 3 – 5 February, 2004**
- **Location: Sydney Convention and Exhibition Center**
- **Conferences:**
  - **International Maritime Conference “Maritime Engineering – Challenges & Opportunities”**
  - **RAN Sea Power Centre Conference “Positioning Navies for the Future”**
- **Comprehensive Social Program with Networking Opportunities**

***Good Presence Prior to July 2004 Selection of Aegis for AWD***

# Pacific 2004 Images

## The Plan versus The Final Outcome



# Pacific 2004 Assessment



<b>Criteria</b>	<b>Assessment</b>
<b>Cost to LM (exclusive of Travel, Lodging and Expenses)</b>	<b>In excess of \$US 100K</b>
<b>Business Directly Attributable to Pacific 2004 Participation</b>	<b>\$0K</b>
<b>Level and Quantity of Visitors Expected</b>	<b>High</b>
<b>Level and Quantity of Visitors Achieved</b>	<b>High</b>
<b>Comparison with Pacific 2000/2002</b>	<b>More time allowed for participants to meet Industry</b>
<b>Facilitation of Customer Meetings by Conference Organizers</b>	<b>Minimal</b>
<b>Support provided by Australian Organizers</b>	<b>Minimal, not responsive</b>

***Pacific 2006 Expected To Exceed Previous Shows***

# Pacific 2006 Expectations



- **Level and quantity of Visitors comparable to Pacific 2004**
- **Facilitation of customer meetings by conference organizers**
- **Assistance in tracking customer visits**
  - **Bar codes on nametags, etc.**
  - **Proper equipment for facilitating collection of information**
- **Assistance with organizing special events with customers**
- **Sponsorship packages that are useful for corporate promotion**

*Looking Forward to Successful Appearance at Pacific 2006*

***LOCKHEED MARTIN***

