

GUIDANCE AND POLICY OF DIRECT DoD PARTICIPATION AT INTERNATIONAL AIR SHOWS AND TRADE EXHIBITIONS: [The following is a reprint of SECDEF WASHINGTON DC//USDP:DSCA message 021651Z Oct 98, subject as above.]

1. The purpose of this message is to underscore the importance of MILDEP, ODC/SAO, and UNIFIED Command awareness of, and compliance with, DoD Directive 7230.8 which establishes policy for direct DoD participation at international air shows and trade exhibitions. The following paragraphs highlight some of the important rules and recurring issues relevant to DoD's participation at these events. This information applies to air/trade shows organized primarily for promoting sale of aerospace and other defense products, not to air shows and other events that support public affairs activities. Guidance on public affairs and community relations events can be found in DoD Directive 5410.18 and DoD Instruction 5410.19.
2. The Under Secretary of Defense (Policy) (USDP) is responsible for determining when direct DoD participation is in the national security interest. Decisions on participation (e.g., static displays, aerial demonstrations, booth exhibits, official speakers, etc.) are made on a case-by-case basis considering both national security interests and resource limitations. Enhancing defense equipment sales opportunities, though a side benefit, does not constitute justification for direct DoD participation.
3. Upon receipt of requests from the U.S. Embassy and the Unified Command for direct DoD participation, DSCA prepares the decision memoranda for the USDP. The key components of that decision are the U.S. Embassy and the Unified Command recommendations. DSCA does not forward a decision memorandum to the USDP until receipt of appropriate recommendations and justification from both parties.
4. U.S. Embassy and Unified Command recommendations must provide justification for participation based on national security interests. Additionally, the Unified Command recommendation must include a cost estimate, and the planned level of participation. Requests without sound justification, a cost estimate or planned participation (made merely so others may participate should they so desire), do not provide a basis for asking the USDP to approve direct DoD participation. In all cases in which the USDP has approved participation, both the U.S. Embassy and the Unified Command have provided adequate support and justification.
5. Since the Unified Command is ultimately responsible for planning and executing DoD's support to a particular event, we look to the command to establish the priority for participation at individual shows in the region. Unified Commands and U.S. Embassies need to work closely on determining which air/trade shows should receive direct DoD support. Resources are limited, and participation must be reserved for those events that provide the greatest support to national security interests and foreign policy objectives and that are held in strategically important regions in which DoD wants to demonstrate continued U.S. interest and commitment.

6. While DoD participation is highly desirable to event organizers, industry, and the host country, it is not always in the U.S. national security interest or within available resources to do so. U.S. Embassies, DoD Agencies, Unified Commands, and MILDEPS need to be cautious not to commit, in any way, DoD resources to an event prior to USDP approval for direct DoD participation. Giving such false impressions can put the USG in an embarrassing position should DoD participation ultimately not be authorized.

7. Requests for direct DoD participation in Air/Trade shows should be submitted to DSCA at least 180 days before the start of the event. This provides sufficient time to properly staff a decision package throughout the interagency, disseminate guidance, and schedule movement of the required equipment to the show site. Public Law No. 102-484 (1992), Section 1082 requires the USDP to notify congress of DoD's participation at least 45 days before the start of the event. If a request is received with insufficient time to staff a decision package throughout the interagency, and congress is not notified before we are inside the 45 day window, direct participation is not possible.

8. The Unified Command is responsible for planning, coordinating, and executing DoD's participation at international air/trade shows after the USDP has approved direct participation. DoD has no special funding to support participation at air/trade shows. While DSCA works with industry associations to help defray some of the costs, and services may provide some assistance, the Unified Command is ultimately responsible for providing the required resources to support the event. Further, with the proliferation of shows, industry support is waning which leaves a greater resource burden on the Unified Command. These items need to be fully considered before a Unified Command recommends that DoD support a particular air/trade show.

9. Bottom line: no command, no activity, no person can participate in an International Air Show or Trade Exhibition unless the USDP has approved direct DoD participation, Congress has been notified of DoD's participation 45 days prior to the show's start, and participation has been coordinated with the MILDEP (International Affairs/Programs), Unified Command, and DSCA.

10. The DSCA point of contact is LTC Dan Beasley or Lt Col Joe McAndrew, ERASA/ASA/WEAPONS, telephone DSN: 664-6601/6603 or (703) 604-6601/6603.