

Introduction to Foreign Military Sales (FMS) & Direct Commercial Sales (DCS) A Practical Primer for Small & Mid-Sized Defense Companies

DATE: Tuesday, August 26, 2025
LOCATION: Washington DC, US

Event Description

Introduction to Foreign Military Sales (FMS) & Direct Commercial Sales (DCS) A Practical Primer for Small & Mid-Sized Defense Companies is a premier expos event in Washington DC. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: expos
Importance Rank: 30/100
Expected Attendance: 100 people
Event ID: BPspxSWME7TCp6Pb2H

Hotel Demand Indicators

ADR Impact Index: 4.1x baseline (varies by property tier & location)
Occupancy Impact: +60 percentage points over baseline
Booking Lead Time: Demand begins 30 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 40 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.

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