Be Seen at the Largest Army-Focused Autonomy and AI Event of 2019

Back by popular demand, the AUSA ARMY AUTONOMY AND ARTIFICIAL INTELLIGENCE SYMPOSIUM AND EXPOSITION returns to Detroit, Michigan, from 20–21 November to convene 750+ ATTENDEES AND EXHIBITORS for two days of interactive technical education, product demos and essential networking.

Learn more and register today at WWW.AUSA.ORG/AUTONOMY

Why Exhibit?

- Promote your products, technologies and ideas during the largest Army-focused AI and autonomy event
- Gather important market intelligence and acquire new knowledge from program thought leaders
- Interface with key U.S. Army leaders seeking to accelerate the use of AI and autonomous systems
- Be recognized as a driver of innovation and forge new collaborations with key decisionmakers
- Meeting prospects and key players at this highly-focused event is more cost-effective than making sales calls

Exhibit Booth Rates

Each 10’x10’ booth space includes:

1. Unlimited Exhibit Hall* registration badges
2. Complimentary listing and description in the Show Guide
3. Online exhibitor presence
4. 8’ back drape and 3’ side drape

For a complete list of registration options and categories, visit: WWW.AUSA.ORG/AUTONOMY

* Badges are for Exhibit Hall access ONLY and do not permit access to symposium programming.
20–21 November 2019
Cobo Center / Detroit, Michigan

EXHIBITOR SETUP
Tuesday, 19 November
1200–1700

EXHIBITOR HALL HOURS
Wednesday, 20 November
0900–1700
Thursday, 21 November
0900–1700

EXHIBITOR DISMANTLE
Thursday, 21 November
1700–2200

WHAT’S THE ARMY LOOKING FOR?

• Solutions that accelerate the delivery of AI-enabled capabilities and autonomous systems
• Signals intelligence, big-data analysis, cognitive computing, algorithms and machine learning techniques
• AI technologies that improve military applications and equipment
• New AI technologies that have the potential to enhance human and machine learning
• Platforms that make for speedy decisionmaking in multi-domain operations
• AI research suitable for investment and integration into next-generation Army applications
• Innovative partnerships with start-ups, industry and academia to solve next-generation challenges

RESERVE YOUR BOOTH SPACE TODAY!

WWW.AUSA.ORG/AUTONOMY

1. View the current floorplan
2. Determine desired booth size and location
3. Review the exhibitor rules and regulations/terms of agreement
4. Submit exhibit application with a 10% deposit
5. Browse sponsorship opportunities to enhance brand exposure

Your Exhibits & Sponsorships Team

Michael Cerami
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WHO PARTICIPATED IN 2018?

Key participants from Army and industry who helped make the inaugural event a success:

**ARMY/DOD**

AFC – U.S. Army Futures Command  
ARCIC – U.S. Army Capabilities Integration Center  
TARDEC – U.S. Army Tank-Automotive Research, Development & Engineering Center  
TRADOC – U.S. Army Training and Doctrine Command  
RDECOM – U.S. Army Research, Development & Engineering Command  
TACOM – U.S. Army Tank-automotive & Armaments Command  
USASOC – U.S. Army Special Operations Command  
USTRANSCOM – U.S. Transportation Command  
MCoE – U.S. Army Maneuver Center of Excellence  
USAR – U.S. Army Reserve  
MCCoE – U.S. Army Mission Command Center of Excellence  
ARL – U.S. Army Research Laboratory  
ATEC – U.S. Army Test & Evaluation Command  
USAWC – U.S. Army War College  
DARPA – Defense Advanced Research Projects Agency  
DIU – Defense Innovation Unit  
Michigan Army National Guard

**INDUSTRY**

NVIDIA  
Microsoft  
Amazon  
IBM  
Intel  
GE  
General Motors  
Amazon  
3M  
Honeywell  
Boeing  
Airbus  
Cisco Systems  
iRobot  
Valkyrie  
Lockheed Martin  
BAE Systems  
General Dynamics  
Oshkosh Defense  
Polaris  
Collins Aerospace  
LMI  
Harris Corporation  
Cypress International  
SAIC  
MITRE  
Raytheon  
AM General  
Leidos  
General Atomics  
Textron Systems  
Systel
AUSA is pleased to offer a variety of corporate sponsorship opportunities at our Army Autonomy and Artificial Intelligence Symposium and Exposition, all of which will increase your company’s visibility and positively enhance the attendee experience. All sponsorships are offered on a first-come, first-served basis. Payment must be received prior to the event to ensure proper logo placement.

**NETWORKING & CHARGING LOUNGE**

$15,000

Boost your corporate presence while enriching the attendee networking experience. AUSA is pleased to offer an opportunity to host our Networking and Charging Lounge, accessible to all attendees during exhibit hall hours. This space will be fully carpeted and furnished with tables and chairs for attendees to sit and relax, as well as network, charge their mobile devices, and conduct business. This area will also feature an A/V monitor where your content will loop, for all attendees to see and hear. This space will also include the following:

- Signage placed in the Networking Lounge
- Multiple electric outlets for charging
- A/V Monitor to play your content
- Opportunity to display/distribute promotional materials at the Networking Lounge

**AFTERNOON NETWORKING RECEPTION**

$7,500 (2 Opportunities)

While the General Session is in recess, attendees and exhibitors will have the opportunity to network in the exhibit hall for two hours, while enjoying a variety of food and beverages.

- Signage provided by AUSA, placed near the food service stations
- Cocktail napkins with your company logo used during the event (supplied by sponsor)
- Recognition during the General Session

**EXHIBIT HALL HANGING BANNERS**

$6,000

Have a huge presence in the exhibit hall by displaying your custom graphics on a 15’x15’ hanging banner. Sponsorship includes the production and rigging of the banner.

**MORNING COFFEE SERVICE**

$5,000 each (2 Opportunities)

Coffee and light morning refreshments are available for attendees prior to the General Session. Sponsorship includes:

- Signage provided by AUSA, placed near the food service stations
- Cocktail napkins with your company logo used during the event (supplied by sponsor)
- Recognition during the General Session

**GENERAL SESSION CHAIR DROP**

$1,500 (5 Opportunities)

Move your message to General Session attendees. AUSA will place your marketing collateral on each chair in the General Session room. Five opportunities available; three morning sessions and two afternoon sessions.

**GENERAL SESSION AMENITIES**

$1,500 (2 Opportunities)

This sponsorship includes signage placed in the session room where all attendees gather, acknowledging your company. The sponsor is asked to supply pens and pads/notebooks for attendees, which will be placed on tables at the entrance to the General Session Room. What better way to reach all conference attendees?
SHOW GUIDE SPONSORSHIPS

AUSA will produce a Show Guide featuring the program agenda, exhibitor floor plan, and exhibitor service directory. This printed guide will be distributed to each attendee and exhibitor, providing a valuable networking resource during and long after the exposition. AUSA offers several opportunities to fit every budget and marketing plan.

**BACK COVER ADVERTISEMENT**

$5,000
Features your full-color artwork.

**INSIDE FRONT COVER ADVERTISEMENT**

$4,000
Features your full-color artwork.

**INSIDE BACK COVER ADVERTISEMENT**

$3,000
Features your full-color artwork.

**FULL PAGE ADVERTISEMENT**

$3,000 (Multiple opportunities)
A highly effective way to move your message to a large audience. Your full-color company ad will be placed prominently in the interior of the Show Guide.

**FRONT COVER SPONSORSHIP**

$3,000 (6 Opportunities)
Features your company logo on the front cover.

**PAGE RUNNER SPONSORSHIP**

$3,000 (2 Opportunities)
Features your company logo at the bottom (footer) of each page in the Show Guide.

**PREMIUM LISTING SPONSORSHIP**

$500
Features your company logo in color and your listing highlighted with a box drawn around your description. All exhibitors will have the opportunity to be listed in our Show Guide, so why not upgrade your listing and make it stand out?
AUSA IS YOUR PROFESSIONAL ASSOCIATION

Conferences & Events | Army News | Professional Networks
Publications & Resources | Influential Support

ASSOCIATION OF THE UNITED STATES ARMY

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www.ausa.org/join

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