



USA SECURITY AND DEFENSE PAVILION

ORGANIZED BY THE ASSOCIATION OF THE UNITED STATES ARMY

2020

EUROSATORY

08-12 JUNE 2020 / PARIS



SPONSORSHIP PROSPECTUS

www.ausa.org/eurosatory2020

2020 EUROSATORY SPONSORSHIP OPPORTUNITIES

OFFICIAL U.S. EXHIBITOR'S RECEPTION *(Multiple Opportunities)*

AUSA works in cooperation with the U.S. Embassy to deliver an excellent opportunity to network with key visitors, including Army leaders, DoD representatives, U.S. exhibiting firms, U.S. Department of Commerce officials, foreign dignitaries and the U.S. Ambassador's staff.

Sponsorship exposure includes:

- Signage placed at the entrance to the reception identifying your firm as a sponsor
- Signage placed in the USA Security and Defense Pavilion recognizing your firm as a sponsor
- Company logo on sponsor page in show guide
- Logo Recognition in the Pavilion Newsletter and on Digital Signage.

Sponsor investment: \$7,500

U.S. ARMY BIRTHDAY SPONSORSHIP *(Multiple Opportunities)*

Be part of the celebration as the AUSA Team celebrates the 245rd Birthday of our U.S. Army. The Official Army Birthday is 14 June. The exact date and time of our celebration during Eurosatory is TBD.

- Signage placed in the USA Security and Defense Pavilion recognizing your firm as a sponsor
- Company logo on sponsor page in show guide and pavilion newsletter
- Company logo in pavilion newsletter
- Company logo on Birthday ad in the show guide

Sponsor investment: \$5,000

USA SECURITY AND DEFENSE PAVILION OUTDOOR DISPLAY AREA

AUSA invites U.S. Army Units to participate and bring equipment to display in our outdoor area adjacent to Hall 5 where our Pavilion is located. Your sponsorship of this area includes the following:

- Company logo will be featured on directional signage to the outdoor area
- Company logo will be featured on signage in the outdoor display area
- Company logo on sponsor page in show guide and pavilion newsletter
- Company logo in pavilion newsletter

Sponsor investment options:

Exclusive sponsorship: \$30,000

Four Star: \$20,000

Three Star: \$15,000

Two Star: \$10,000

One Star: \$5,000

SPEAKERS CORNER VIDEO AD

Your 30 second video will be displayed on a loop in the Speakers Corner throughout the show.

Sponsor investment: \$3,000

Have an idea for a sponsorship? Interested in a bundled sponsorship? Contact us today!

Gaye Hudson | ghudson@ausa.org | Emily Call | ecall@ausa.org

08 - 12 JUNE 2020

PARIS NORD VILLEPINTE | PARIS, FRANCE

2020 EUROSATORY SPONSORSHIP OPPORTUNITIES

SEAMLESS GRAPHIC BANNER ADS *(Limited Opportunities)*

AUSA will take your full color artwork and produce and install seamless graphic banners in designated locations throughout the pavilion.

Sponsor investment: *Dependent on size and location of graphic, contact Gaye Hudson for more information*

USA SECURITY AND DEFENSE PAVILION PARTNER *(Multiple Opportunities)*

Show your support for our Pavilion! The Exhibitors Lounge serves as the central meeting point for USA Security and Defense Pavilion participants, and is used for presentations by senior Army leaders, Department of the Army officials and DoD representatives. The Speakers Corner will feature presentations by military and government leaders and attracts attendees to the USA Security and Defense Pavilion. Signage with your logo will be prominently displayed in these areas.

Sponsor investment: \$1,500



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PARIS NORD VILLEPINTE | PARIS, FRANCE

USA SECURITY AND DEFENSE PAVILION OFFICIAL PRINTED SHOW GUIDE SPONSORSHIPS

The show guide includes a listing of all USA Security and Defense Pavilion participants, a company description and complete contact information for each exhibitor. Show guides are available at the USA Security and Defense Pavilion to all show participants.

SHOW GUIDE BACK COVER

Sponsor investment: \$5,000

Your full-color company ad is placed prominently on the back cover of the show guide.

SHOW GUIDE INSIDE FRONT COVER

Sponsor investment: \$4,000

Your full-color company ad is placed prominently on the inside front cover of the show guide.

SHOW GUIDE INSIDE BACK COVER

Sponsor investment: \$4,000

Your full-color company ad is placed prominently on the inside back cover of the show guide.

SHOW GUIDE FULL PAGE ADVERTISEMENT

Sponsor investment: \$3,000

(Multiple Opportunities)

Your full-color company ad is placed prominently in the interior of the show guide.

SHOW GUIDE COVER

Sponsor investment: \$2,500

(4 Available)

Your company's logo is placed on the cover of the show guide.

SHOW GUIDE PAGE RUNNER

Sponsor investment: \$2,500

(2 Available)

Your company's logo is placed at the bottom (footer) of each page in the guide. This is a unique opportunity for multiple branding appearances.

SHOW GUIDE PREMIUM LISTING

Sponsor investment: \$2,500

Your full-color company logo accompanies your listing in the show guide.

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