

GLOBAL FORCE

SYMPOSIUM
& EXPOSITION

A Professional Development Forum



17-19 MARCH 2020

Von Braun Center | Huntsville, AL

EXHIBITOR AND SPONSORSHIP PROSPECTUS



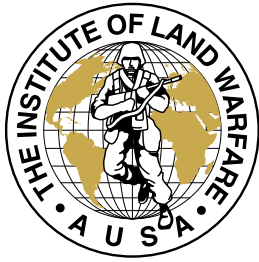
**ASSOCIATION OF THE
UNITED STATES ARMY**

Educate | Inform | Connect



GLOBAL FORCE SYMPOSIUM & EXPOSITION

A Professional Development Forum



The 2020 AUSA Global Force Symposium & Exposition is a three-day event that highlights the roles and missions of the Office of the Assistant Secretary of the Army (Acquisition, Logistics and Technology), the United States Army Materiel Command, and the United States Army Training and Doctrine Command, as key to Multi Domain operations.

This symposium will explore the capabilities outlined in the Army's Operating Doctrine and how the Army is driving innovation for Force 2025 and beyond. Special guest presentations, coupled with panel discussions from our senior military and industry leaders, will address critical points of acquisition, research and development, acquisition, force sustainment, and partnering between military and industry. For the Army, this means restructuring military-industrial programs. The Army must take a hard look at its acquisition processes, with an eye towards the future, to maintain a competitive overmatch against potential adversaries.



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KEY CONTACTS

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GENERAL SERVICE CONTRACTOR

GES (Global Experience Specialists) | 702-515-5970

OFFICIAL HOUSING BUREAU

CMR: Housing will open on 9 December 2019 at 1200 ET | 855-559-2483



GLOBAL FORCE DELIVERS

ACCESS to more than 6,000 attendees including key leaders from the Army, DoD, academia and worldwide defense industries.

EXCLUSIVE EXHIBIT HALL HOURS offering uninterrupted networking time. Sessions are not scheduled during specific times, eliminating any competition with the Exhibit Hall.

EXPLORE hundreds of exhibitors and thousands of brands.

INSIGHT into new issues the armed forces are facing and how to make your company part of their solution.



REDSTONE ARSENAL is conveniently located just 20 minutes from the Von Braun Center. It is a Federal Center of Excellence focused on Joint Warfighters, the FBI, NASA, and other federal offices, growing its strategic impacts, and ready to lead opportunities of the future. The base supports a government and contractor workforce of 36,000-40,000 personnel daily.

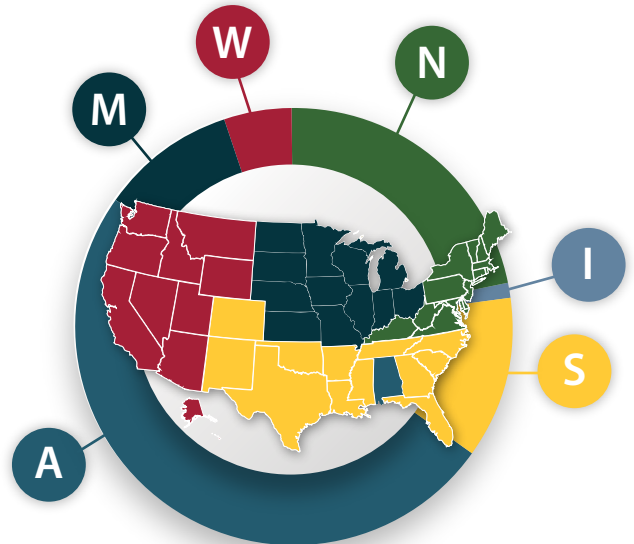
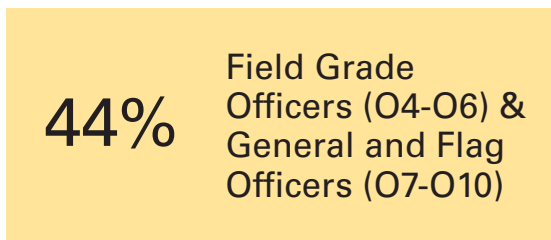
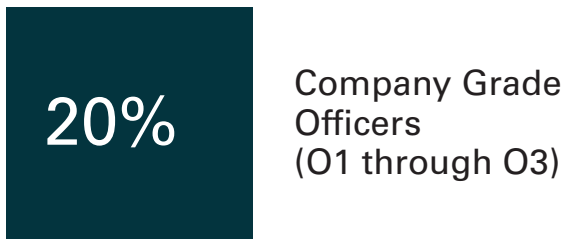
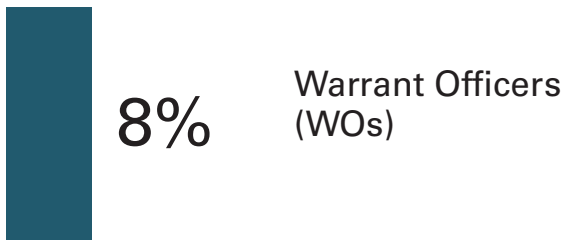
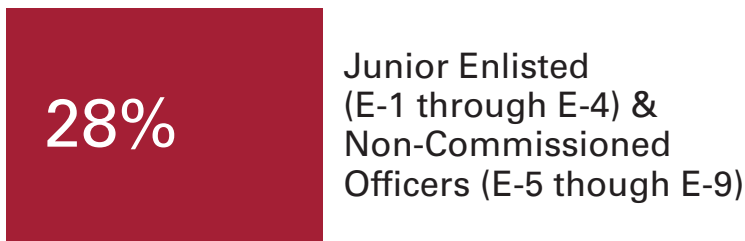
QUALITY LEADS from Army and Joint Commands who are interested in using your products and services to improve their operations.



ATTENDEE DEMOGRAPHICS

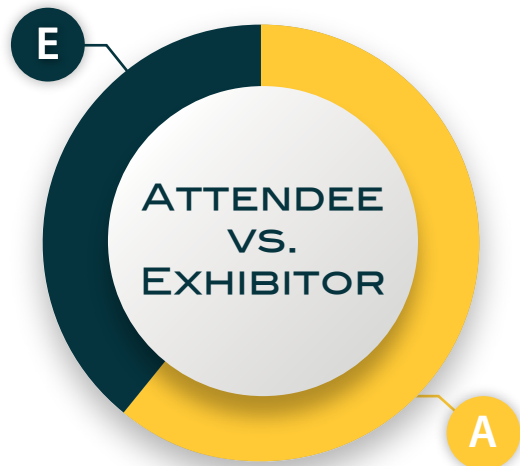
6,000+ ATTENDEES participated in the 2019 AUSA Global Force Symposium & Exposition.

2019 GLOBAL FORCE MILITARY ATTENDEES :



DEMOGRAPHICS BY REGION

Northeast	22%
International	1%
South	12%
Alabama	50%
Midwest	10%
West	5%



ATTENDEE VS. EXHIBITOR

Exhibitors	34%
Attendees	66%



DOD & ARMY PARTICIPATION

The AUSA Global Force Symposium & Exposition attracts a robust and diverse group of participants including **GOVERNMENT PERSONNEL** from various U.S. Army and DoD organizations including:

ARMY ACQUISITION ORGANIZATIONS

Office of the Assistant Secretary of the Army (ALT)

- Program Executive for Enterprise Information Systems
- Program Executive Office for Ammunition
- Program Executive Office for Aviation
- Program Executive Office for Combat Support and Combat Service Support
- Program Executive Office for Command, Control, Communications-Tactical
- Program Executive Office for Ground Combat Systems
- Program Executive Office for Intelligence, Electronic Warfare and Sensors

ARMY MATERIEL COMMAND

- Logistics Support Activity (LOGSA)
- U.S. Army Aviation and Missile Life Cycle Management Command (AMCOM)
- U.S. Army Contracting Command
- U.S. Army Security Assistance Command (USASAC)
- U.S. Army Sustainment Command (ASC)
- Tank-automotive & Armaments Command (TACOM)
- Joint Munitions Command (JMC)
- Communications Electronics Life Cycle Management Command (CECOM)
- Surface Deployment & Distribution Command (SDDC)

ARMY FUTURES COMMAND

- Combat Capabilities Development Command (CCDC)
- C5ISR Center
- Cross Functional Teams
- Data and Analysis Center
- U.S. Army Armaments Center

ARMY FUTURES COMMAND, CONT.

- U.S. Army Aviation & Missile (AvMC)
- U.S. Army Chemical Biological Center (Edgewood)
- U.S. Army Futures and Concepts Center (FCC)
- U.S. Army Ground Vehicle Systems (GVSC)
- U.S. Army Natick Soldier Center (Natick)
- U.S. Army Research Laboratory (ARL)
- U.S. Army Test & Evaluation Command (ATEC)

ARMY TRAINING AND DOCTRINE COMMAND (TRADOC)

- U.S. Army Command and General Staff College
- U.S. Army Centers of Excellence: Aviation, Cyber, Fires, Health Readiness, Intelligence, Maneuver, Maneuver Support, Mission Command Sustainment, NCO Leadership Center
- Combined Arms Support Command (CASCOM)

U.S. ARMY COMBINED ARMS CENTER

U.S. ARMY RECRUITING COMMAND

U.S. ARMY CADET COMMAND

ALSO INCLUDING:

- Defense Logistics Agency
- Missile Defense Agency (MDA)
- United States Transportation Command (USTRANSCOM)
- U.S. Army Corps of Engineers
- U.S. Army Forces Command (FORSCOM)
- U.S. Army Space and Missile Defense Command (SMDC)
- NASA Marshall Space Flight Center

HOUSING

Please make your room reservations at our official conference hotels, where we have negotiated contracts on your behalf to give you the best value and price. By doing so, you help ensure our ability to offer affordable housing at future meetings.

Please be aware companies other than our official housing provider (Convention Management Resources) may contact you and indicate that they are affiliated with AUSA and this event. They will also claim to offer hotels at 'reduced' rates. These companies are not affiliated with AUSA, and we recommend you do not use their services. At past events, exhibitors and attendees have and lost deposits or did not receive the hotel rooms they reserved. Convention Management Resources is the ONLY authorized hotel reservations contact. If you receive solicitations from other companies, please forward them to your exhibit sales contact or email exhibits@ausa.org.

ON-LINE: Housing will be open to everyone beginning at **1200ET 9 December 2019**. To make your housing reservation online, 24 hours-a-day, 7 days-a-week, go to www.ausa.org/gf and follow the link to housing.

CONFIRMATIONS: Reservations booked online will be confirmed immediately. Reservations requested via fax, mail or email will be processed within three business days of receipt of your request.

CHANGES AND CANCELLATIONS: Any changes (pending hotel availability) to existing reservations must be made through AUSA Housing, 928-263-8235 or toll free, 855-559-2483.

MILITARY/GOVERNMENT RATES: There are a limited number of rooms available at the military rate within the AUSA hotel block. They can be booked online or by calling AUSA Housing. However, the rate is only available to U.S. military / government personnel, who must present government ID upon check-in for the rate to be honored.

GROUP ROOM BLOCKS: Room blocks of ten or more rooms may be requested online or by calling AUSA Housing directly. You will receive a confirmation email from AUSA Housing within five business days. If you do not receive a confirmation within five business days, please contact AUSA Housing at 928-263-8235 or toll free 855-559-2483. Groups are required to sign a Group Agreement, acknowledging terms and conditions, within two business days of date of issue.



PAST EXHIBITORS

Abaco Systems, Inc.
 ACE Electronics Defense Systems
 Acromag, Inc.
 Acumentrics, Inc.
 Adams Communication & Engineering
 ADS, Inc.
 Advanced Technology Systems Company
 AECOM
 Aerojet Rocketdyne
 AeroVironment, Inc.
 All Points LLC
 AM General, LLC
 Ameripack Inc.
 Applied Companies
 AR Modular RF
 Army Historical Foundation
 AUSA Membership
 AUSA Store
 Aviation & Missile Technology Consortium
 Avon Protection Systems, Inc.
 BAE Systems, Inc.
 Bell
 Bloomberg Networking Lounge
 Blue Wolf Inc.
 Bluesky Mast, Inc.
 Boeing
 BOH FPU Systems
 BWX Technologies
 Carnegie Mellon Univ. Software Engineering Inst.
 Cobham
 Columbia Southern University
 Command Holdings Group, Inc.
 CompuLink
 Consortium Management Group
 Contact Corporation
 Crystal Group, Inc.
 CTG
 Cubic Corporation
 Curtis Machine Company, Inc.
 Curtiss-Wright Ground & Naval Defense
 DATC
 Dayton T Brown
 DCS Corporation
 Defense Acquisition University
 Defense Logistic Agency

Defense News/Army Times
 Defense Systems & Solutions
 DLA Troop Support
 DynCorp International
 Dynetics, Inc.

Kipper Tool Company
 L3 Technologies, Inc.
 Leidos
 Leonardo DRS
 LiteFighter Systems, LLC

Rocky Research
 Rugged Portable Computers, LLC
 Dba Maxvision
 Saft
 SAIC

**DON'T CEDE THE MARKET TO YOUR COMPETITION.
 EXHIBIT AT GLOBAL FORCE 2020.**

ECS
 Elastic
 ElbitAmerica
 Elma Electronic Inc.
 Endeavor Robotics
 Energy Technologies, Inc.
 EnerSys
 EOS Defense Systems USA
 ESI Motion
 Federal Resources
 FIS Blue
 FLIR Systems
 FLUOR
 Fuse Integration Inc
 GasTOPS
 GE Aviation
 General Atomics
 General Dynamics Information Technology
 General Dynamics Land Systems Division
 General Dynamics Mission Systems
 General Dynamics OTS
 Georgia Tech Research Institute
 Getac
 Glenair, Inc.
 GN Advanced Hearing Protection
 Harris Corporation
 HDT Global
 HP, Inc.
 Hutchinson
 IAI North America
 IBM Corporation
 Innovators Corner
 Integration Innovation, Inc. (i3)
 IntelliPower
 IntelliSense Systems
 Invariant Corporation
 Jameson LLC
 Jane's by IHS Markit
 John Deere
 KBRwyle

Lockheed Martin Corporation
 Machine-Building Firm State
 Maine Machine
 ManTech
 Marathon Targets
 Marvin Group
 Mercury Systems
 Milton Industries Incorporated
 Missile Defense Agency
 Mistral Group
 Nammo
 National Armaments Consortium
 National Defense Corp - Spectra Technologies
 National Defense Industrial Association
 National Solar Technologies
 NCS Technologies, Inc
 Northrop Grumman
 NOVA Electric
 Oasis Advanced Engineering, Inc.
 Optical Cable Corporation
 Optimum Vehicle Logistics
 Optivior Technologies
 Orolia
 Oshkosh Defense
 Palomar Display Products
 Pegasystems
 Perkins Technical Services, Inc.
 Persistent Systems, LLC
 Perspecta
 Physical Optics Corporation
 Point Blank Enterprises
 Polar King International
 Polaris Government & Defense
 QinetiQ North America
 Quantico Tactical
 RADA Technologies, LLC
 Rafael Advanced Defense Systems, Ltd.
 Raytheon
 Red Rock Technologies
 Rock Point Apparel

SAP
 Schaefer Electronics, Inc.
 SCI Technology, Inc.
 Scientific Research Corporation
 Seiler Instrument, Inc.
 Servicenow, Inc.
 Seven Technologies Ltd
 SHARKCAGE Inc
 Shephard Media
 ShockStrap
 Sierra Nevada Corporation
 Solar Stik, Inc.
 Solution One Industries Inc.
 Soucy Defense
 SourceAmerica
 Spectro Scientific, Inc.
 SPI - Connects
 SRC, Inc.
 STS International
 Syncro Corporation
 Systel, Inc
 System Studies & Simulation
 Tactical Defense Media, Inc.
 Tactical Environmental Systems, Inc.
 Team Wendy, LLC
 Techni-Core Engineering
 Telos Corporation
 Textron Systems
 Times Microwave Systems
 Topflite Components
 Transhield, Inc.
 Trellis Ware Technologies, Inc.
 TSC
 U.S. Army
 U.S. Army Fisher Houses
 UFP Technologies
 University of North Georgia
 USAA
 Veterans United Home Loans
 VT Miltope
 Yulista
 Zanafel Laboratories, Inc.
 ZMico, Inc.

BOOTH PACKAGE

Each 10' x 10' booth space comes with:

- Unlimited Exhibit Hall ONLY registration badges.
- Complimentary listing and description in the printed Show Guide and the mobile app.
- 8' back drape and 3' side drape.
- Complimentary listing on the Booth Locators placed throughout the Von Braun Center

Exhibitors may purchase Full Symposium Badges at the following rates:

National Partners	\$575 per badge
Community Partners	\$625 per badge
Non-Members	\$1,000 per badge

*Registration costs increase onsite.
Badges are non-transferable.*

National Partner	\$47/ft²
Community Partner	\$57/ft²
<i>Must be 5 or 10 membership level</i>	
Non-Member	\$72/ft²
Outdoor Rate	\$25/ft²
Government	\$19/ft²

EXHIBIT HALL HOURS

Tuesday, 17 March	Exhibit Hall Open	1000 - 1830
	<i>Exclusive Exhibit Hall Hours</i>	<i>1730 - 1830</i>
Wednesday, 18 March	Exhibit Hall Open	1000 - 1730
	<i>Exclusive Exhibit Hall Hours</i>	<i>1030 - 1330</i>
Thursday, 19 March	Exhibit Hall Open	1000 - 1330

Hours are subject to change. All exhibitors will be notified of any changes.

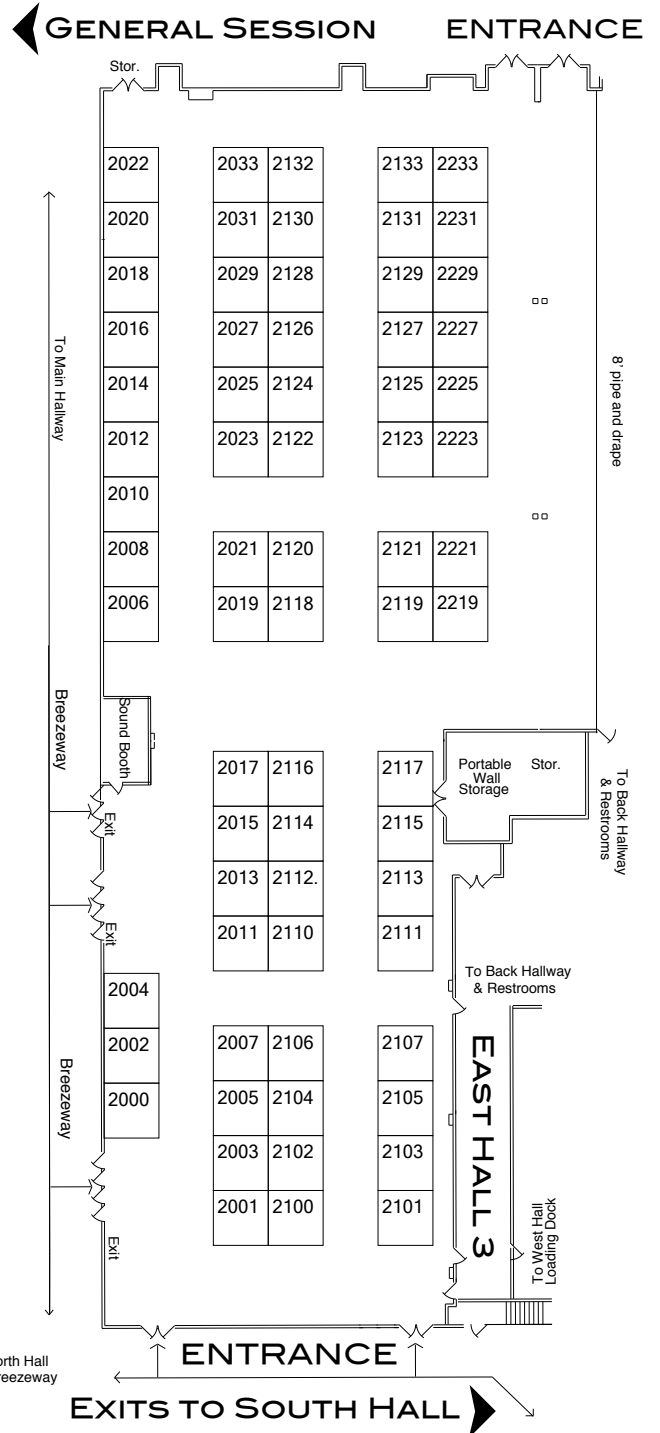
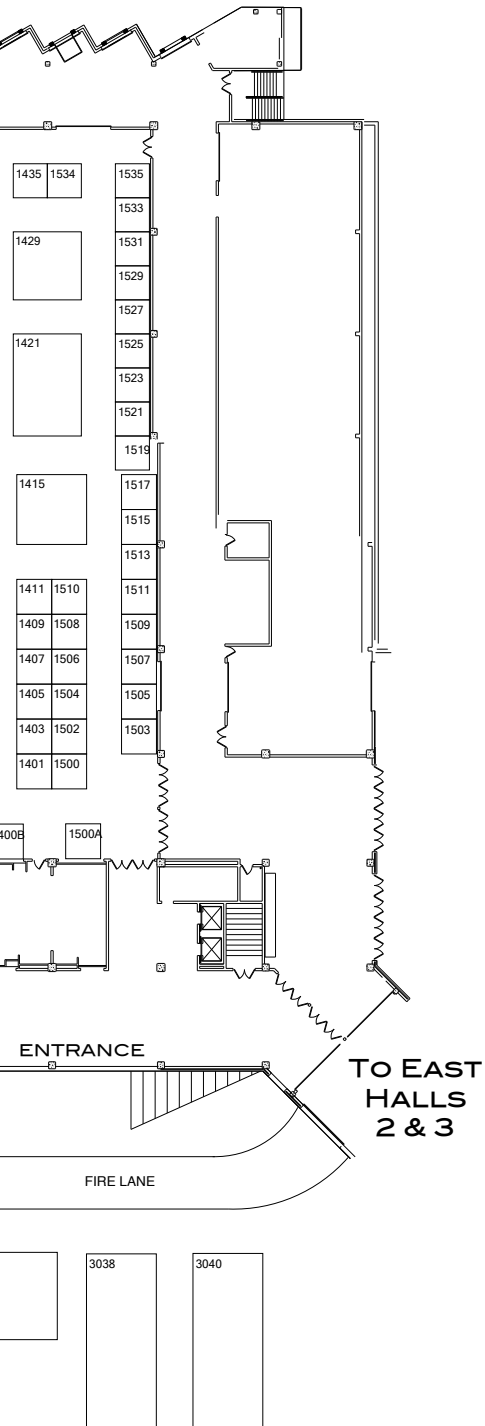


FLOOR PLAN



SOUTH HALLS 1 & 2 AND OUTDOOR EXHIBITS

EAST HALLS 2 & 3





SPONSORSHIP BENEFITS

GLOBAL FORCE 2020 will feature more than 200 exhibitors. We want to help you stand out from the competition by offering sponsorship opportunities that will enhance your presence and visibility at this event.

- Maximize brand exposure to military and government attendees.
- Increase your booth traffic through targeted advertising options.
- Engage your target audience and increase your return on investment at the show

Sponsorships are offered a-la-carte, on a first-come, first-served basis. Contact us today to discuss pricing and available options so we can design a custom package for you! Investing in sponsorships is a great way to boost your standing on the Association's Order of Merit List, which determines the order for companies to select exhibit space for the Annual Meeting.

BECOME A SPONSOR and EARN YOUR STARS!

AUSA recognizes multiple levels of sponsorship support.

Star Sponsorship levels equal the total amount of sponsorships invested in the 2020 Global Force Symposium by your company.

★★★★ **Four Star Sponsors** **\$25,000**
Equal to or greater than \$25,000

★★★ **Three Star Sponsors** **\$20,000**
Equal to or greater than \$20,000

★★ **Two Star Sponsors** **\$15,000**
Equal to or greater than \$15,000

★ **One Star Sponsors** **\$10,000**
Equal to or greater than \$10,000

SPONSORSHIP OPPORTUNITIES

Charging and Networking Lounge **\$20,000**

Lounges can be placed in a variety of areas in the Von Braun Center. Lounges will be furnished and exclusively branded. Available to all attendees for the duration of the event, this space will be fully carpeted and furnished so that attendees will be able to relax, charge-up and network with their colleagues and leads. This space will include:

- Signage placed in the lounge
- Electric outlets for charging
- A/V monitor to play your content
- Opportunity to display promotional materials
- Recognition in the Show Guide
- Recognition during the General Session

Shuttle Bus **\$20,000**

AUSA will run a shuttle bus service between Huntsville area hotels and the Von Braun Center. Your company logo will be placed on the shuttle bus schedule and signage. *Sponsor is encouraged to work with the bus company for other branding opportunities.*

Opening Reception **(Exclusive) \$20,000** **(co-sponsorship) \$10,000**

This is the premiere social and networking event during the symposium, taking place in the exhibit hall directly after the conclusion of the general session on day one.

Sponsorship includes:

- Signage provided by AUSA recognizing the sponsors placed at the entrance to the exhibit hall, and near the food service stations and bars
- Cocktail napkins with your company logo used during the event (supplied by sponsor)
- Recognition during the General Session

Wi-Fi **\$10,000**

AUSA will offer free Wi-Fi access to participants during the event. The Wi-Fi sponsor will be able to define the landing page attendees see as they connect to the Internet, along with branded signage throughout the Von Braun Center providing Wi-Fi access instructions.

Attendees will need to reconnect to the Internet after 15 minutes of inactive status, thus providing your company with additional exposure on the landing page.

Headquarters Hotel Key Card **(Embassy Suites) \$10,000**

Your custom graphics will appear on the key cards at the headquarter hotel, the Embassy Suites. Reach attendees as soon as they check into their hotel. Sponsor must provide the key cards, and include the AUSA logo in the design. AUSA approval is required prior to production.

Mobile App Premiere Sponsorship **\$10,000**

Place your message at the fingertips of Global Force attendees as the sponsor of the mobile app. Sponsorship includes splash screen, promoted posts, push notifications, and more.

Mobile App Promoted Post **(5 Available) \$4,000**

As attendees use the mobile app, your mobile web ad will be front and center to drive traffic to your booth.

Mobile App Push Notifications **(10 Available) \$2,000**

Have a push notification message appear on the app to drive traffic to your booth.



SPONSORSHIP OPPORTUNITIES

Morning Coffee Service

(3 Available) **\$7,000**

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

Digital Signage Advertising Sponsorships

AUSA will strategically place digital signage throughout the Von Braun Center. 30 second spots are available and are limited. Contact AUSA for more details and pricing.

Exhibit Hall Hanging Banners **\$7,000**

Enhance your 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. Placement of banner is determined by AUSA.

Refreshment Breaks **\$5,500**

There are three morning refreshment breaks and two afternoon refreshment breaks during the course of the Symposium, all taking place in the exhibit halls. Sponsorship includes:

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

Registration Page Sponsorship

(5 Available) **\$5,000**

Want to make a first impression at this year's symposium? Your company will be one of the first attendees and exhibitors see when they register for Global Force 2020. Our registration page will feature five rotating banners.

Business Center (5 Available) **\$5,000**

Your company logo will be featured on signage inside as well as outside the Business Center. The Business Center is complimentary for all exhibitors and attendees and offers computer stations, small print jobs, etc.

General Session Amenities

(per day) **\$2,500**

This sponsorship includes signage placed in the session room acknowledging your company. The sponsor is asked to supply pens and pads/notebooks for attendees, which will be placed on tables in the Concert Hall Foyer, in a highly visible location for attendees to pick up as they enter and exit the General Session.

Pop Up Meeting Room Sponsorship

(per day) **\$1,500**

This sponsorship includes one sign with your logo outside the meeting room, and bottled water inside. The sponsor is encouraged to supply pens and pads/notebooks with their logo.

SHOW GUIDE OPPORTUNITIES



Belly Band	\$15,000
Back Cover	\$10,000
Inside Front Cover	\$9,000
Inside Back Cover	\$7,500
Full Page	\$5,000
Page Runner	\$4,000
Company Logo on Cover	\$4,000

(6 opportunities available)

Floor Plan Sponsorship **\$5,000**

Highlight your company on the printed Floor Plan included in the Show Guide. Your company will be highlighted in the exhibitor listing and your logo will be displayed clearly on the Floor Plan. Logo and listing will also be displayed on the “You Are Here” Locators found in high traffic areas of the Von Braun Center.

Show Guide Premium Listing **\$500**

Upgrade your listing in the Exhibitor Description section of the Show Guide. This sponsorship includes your company’s logo and a box around your listing, helping you stand out from the others!



30 MARCH - 2 APRIL 2020

2020 SOFEX

Amman, Jordan

19-21 MAY 2020

2020 AUSA LANPAC
MEETING & EXPOSITION

Honolulu, HI

8-12 JUNE 2020

2020 EUROSATORY

Paris, France

12-14 OCTOBER 2020

2020 AUSA ANNUAL
MEETING & EXPOSITION

Washington, DC



**ASSOCIATION OF THE
UNITED STATES ARMY**