WHY DIGITAL SPONSORSHIP?

The digital signage network at the Walter E. Washington Convention Center is comprised of more than 200 displays strategically placed in high traffic areas throughout the Center. This state-of-the-art network offers full motion and high definition providing maximum visibility.

Displays
Over fifty 52, 57, 60 & 80 inch, high definition LED flat panel displays.

- 24ft x 8ft LED VIDEO WALL
- 24ft x 8ft LED VIDEO WALL
- 6ft x 8ft LED VIDEO WALLS
- 28ft x 8ft LED VIDEO WALL
- 4ft x6ft Mobile LED VIDEO POSTERS

Content
GRAPHICS | VIDEOS | AUDIO

Network
Fully-networked system with over 200 displays

Sponsoring at the AUSA Annual Meeting increases your brand visibility to key decision-makers and a large targeted audience. Investing in sponsorships also earns Order of Merit points, which determines when you choose your Annual Meeting exhibit space.
Concourse
(Level C)
Exhibit Halls A & B

WDS
Wall Mounted Displays
1280 (w) x 720 (h)

ODS
Overhead Digital Signage
1280 (w) x 720 (h)

Hall A Video Marquee
Video Wall
Full Screen: 1920 (w) x 512 (h)
Split Screen: 960 (w) x 512 (h)

Concourse B Video Wall
Video Wall
1662 (w) x 384 (h)
Street Level
(Level 1)
Grand Lobby / East & West Salons A-I
Meeting Rooms 101-103 & 140-160
Loading Dock Entrance
Metro Entrance

North Skywalk Video Wall

Video Wall
Full Screen: 1440 (w) x 480 (h)
Split Screen: 720 (w) x 480 (h)

WDS
Wall Mounted Displays
Full Screen: 451 (w) x 756 (h)
Split Screen: 451 (w) x 378 (h)

ODS
Overhead Digital Signage
1280 (w) x 720 (h)

Metro Video Wall

Video Wall
1560 (w) x 480 (h)
Level Two
(Level 2)
Exhibit Halls D & E
Meeting Rooms 201-210
East and West Overlooks

Hall D Video Wall
LED Video Wall
Full Screen: 1440 (w) x 480 (h)  Split Screen: 720 (w) x 480 (h)

WDS
Wall Mounted Displays
Full Screen: 451 (w) x 756 (h)
Split Screen: 451 (w) x 378 (h)

ODS
Overhead Digital Signage
1280 (w) x 720 (h)
### DIGITAL SIGNAGE PACKAGES

**Interested in bundling packages? Contact us for more information.**

#### 30:Second Spot Package

**CATEGORY:**
- **DIGITAL SIGNAGE 30: SPOT**

30 second graphic or video spot (with audio capability) to be played on 50 Wall-Mounted, Overhead and Lobby digital signage displays throughout the Walter E. Washington Convention Center.

**Only 20 Spots available** - Each spot will run (6) times per hour, a minimum of 180 times during the show (9000 total show impressions).

| $5,000 | per spot |

#### HALL D Video Wall Package

**CATEGORY:**
- **HALL D VIDEO WALL**

30 second graphic or video spot (with audio capability) to be played on the 24ft x 8ft Hall D Video Wall above the entrance to Exhibit Hall D in the Walter E. Washington Convention Center.

**Only 5 Spots available** - Each spot will run (24) times per hour, a minimum of 864 times during the show (864 total show impressions).

| $10,000 | per spot |
North Skywalk Video Wall Package

**CATEGORY:**
NORTH SKYWALK DIGITAL SIGNAGE

Large LED Video Wall located on the Skywalk facing North at the Walter E. Washington Convention Center. Make your mark!

30 second graphic or video spot to be played on the 26 x 8.5ft Video Wall.

**Only 5 Spots available** - Each spot will run (24) times per hour, a minimum of 864 times during the show (864 total show impressions).

$6,500 per spot

---

Event Exhibit Hall Package

**CATEGORY:**
HALL A EXHIBIT HALL VIDEO WALL

30 second graphic or video spot to be played on the 24ft x 6ft Hall A Video Marquee above the entrance to Exhibit Hall A in the Walter E. Washington Convention Center.

**Only 5 Spots available** - Each spot will run (24) times per hour, a minimum of 864 times during the show (864 total show impressions).

$6,500 per spot

---

Digital Posters Package

**CATEGORY:**
DIGITAL POSTERS (2)

30 second graphic or video spot (with audio capability) to be played on two (2) 4ft x 6ft Digital Poster displays located in the North and South lobbies in the Walter E. Washington Convention Center.

**Only 5 Spots available** - Each spot will run (48) times per hour, a minimum of 1,728 times during the show (1,728 total show impressions).

$4,000 per spot
Concourse Video Wall Package

**CATEGORY:**
HALL B EXHIBIT HALL VIDEO WALL

30 second graphic or video spot to be played on the 21ft x 5ft Concourse B Video Marquee above the second bulk head toward the Hall B entrance in the Walter E. Washington Convention Center.

**Only 5 Spots available** - Each spot will run (24) times per hour, a minimum of 864 times during the show (864 total show impressions).

**$5,000** per spot

---

Metro Entrance Package

**CATEGORY:**
METRO VIDEO WALL

30 second graphic or video spot (with audio capability) to be played on the 21ft x 7ft outdoor Metro Videowall located above the Metro Entrance in the Walter E. Washington Convention Center.

**Only 5 Spots available** - Each spot will run (24) times per hour, a minimum of 864 times during the show (864 total show impressions).

**$6,500** per spot
Middle Building Package

**CATEGORY:** MARRIOTT CONNECTOR

Large LED Video Wall located in the Middle Building street level facing major meeting space, where attendees are gathering for social functions and Contemporary Military Forums and making their way from the Metro entrance, 30 second graphic or video spot to be played on the 26 x 8.5ft Video Wall.

**Only 5 Spots available** - Each spot will run (24) times per hour, a minimum of 864 times during the show (864 total show impressions).

$6,500 per spot

Marriott Packages

**CATEGORY:** MARRIOTT CONNECTOR

Maximize your visibility and broadcast your message to attendees crossing from the Marriott Marquis to the Washington Convention Center. Your graphic or video spot (with audio capability) will be played on five wall to wall 60" & 80" displays and the 18ft Video Wall above the connector escalators.

**Only 5 Spots available** - Each spot will run (24) times per hour, a minimum of 864 times during the show (864 total show impressions).

$6,500 per spot

**CATEGORY:** MARRIOTT MEETING LEVEL

30 second graphic or video spot to be played on two 60"x80" wall mounted monitors on the M2 Meeting level, and one 60"x80" wall mounted monitor on the M1 Meeting level.

**Only 5 Spots available** - Each spot will run (24) times per hour, a minimum of 864 times during the show (864 total show impressions).

$6,500 per spot
CONTACT US TODAY TO SHOWCASE YOUR BRAND ON DIGITAL SIGNAGE

Gaye Hudson
GHudson@ausa.org
703-907-2401

Emily Call
ECall@ausa.org
703-907-2606