2021 ANNUAL MEETING AND EXPOSITION

The Association of the United States Army's Annual Meeting is the largest landpower exposition and professional development forum in North America. The Annual Meeting is designed to deliver Army messages by highlighting the capabilities of organizations and presenting a wide range of industry products and services. AUSA accomplishes this task throughout the entire event by providing informative and relevant presentations on the State-of-the-Army, panel discussions and seminars on pertinent military and national security subjects, and a variety of valuable networking events available to all attendees. AUSA's Annual Meeting includes the total Army — Regular Army, Guard, Reserve, Civilians and family members. It is one of the three key communication platforms employed by the Army to educate and inform government, academic, civic and veteran advocates and leadership on Army priorities and issues impacting America’s Army.

ABOUT AUSA

The Association of the United States Army is a nonprofit educational and professional development association serving America’s Army and supporters of a strong national defense. AUSA provides a voice for the Army, supports the Soldier, and honors those who have served in order to advance the security of the nation.

OUR MISSION

AUSA supports Soldiers, their families and Army civilians, provides a voice for the Army, and honors those who have served. As the Army’s premier, nonprofit, educational and professional association, we:

Educate those we serve (Soldiers and their families, Army civilians, retired Soldiers and veterans, and the businesses and industries that support the Army) with programs, products, resources and events.

Inform our members, Congress and the American public about issues affecting America’s Army – Regular Army, Army National Guard and Army Reserve.

Connect America’s Total Army, its industry partners, like-minded associations and other supporters at the national, regional and chapter levels.

OUR VISION

To be recognized by the Army, Congress, our industry partners and communities across the nation as the Army’s premier association and the foremost supporter of the Total Army.

NOTE: We are evaluating virtual elements for the 2021 AUSA Annual Meeting. More details will be provided soon.
WHAT’S INSIDE

- Why Exhibit
- Who Attends
- International Delegation Program
- 2019 Partial Exhibitor List
- Exhibit Space Rates & Hours
- Hall Features & Pavilions
- Program & Events
- Sponsorship Opportunities
- Show Guide & Map Sponsorships

KEY CONTACTS

EXHIBITS
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GENERAL SERVICE CONTRACTOR
GES (Global Experience Specialists) | 702-515-5970

OFFICIAL HOUSING BUREAU
Housing will open June 2021 | 855-971-2295
WHY EXHIBIT?

CONNECT WITH OVER 30,000 REGISTRANTS from around the world, including senior Army leaders and top Industry members.

NETWORK WITH FELLOW INDUSTRY LEADERS on the show floor and during our exclusive social events.

GAIN KNOWLEDGE AND INSIGHT INTO THE ARMY’S NEEDS so that your business can continue to help the Army be successful in a world of strategic competition.

MEET HIGH QUALITY LEADS AND INTERNATIONAL CONTACTS in your booth and throughout the entire meeting.

ATTEND EXCLUSIVE, WORLD-CLASS VIP RECEPTIONS AND EVENTS with industry colleagues and socialize with members of the Military.

SHOWCASE AND LAUNCH NEW PRODUCTS directly to the people who use them, face-to-face.

WHO ATTENDS?

TOTAL ATTENDANCE IN 2019: 32,722

11,334 Exhibitors
21,388 Attendees

MILITARY BY RANK

<table>
<thead>
<tr>
<th>Rank</th>
<th>Active</th>
<th>Retired</th>
</tr>
</thead>
<tbody>
<tr>
<td>Junior Enlisted (E-1 to E-4)</td>
<td>93%</td>
<td>7%</td>
</tr>
<tr>
<td>Non-Commissioned Officers (E-5 to E-9)</td>
<td>73%</td>
<td>27%</td>
</tr>
<tr>
<td>Warrant Officers (WOs)</td>
<td>70%</td>
<td>30%</td>
</tr>
<tr>
<td>Company Grade Officers (O1 to O3)</td>
<td>90%</td>
<td>10%</td>
</tr>
<tr>
<td>Field Grade Officers (O4 to O6)</td>
<td>60%</td>
<td>40%</td>
</tr>
</tbody>
</table>

Attendees have included the:
- Secretary of Defense
- Secretary of Veterans Affairs
- Secretary of the Army
- Secretary of Homeland Security
- Deputy Secretary of Defense
- Chairman of the Joint Chiefs of Staff
- Chief of Staff of the U.S. Army
- Director of the FBI
- Sergeant Major of the Army

...and many more!

INDUSTRY BY ROLE

<table>
<thead>
<tr>
<th>Role</th>
<th>Registrants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Registrants are Senior Management</td>
<td>29%</td>
</tr>
<tr>
<td>C-Level &amp; CEOs</td>
<td>4%</td>
</tr>
<tr>
<td>VP-Level</td>
<td>6%</td>
</tr>
<tr>
<td>Director Level</td>
<td>10%</td>
</tr>
<tr>
<td>Manager Level</td>
<td>9%</td>
</tr>
</tbody>
</table>

INTERNATIONAL INFO/DELEGATION

<table>
<thead>
<tr>
<th>Registrant Type</th>
<th>Registrants</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Registrants</td>
<td>13%</td>
</tr>
<tr>
<td>Total:</td>
<td>3,939</td>
</tr>
<tr>
<td>Attendees:</td>
<td>3,225</td>
</tr>
<tr>
<td>Exhibitors:</td>
<td>714</td>
</tr>
</tbody>
</table>

Stats for 2019
Take part in our International Delegation Program and connect with government leaders from around the world. Each year the Annual Meeting attracts visitors and official delegations. Countries that have participated include:

Afghanistan, Albania, Algeria, American Samoa, Angola, Argentina, Armenia, Australia, Austria, Azerbaijan, Bahamas, Bahrain, Bangladesh, Belgium, Bosnia and Herzegovina, Brazil, Bulgaria, Burkina Faso, Cameroon, Canada, Colombia, Costa Rica, Croatia, Czech Republic, Democratic Republic of the Congo, Denmark, Dominican Republic, Ecuador, Egypt, El Salvador, Estonia, Ethiopia, Fiji, Finland, France, Germany, Ghana, Gibraltar, Greece, Guatemala, Haiti, Hungary, India, Indonesia, Iraq, Ireland, Israel, Italy, Japan, Jordan, Kazakhstan, Kenya, Korea, Republic of Kosovo, Kuwait, Latvia, Lebanon, Lithuania, Macedonia, Malaysia, Malta, Mexico, Monaco, Mongolia, Montenegro, Morocco, Netherlands, New Zealand, Nigeria, Norway, Pakistan, Peru, Philippines, Poland, Portugal, Puerto Rico, Qatar, Romania, Rwanda, Saudi Arabia, Senegal, Serbia, Sierra Leone, Singapore, South Africa, Spain, Sri Lanka, Sweden, Switzerland, Taiwan, Thailand, Trinidad & Tobago, Tunisia, Turkey, Ukraine, United Arab Emirates, United Kingdom, Uruguay, Uzbekistan, Virgin Islands (British), Yemen.
WILL YOU JOIN US IN 2021?

Over 500 exhibitors were committed to exhibiting before our live, in-person 2020 event was cancelled due to COVID-19.

3M Company  
Accella Tire Fill Systems  
Adaptive Cargo Solutions  
Adobe  
ADS, Inc.  
Advantech Corp.  
AeroGlow LLC  
Aerojet Rocketdyne  
AeroVironment, Inc.  
AFSS  
Aimpoint, Inc.  
Airborne Systems  
Airtronic USA, LLC  
Alaska Structures  
Alden Equipment, Inc.  
Allied Forces Foundation  
Allied Motion Technologies  
Allison Transmission, Inc.  
Alpha Systems  
Altus LSA  
AM General, LLC  
Amerex Defense  
Analogue Systems  
Applied Companies  
Applied Technology Associates  
AQR  
AR Modular RF  
Army Emergency Relief  
Ascendant Engineering Solutions  
AT&T  
Australian Department of Defence  
Avalex Technologies Corporation  
Avon Protection Systems, Inc.  
AxleTech International  
Axon  
Aylystock, Winkin, Kreis & Overholtz  
B.E. Meyers & Co., Inc.  
BAE Systems, Inc.  
Ball Aerospace  
Battlefield International Inc.  
BeaverFit  
Bell  
Benchmade Knife Company, Inc.  
Benchmark Electronics Inc.  
Beretta  
BJG Electronics, Inc  
Bluesky Mast, Inc.  
Boeing Company  
Booz Allen Hamilton, Inc.  
Carson Industries  
Caterpillar, Inc.  
Center For Women Veterans  
CGI Federal  
Chipotle Publishing, LLC  
Cisco Systems Inc  
CMi Defense  
Collins Aerospace  
CompuLink  
Comrod, Inc.  
Crystal Group, Inc.  
Cubic Corp.  
Cummins, Inc.  
Curtiss Machine Company, Inc.  
Curtiss-Wright  
Dana Holding Corporation  
Daniel Defense  
DCS Corporation  
Decision Lens  
Defense Logistics Agency  
Defense News/Army Times  
Deloitte  
DHL Express  
Dillon Aero, Inc.  
Draeger, Inc.  
E.I. du Pont de Nemours & Company  
Easy Day Sports  
EIZO Rugged Solutions  
Elma Electronic  
Elbit Systems of America  
FLIR Systems  
GE Aviation  
General Atomics  
General Dynamics  
General Micro Systems, Inc.  
Gentex Corporation  
Glencoe, Inc.  
GM Defense  
Green Hills Software  
Hanwha  
HBD Industries Inc.  
Hendrickson  
Heroes Linked  
Homes For Our Troops  
Honeywell  
Hutchinson Industries  
IntelliPower  
IntelliSense Systems  
Intevac, Inc.  
Iridium Communications, Inc.  
Isodyne, Inc.  
Junghans Defence  
Karem Aircraft, Inc.  
KipperTool  
Klas Telecom Government, Inc.  
Knight’s Armament Company  
Kollmorgen Corporation  
Kongsberg  
Kuwait Resources House  
KVH Industries  
L3Harris Technologies  
Laser Technology, Inc.  
Leatherman Tool Group, Inc.  
Leidos  
Leonardo DRS  
Leupold & Stevens, Inc.  
Lewis Machine & Tool  
Lockheed Martin Corporation  
Mack Defense, LLC  
MAG Aerospace  
Magpul Industries  
Marway Power Solutions  
MBDA, Inc.  
Med-Eng  
Meggit  
Mititech Hellas  
Mitope  
Missile Defense Agency  
Mistral Group  
Mitsubishi Electric US  
Moog, Inc.  
Motorola Solutions, Inc.  
Nammo  
National Defense Corporation  
Navistar Defense  
Navy Federal Credit Union  
NonLethal Technologies, Inc.  
Norotos, Inc.  
Northrop Grumman  
NovAtel, Inc.  
Novotech Inc  
Oakley, Inc.  
Operation Live Well  
Optical Cable Corporation  
Optimized Armor  
Oshkosh Corporation  
P Lab Inc.  
PacSci EMC  
PacStar  
Pelican Products  
Perception.ai  
Polaris Government & Defense  
PolyntTY  
Premier Manufacturing Co.  
Raytheon  
Rogerson Kratos  
SAIC  
Saint-Gobain  
Salesforce  
Samsung  
SAP  
SAPA Transmission, Inc.  
Shepherd Media  
Shift5  
ShockStrap  
Sierra Nevada Corporation  
Sprung Structures, Inc.  
SRC, Inc.  
Stertil-Koni  
SupplyCore, Inc.  
SureFire, LLC  
Tactical Defense Media, Inc.  
Team Wendy, LLC  
Tek84 Inc.  
Textron & Bell  
Thales  
The Angelus Corporation  
The Wil-Burt Company  
Theon Sensors  
Transfield, Inc.  
Travis Manion Foundation  
U.S. Army  
U.S. Army Soldier for Life  
U.S. Army Women’s Foundation  
USAA  
Uvision Air Ltd.  
Valley Forge Fabrics, Inc.  
VectorNav Technologies  
Vectrus  
Veterans of Foreign Wars  
Viztrack Co., Ltd.  
VK Integrated Systems  
VPT Inc  
Warn Industries  
WFEL Limited  
Wilco Industries Corp.  
Wildflower International  
Wreaths Across America  
Yukon Management LLC  
Z3 Technology, LLC  
Zarges, Inc.  
Zistos Corporation

This is a partial list. For a full listing, see our website!
EXHIBIT SPACE RATES

National Partner Rate
$54 per square foot

Government Rate
$21 per square foot

EXHIBIT HALL HOURS

Monday, 11 October
0900 – 1700

Tuesday, 12 October
0900 – 1700

Wednesday, 13 October
0900 – 1700

BOOTH PACKAGE

- Unlimited Exhibitor Badges allowing access to all forums and the floor during set-up, dismantle and show hours.
- Complimentary Digital Booth in the on-line floor plan.
- 8’ backwall drape and 3’ siderail drape.
- One Booth ID Sign.

REQUIREMENTS

- Membership in AUSA’s National Partner Program is required to exhibit, some exceptions may apply. For more information about AUSA’s National Partner Program, please contact Lynette Nichols, LNichols@ausa.org.

- All exhibitor contracts must be accompanied by a 10% non-refundable deposit of the total cost of the booth at the time of submission to be considered complete. All contracts received without a deposit will be deemed incomplete and will not be booked.
HALL FEATURES AND PAVILIONS

International Pavilions
The AUSA Annual Meeting is truly an international event as people from around the world participate each year. Countries that have organized national pavilions in the past include: Australia, France, Germany, Greece, Korea, Norway, Poland and Switzerland.

Small Business Pavilion
In an effort to support organizations of all sizes, AUSA invites small businesses to exhibit at the Annual Meeting in the Small Business Pavilion. This is a one-time only opportunity.

Family Readiness
This pavilion features organizations that support and educate military families on a variety of topics relevant to all stages of a Soldier’s life. For more information on the Family Readiness Pavilion, please contact FamilyReadiness@ausa.org.

Warriors To The Workforce Hiring Pavilion
The American Freedom Foundation hosts the Warriors To The Workforce hiring and training event each year during the AUSA Annual Meeting. The event brings together major companies from throughout the country to profile their services and provide employment opportunities for transitioning Soldiers, Civilians, veterans and family members.

AUSA Department of Veterans Affairs (VA) Pavilion
The VA Pavilion brings together organizations that assist veterans. These organizations offer services to find jobs, support mental and physical health, as well as help navigate VA benefits. Exhibitors include:
- Benefits Assistance Service
- Center for Minority Veterans
- Department of Labor
- Department of Veterans Affairs Benefits
- National Cemetery Administration
- VA Readjustment Counseling Service
- Vet Center
- Veteran Affairs Privacy Services
The AUSA Annual Meeting agenda consists of cutting-edge presentations, panel discussions on pertinent military and national security subjects, as well as a variety of topic specific seminars. In addition, there will be dozens of professional development events featuring key leaders from the Army, DoD and Congress that will give important presentations about the future of the Army and national defense.

**Program Highlights**
- Contemporary Military Forums
- Secretary of the Army Keynote
- Chief of Staff of the Army Keynote
- AUSA Military Family Forums
- Sergeant Major of the Army NCO and Soldier Forums
- Small Business Forums
- Army National Guard Seminar
- Chief, Army Reserve Seminar
- Army Civilian Professional Development Seminars
- Warrant Officer Professional Development Seminars
- Pre-Retirement/Survivor Benefit Plan Briefings
- Numerous International Networking events
- XTechSearch
- Warriors Corner
- Innovators Corner

**International Reception**
Join industry members at this great networking opportunity while also celebrating AUSA’s international military VIPs.

**President’s Reception**
Meet Army leadership, socialize with colleagues and greet old friends at this event honoring the Secretary of the Army, the Chief of Staff of the Army and the Sergeant Major of the Army.

**International VIP Networking Breakfast**
This exclusive event is an excellent opportunity for one-on-one conversations with key leaders from around the world.

**Dwight David Eisenhower Luncheon**
Our keynote speaker, the Chief of Staff of the Army, will deliver the State-of-the-Army Address during this special luncheon.

**George Catlett Marshall Reception and Dinner**
As the capstone event of the Annual Meeting, this black-tie reception and dinner honors the recipient of AUSA’s most prestigious award, the George C. Marshall Memorial Medal. This event is attended by Army leadership, AUSA members, and industry partners.

**Contemporary Military Forums**
AUSA Education & Programs carries out a broad program of discussion panels to review the current and emerging needs of today’s military led by Army leaders and industry members.

**AUSA Military Family Forums**
These forums provide a venue for military and civilian leadership to address Army family issues and to introduce new organizations, initiatives, and programs.
OPPORTUNITIES FOR SPONSORSHIP

Choose to sponsor at this year’s Annual Meeting! These exclusive sponsorships help your company!

AUSA recognizes multiple levels of sponsorship support.

Star Sponsorship levels equal the total amount of sponsorships invested in the 2021 Annual Meeting & Exposition by your company.

- **Four Star Sponsor** $60,000
  - Equal to or greater than $60,000
- **Three Star Sponsor** $50,000
  - Equal to or greater than $50,000
- **Two Star Sponsor** $40,000
  - Equal to or greater than $40,000
- **One Star Sponsor** $30,000
  - Equal to or greater than $30,000

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. Choose sponsorships that will give you coverage in print media, presence inside and outside the exhibit halls where attendees are making their way to social functions and meeting rooms. Achieving a “Star Sponsor” Level will further increase your branding at the meeting.
NEW SPONSORSHIPS AVAILABLE!

BANNERS IN NEW LOCATIONS OUTSIDE THE EXHIBIT HALL

Vinyl banners above the exits
7” x 12’ horizontal / single-sided (4 total) in the main building and middle building of the Walter E. Washington Convention Center leading to L Street:
- $15,000 per banner
- $25,000 for two
- $50,000 for four

Overlook (Balcony Railing A / Overlooking Hall A)
(Exclusive Opportunity - all panels are offered as a package)
- Single sided: $30,000
- Double sided: $40,000

NEW! BRANDED NEWSPAPER DROP AT THE MARRIOTT MARQUIS
$24,000
AUSA will arrange for the delivery of a branded newspaper to each room of our headquarters hotel. Sponsor is responsible for the purchase, branding and delivery of the newspaper to the hotel. The newspaper will be mutually agreed to by AUSA and the Sponsor.

Balcony Panel Sizes -
- A (faces north): 54” W x 37” H
- B (faces east): 18” W x 37” H
- C, D, E, F (faces east): 71” W x 37” H
- G (faces east): 17.5” W x 37” H
- H (faces south): 74” W x 37” H
SPONSORSHIP OPPORTUNITIES

ESCALATOR BRANDING SPONSORSHIPS $25,000 each
The Walter E. Washington Convention Center is a large space – with a lot of ups and downs – escalators, that is. This is a terrific way to place your brand in front of all attendees as they make their way throughout the convention center. Your logo/message can be featured on the following high-traffic escalator runs.

Available Locations:
• East Grand Lobby Level 1 to Level 2
• East Grand Lobby Level 2 to Level 3
• West Grand Lobby Level 1 to Level 2
• West Grand Lobby Level 2 to Level 3
• Grand Lobby to Hall A Concourse
• Hall A Concourse to Exhibit Hall
• Hall B Concourse to Exhibit Hall
• Hall C Concourse to Exhibit Hall
• Middle Building Concourse to Level 1
• Middle Building Level 1 to L Street Bridge
• Grand Lobby to Mezzanine & L Street Bridge

PRESIDENT’S RECEPTION SPONSORSHIP $50,000
(Exclusive Opportunity)
Show your support for the Annual Meeting by sponsoring the official opening social event – the President’s Reception, which will be held on Monday, 11 October from 1830-2015 in the Ballroom of the Walter E. Washington Convention Center. Place your brand front and center as our members, chapter leaders, industry partners, international delegations and Military and Civilian VIPs gather to network and hear brief remarks from the President of AUSA, the Secretary of the Army, the Army Chief of Staff, and the Sergeant Major of the Army. Your investment includes:
• Recognition on signage (digital and printed).
• Recognition on the AUSA website.
• Recognition in the Show Guide.
• Sponsor may provide branded paper products.

EVENT MOBILE APP SPONSORSHIPS
Attendees and exhibitors will be opening the event app frequently to navigate and plan their Annual Meeting experience, which makes the app an excellent place to deliver time-sensitive announcements. What better way to show your support of AUSA and the Annual Meeting and move your message to everyone in attendance! Exclusive and a-la-carte opportunities are available.

Mobile App Premiere Sponsorship $30,000
Mobile App Promoted Post $10,000
Mobile App Push Notifications $5,000
SPONSORSHIP OPPORTUNITIES

HOTEL KEY CARD SPONSORSHIP
Your logo and message, along with AUSA’s logo, will be imprinted on each hotel key card used in hotels with the largest AUSA room blocks. Keys provide exposure multiple times each day – every time attendees enter or leave their rooms. The keys are the first thing they receive upon check-in and the last item they use before heading home.

Sponsor Benefits:
- Brand visibility to thousands of meeting attendees!
- Recognition in the Show Guide and website.

Conditions of Sponsorship:
- Sponsor must supply the key cards.
- Quantity of key cards should equal double the number of rooms on peak.
- Key card design must include the AUSA logo and be approved by AUSA prior to production.

Marriott Marquis (Headquarters Hotel) $25,000
Renaissance Washington, DC $20,000
Grand Hyatt $15,000

EXHIBIT HALL NETWORKING LOUNGE $40,000
Promote your presence by helping enhance everyone’s networking experiences! AUSA is pleased to offer a limited number of Networking Lounges in a variety of locations in the Exhibit Hall. These lounges will be open to all attendees during exhibit hall hours on all three days of the meeting. This 400 net square foot space will be fully carpeted and furnished with tables, chairs and sofas for attendees to sit and relax, as well as network and conduct business. This sponsorship will also include the following:
- A charging station with your signage prominently displayed.
- Signage.
- Carpet tile with your logo.
- Hanging signage identifying your company as the sponsor.
- Opportunity to display/distribute promotional materials.
- Recognition in the Show Guide.
- Recognition on the Floor Map.

Refreshments may be ordered and provided by the sponsor at their discretion.

INTERNATIONAL MILITARY VIP RECEPTION $40,000
Network with senior leaders from around the world. Key military leaders from partner nations are invited by the U.S. Army Chief of Staff and represent more than 70 countries. Senior leaders from the U.S. Army, including the Chief of Staff traditionally attend. Your firm will receive signage strategically placed throughout this event recognizing your support. Sponsor can provide paper products for further branding. Over 600 attendees are expected.
HALL B ROTUNDA NETWORKING AND CHARGING LOUNGE  $30,000

Limited availability
Promote your presence by helping enhance everyone’s networking experiences! AUSA is pleased to offer a new networking and charging lounge in the Hall B Rotunda. This space bridges the gap between the Hall A and B Concourses. This area is heavily traversed by people making their way to the exhibit halls below, and the meeting space above. The lounge is highly visible and located at the bottom of busy escalators. The lounge includes a huge video monitor, which will play content of up to five sponsors in a loop. This lounge will be open to all attendees during the meeting from 0700-1700 each day. Sponsorship includes:

- Recognition on signage (digital and printed).
- Recognition on the AUSA website.
- Recognition in the Show Guide.

Have an idea for a sponsorship you don’t see here? Interested in customizing a sponsorship package? Contact us today!

INTERNATIONAL MILITARY LOUNGE  $25,000

The International Military Lounge is the designated gathering place for VIPs from around the world attending the Annual Meeting. The lounge gives these attendees a place to gather, enjoy refreshments and network with one another. Sponsorship of the lounge will give you an opportunity to place your brand in front of these important attendees in the form of signage inside and outside the room, your printed collateral placed in the room, and paper products used with the refreshments. In addition, you will receive recognition on the AUSA website, printed Program, and Show Guide as a sponsor.

COMMUNITY PARTNER LUNCHEON  $12,000
Marriott Marquis
This luncheon honors our Community Partners and their many contributions to the chapters’ programs to support Soldiers and Families. Previous speakers include the Commanding General, U.S. Army Materiel Command and the Commanding General, Training and Doctrine Command. The anticipated number of attendees is 400-500. Sponsorship includes:

- Signage identifying your firm as the luncheon sponsor placed near the entrance and adjacent to the speaker’s podium.
- Complimentary head-table seat for your designated representative.
- Complimentary table reserved for your company or Army designees.
- Opportunity to provide a company brochure or small token for the attendees.

Have an idea for a sponsorship you don’t see here? Interested in customizing a sponsorship package? Contact us today!
SPONSORSHIP OPPORTUNITIES

ARMY CIVILIAN LUNCHEON $12,000
Marriott Marquis
This luncheon will honor government civilians and recognize the Department of the Army Civilian of the Year winner. Previous speakers include the Under Secretary of the Army, as well as Commanders from U.S. Army Commands. The anticipated number of attendees is 300-400.
Sponsorship includes:
- Signage identifying your firm as the luncheon sponsor placed near the entrance and adjacent to the speaker’s podium.
- Complimentary head-table seat for your designated representative.
- Complimentary table reserved for your company or invited guests.
- Opportunity to provide a company brochure, or small token for the attendees.

INTERNATIONAL MILITARY BREAKFAST $12,000
An excellent opportunity for one-on-one conversations with foreign army commanders and their representatives, along with executives from AUSA National Partners. At the breakfast, your firm will receive signage strategically placed throughout the room recognizing your support. Sponsor may provide additional branding in the form of paper products. The anticipated number of attendees is 250.
Sponsorship includes:
- Signage identifying your firm as the luncheon sponsor placed near the entrance and adjacent to the speaker’s podium.
- Complimentary head-table seat for your designated representative.
- Complimentary table for your company or invited guests.
- Opportunity to provide a company brochure, or a small token for the attendees.

MG ROBERT G. MOORHEAD GUARD/RESERVE BREAKFAST $12,000
Held on Monday morning of the meeting, this event recognizes outstanding chapter efforts in support of Reserve Component Soldiers and Families. Previous speakers have included the Commanding General, U.S. Army Forces Command and the Sergeant Major of the Army. The anticipated number of attendees is 350-450.
Sponsorship includes:
- Signage identifying your firm as the breakfast sponsor placed near the entrance and adjacent to the speaker’s podium.
- Complimentary head-table seat for your designated representative.
- Complimentary table reserved for your company or invited guests.
- Opportunity to provide a company brochure, or a small token for the attendees.
SPONSORSHIP OPPORTUNITIES

ARMY CADET LUNCHEON  $12,000

Marriott Marquis

This luncheon is for Army cadets from all sources of commissioning and Junior ROTC programs, ROTC cadre and invited guests. The event recognizes junior and senior ROTC cadets from across the country with awards and scholarships. The luncheon features an address by a senior Army Commander and entertainment by Downrange from the U.S. Army Band, Pershing’s Own. Previous speakers have included the Commanding General, U.S. Army Materiel Command and the Commanding General, U.S. Army Training and Doctrine Command. The anticipated number of attendees is 400 – 450.

Sponsorship includes:
• Signage identifying your firm as the luncheon sponsor placed near the entrance and adjacent to the speaker’s podium.
• Complimentary head-table seat for your designated representative.
• Complimentary table reserved for your company or Army designees.
• Opportunity to provide a company brochure, or small token for the attendees.

WARRANT OFFICERS BREAKFAST  $12,000

This breakfast features a high-level guest speaker who discusses issues of critical importance to the United States Army Warrant Officer Community. The anticipated number of attendees is 200. Sponsorship includes:
• Signage identifying your firm as the breakfast sponsor placed near the entrance and adjacent to the speaker’s podium.
• Complimentary head-table seat for your designated representative.
• Complimentary table reserved for your company or Army designees.
• Opportunity to provide a company brochure, or small token for the attendees.

MILITARY FAMILY FORUM  $10,000 (per forum)

The AUSA Family Readiness Directorate is proud to host several Military Family Forums throughout the Annual Meeting. These Forums provide a venue for military and civilian leadership to address Army family issues and to introduce new organizations, initiatives, and programs. Historically, these forums attract more than 400 attendees. Sponsorship includes:
• Signage identifying your firm as the sponsor placed near the entrance and adjacent to the speaker’s podium.
• VIP seating for your designated representatives.
• Opportunity to provide a company brochure, small printed piece and/or a small token for the attendees.
SPONSORSHIP OPPORTUNITIES

**WI-FI** (5 Opportunities) $10,000
AUSA will offer free Wi-Fi access to Annual Meeting participants during the event. Attendees will be able to access the Internet from all public areas outside the exhibit hall and meeting rooms at the Walter E. Washington Convention Center. As a Wi-Fi Sponsor, you can define one of the five landing pages that attendees will see as they connect to the Internet. This is a great opportunity to reach a large targeted audience, brand your organization, and move your message to Annual Meeting attendees during the show.

**CHARGING LOUNGE** $10,000-$20,000
Charging Lounges provide the ultimate charging experience! Charging Lounges are offered in high-traffic areas in the convention center, where people are making their way to the exhibit halls, educational forums, meetings and social functions. The key feature of the lounge is an 80" monitor which continuously plays your audio visual/digital marketing message (max 5-minute loop) while attendees are taking a break to charge their mobile devices. Assignment of Lounge location is based on sponsor request and fulfilled on a first-come, first-served basis. Charging Lounge sponsor option does not include the Exhibit Hall or Rotunda charging stations.

**EXHIBIT HALL BANNER** $10,000
With over 600 exhibits and 30,000 attendees, visibility is a key component to your success at one of the world’s largest land warfare expositions. We offer large graphics printed on vinyl banners in full color. Banners will be hung on the west wall of Exhibit Halls A, B & C and on the north wall of Exhibit Halls D & E. Your company logo and booth number will be prominently displayed and printed at approximately 15’ × 15’. Sponsorship includes the production and rigging of the banner.

**ONLINE REGISTRATION BANNER** $5,000
Want to make a first impression at this year’s Annual Meeting? Registration for the Annual Meeting opens in June. Your company will be one of the first that attendees and exhibitors see when they register for their badges. The registration page will feature a scrolling banner using your artwork, with five possible positions.

**POP-UP MEETING ROOM** $4,000 (per day)
AUSA will manage five meeting rooms for attendees to reserve space for “Pop-Up” meetings. This sponsorship includes one sign with your logo located in a common area outside the meeting rooms. The sponsor is encouraged to supply pens and pads/notebooks with their logo, which will be available to attendees in the common area outside the meeting rooms. This sponsorship will reach an estimated 300 people per day.
### Show Guide & Map Sponsorship

The Show Guide will contain an alphabetical listing of all exhibitors as well as product and service descriptions and complete contact information for each organization. The Show Guide will be available to all attendees, including senior Army leaders and representatives from numerous international delegations representing our Allied military organizations. The Show Guide will serve as a valuable resource to attendees long after the Annual Meeting concludes.

<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Belly Band</strong></td>
<td>$18,000</td>
</tr>
<tr>
<td><strong>Back Cover Ad</strong></td>
<td>$12,000</td>
</tr>
<tr>
<td>Move your message to our attendees by sponsoring the back cover of our guide, featuring your artwork.</td>
<td></td>
</tr>
<tr>
<td><strong>Inside Front Cover Ad</strong></td>
<td>$10,000</td>
</tr>
<tr>
<td>Move your message to our attendees by sponsoring the inside front cover of our guide, featuring your artwork.</td>
<td></td>
</tr>
<tr>
<td><strong>Inside Back Cover Ad</strong></td>
<td>$9,000</td>
</tr>
<tr>
<td>Move your message to our attendees by sponsoring the inside back cover of our guide featuring your artwork.</td>
<td></td>
</tr>
<tr>
<td><strong>Full Page Ad</strong></td>
<td>$7,500</td>
</tr>
<tr>
<td>Move your message to our attendees by sponsoring a full page in our guide, featuring your artwork.</td>
<td></td>
</tr>
<tr>
<td><strong>Front Cover Logo</strong></td>
<td>$7,000</td>
</tr>
<tr>
<td>(4 Available)</td>
<td></td>
</tr>
<tr>
<td>Sponsorship will be featured on the front cover of the Show Guide and includes a full color company logo, tagline and booth number.</td>
<td></td>
</tr>
<tr>
<td><strong>Show Guide Page Runner</strong></td>
<td>$6,000</td>
</tr>
<tr>
<td>The Show Guide will contain an alphabetical listing of all exhibitors as well as product and service descriptions and complete contact information for each exhibiting organization. The Show Guide will be distributed to all attendees, including senior Army leaders and representatives from numerous international delegations representing our Allied military organizations. The Show Guide will serve as a valuable resource to attendees long after the Annual Meeting concludes. Sponsorship includes your company logo at the bottom right page of the exhibitor description portion of the Guide. Sponsorship will include your company logo, tagline and booth number.</td>
<td></td>
</tr>
<tr>
<td><strong>Premium Listing</strong></td>
<td>$500</td>
</tr>
<tr>
<td>Make your exhibitor listing stand out! Drive traffic to your booth! It is as easy as uploading your company logo when you enter your Show Guide listing. Take advantage of this opportunity to enhance your presence in the guide.</td>
<td></td>
</tr>
<tr>
<td><strong>Floor Map Sponsorships</strong></td>
<td></td>
</tr>
<tr>
<td>This sponsorship is an effective way to highlight your participation at the exposition. The printed map will be distributed to all participants and will serve as a guide to the Annual Meeting exhibits. In addition, the map graphic will be used on “You Are Here” kiosks strategically placed on the show floor and in high traffic areas throughout the event. This sponsorship includes:</td>
<td></td>
</tr>
<tr>
<td>1. Company logo placed adjacent to the printed floor map.</td>
<td></td>
</tr>
<tr>
<td>2. A directional arrow from your logo to your display space.</td>
<td></td>
</tr>
<tr>
<td>3. A color entry, highlighted on the exhibitor list. Your investment in this sponsorship will drive traffic to your booth!</td>
<td></td>
</tr>
<tr>
<td><strong>Printed Floor Map/Locator</strong></td>
<td>$7,500</td>
</tr>
<tr>
<td><strong>Printed Floor Map</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Back Cover</strong></td>
<td>$15,000</td>
</tr>
<tr>
<td>Your full color artwork/ad will be featured on the back cover of the map.</td>
<td></td>
</tr>
</tbody>
</table>