



KNOW BEFORE YOU GO AND ANNUAL MEETING HIGHLIGHTS

Everything you need to know to help you prepare for the 2026 AUSA Annual Meeting

AMERICANS WITH DISABILITIES (ADA)

Registrants with special needs will be accommodated to the fullest extent possible. Please advise Ms. Lori Wulf, 703-887-0883, or personnel at the Security Office, Room 160, of any requirements.

ATTENDANCE GUIDELINES

All registrants attending the AUSA Annual Meeting must provide a valid, government-issued photo ID and demonstrate an “identifiable relationship” with the Army and/or AUSA. AUSA reserves the right to deny or revoke admission at any time. The full details can be found [HERE](#).

AUSA CODE OF CONDUCT

AUSA is committed to providing a safe, productive, and welcoming environment for all attendees, exhibitors, speakers, vendors, and staff. All participants, including but not limited to attendees, speakers, sponsors, AUSA staff members, service providers, and others, must abide by this Code of Conduct. AUSA has zero tolerance for any form of discrimination or harassment by participants or our staff at our meetings. If you experience harassment or hear of any unacceptable behavior, please contact a member of the AUSA staff immediately so we can take appropriate action. Our full policy can be found [HERE](#).

DIGITAL ACCESS PASS – SKIP THE REGISTRATION LINES ON MONDAY MORNING

AUSA is pleased to offer two options for accessing events at this year’s Annual Meeting. The Digital Access Pass may minimize the time it takes to get to an event on the first day. Your Digital Access Pass will be scanned upon entry into the Walter E. Washington Convention Center and can be used to attend all contemporary military forums and educational sessions in place of a printed badge. All conference attendees who register will receive a Digital Access Pass with instructions on how to add the pass to your Apple or Android wallet.

PRINTED BADGES REQUIRED FOR THE EXHIBIT HALL. Printed badges are required to enter the exhibit halls and to receive event tickets. You may also use your printed badge for entry to all events instead of the Digital Access Pass.

EMERGENCY: In an emergency, please call 202-249-3333 if you are in the convention center or 202-824-9667 at the Marriott Marquis, or 59667 from any house phone.

PHOTOGRAPHY ACKNOWLEDGEMENT

Attendees acknowledge that by entering the AUSA Annual Meeting & Exposition, photos and recordings may be taken for promotional purposes. Please let a photographer/videographer know if you do not wish for your image to be used. In addition, the appearance of U.S. Department of War (DoW) visual information does not imply or constitute DoW endorsement.

REGISTRATION AND SATELLITE BADGE PICKUP LOCATIONS

LOCATION	DAY	DATE	TIME
Convention Center, East Salon	Friday	9 Oct 26	0800 – 1700
• On-site registration	Saturday	10 Oct 26	0800 – 1700
• Pre-registered badge pickup	Sunday	11 Oct 26	0800 – 1700
• Eisenhower & Marshall ticket pickup*	Monday	12 Oct 26	0630 – 1830
• Registration Help Desk	Tuesday	13 Oct 26	0700 – 1700
	Wednesday	14 Oct 26	0800 – 1700
Convention Center, West Salon	Sunday	11 Oct 26	0800 – 1700
• Pre-registered badge pickup only	Monday	12 Oct 26	0630 – 1700
Convention Center, Middle Building (Metro entrance access)	Monday	12 Oct 26	0630 – 1830
• Pre-registered badge pickup only	Tuesday	13 Oct 26	0700 – 1700
Marriott Marquis	Sunday	11 Oct 26	1200 – 2200
• Pre-registered badge pickup only	Monday	12 Oct 26	0630 – 1700
	Tuesday	13 Oct 26	0700 – 1200
Grand Hyatt, Residence Inn, and Westin (9th Street)	Sunday	11 Oct 26	1200 – 2200
• Pre-registered badge pickup only	Monday	12 Oct 26	0630 – 1200
*Late ticket pickup for the Eisenhower Lunch and Marshall Dinner will be at the Ballroom during these times only:			
Convention Center, Level 3, Ballroom Door B			
• Will call Eisenhower Lunch tickets	Tuesday	13 Oct 26	1130 – 1300
• Will call Marshall Dinner tickets	Wednesday	14 Oct 26	1700 – 1900

SECURITY

The AUSA Security Operations Office is in Room 160 and can be reached by phone at 202-249-4045. Marriott Marquis Safety and Security may be contacted at 202-824-9667. Please note:

- We will once again have touchless security screening systems at each of the major entrances to the convention center.
- The following items are prohibited in all AUSA areas: Firearms, ammunition, explosives, chemical agents, knives with blades over four inches, and other dangerous weapons.

AUSA PAVILION

The Annual Meeting & Exposition may be AUSA's biggest event, but our mission continues all year long. AUSA educates, informs and connects the Total Army while supporting Soldiers, Army civilians and families, providing a voice for the Army and honoring those who have served. See our mission in action throughout the AUSA Pavilion. Visit all four Pavilion Zones—Education, Membership, Family Readiness and Partners—to learn more about AUSA and the resources available to our Army community.

BONUS: Play to Win! Scout all four zones, gather intel on AUSA and complete the Pavilion Challenge for your chance to win our America 250: Exploring America the Beautiful Prize Pack.

AUSA Education Zone – Level 1, Outside Rooms 140 – 160

Explore valuable Army resources, including free publications, graphic novels, the latest Green Book and Profile of the U.S. Army, plus listen to the latest AUSA podcasts at the Army Matters podcast listening station. Purchase AUSA's high-quality books about military history, leadership, and national security. You can even meet their authors and have books personally signed, creating an unforgettable experience for any book lover. Take advantage of this unique opportunity to expand your collection and connect with the stories that inspire us all. AUSA is also excited to introduce its new Enhance Your Life program, connecting members with certificate programs from accredited universities to build valuable skills and advance their careers. Stop by to meet participating institutions and learn about available programs.

AUSA Family Zone – Hall A, Aisles 300 – 500

Boost your family's quality of life at the AUSA Family Readiness Pavilion in the AUSA Family Zone. Featuring 23 nonprofit organizations and service providers, learn how AUSA's community is dedicated to enhancing the lives of Army Families.

AUSA Member Zone – L Street Bridge, near the entrance to Halls D & E

Discover all the benefits of AUSA membership! Meet an AUSA membership representative to learn more about Premium member perks and take advantage of special discounted membership rates in celebration of America's 250th birthday: \$30 for 2-YR, \$50 for 5-YR, and \$250 for Life memberships. AUSA Premium members are invited to our exclusive VIP Premium Members Lounge, offering plush seating and a private café for a top-tier experience.

AUSA Partner Zone – B Concourse, near the Hall B Entrance

Need a coffee break? Stop by the Partner Zone, where coffee is conveniently available for purchase while you connect with AUSA's Association Partners. These like-minded organizations provide their members with complimentary AUSA membership, giving them access to AUSA member discounts, chapters, resources and more. Meet participating partners and learn how they connect their communities with AUSA.

AUSA Store – L Street Bridge, near the entrance to Halls D and E

Show your AUSA pride with the latest gear and gifts from the AUSA Store. You'll find challenge coins, books, baseball caps, puzzles, notebooks, and even souvenirs for the kids. Don't miss a fan favorite—"The General's Hot Sauce," packaged in a distinctive glass grenade. There's something for everyone!

AUSA NEWS, UPDATES, AND HIGHLIGHTS

Catch the latest news and highlights, including the livestreams from key events, [HERE](#).

AUSA ANNUAL MEETING APP

[Download the AUSA App!](#) Please ensure your app is up to date by either refreshing it (within the app) or downloading it again via the app store. If you're using an older device and have issues updating it, try deleting the app and reinstalling it. Our app allows you to:

- View the meeting agenda and session information
- Create a personalized schedule of events
- Receive session reminder notifications
- View and connect with exhibitors
- Find your way around the convention center hall

For troubleshooting, please contact app@ausa.org.

BAG AND COAT CHECKS

A bag and coat check will be operating in the following locations. The charge is \$5 per item.

- Exhibit Hall C Entrance (Concourse Level) | 12 – 14 October | 0800 – 1800
- West Salon | 12 – 14 October | 0800 – 2230

CHANGING ROOM

The changing room is located at Salon E, near East Registration. Please stop by the Information Desk at the Allen Y. Lew Place entrance for the key. This is a public-use area, and personal belongings, uniforms, or clothing should not be left in the room. Please take personal items to the coat check.

DRESS CODE

For a list of what to wear to each event, please click [HERE](#).

EXHIBIT HALL HOURS:

- 12 October 0900 – 1700
- 13 October 0900 – 1700
- 14 October 0900 – 1700

FREQUENTLY ASKED QUESTIONS: See a complete list of FAQ's [HERE](#).

FLOOR PLAN: For a complete list of exhibitors, along with where they are located, click [HERE](#).

INFORMATION BOOTHS

Two information booths will be open during registration hours to answer questions and provide directions. Lost and found items may be dropped off or picked up at these booths. Any unclaimed items will be turned over to the convention center security office at the end of each day.

- Main Entrance: 11 – 14 October
- Metro Entrance: 12 – 13 October

LACTATION ROOM

The Walter E. Washington Convention Center has two Mamava pods for those in need on a first-come, first-served basis. For refrigeration needs, please contact the information desk in the Grand Lobby.

1. L-Street North Lobby | 2. Near Meeting Room 103

LIVESTREAM

Several key events at this year's AUSA Annual Meeting will be livestreamed [HERE](#).

LOST AND FOUND

Lost and found is located at the information booth during registration hours. Items will be turned over to the convention center security at the end of each day.

MARRIOTT MARQUIS CONNECTOR HOURS

- | | | | |
|--------------|-------------|--------------|-------------|
| • 8 October | 0600 – 1800 | • 12 October | 0600 – 2200 |
| • 9 October | 0600 – 2000 | • 13 October | 0600 – 2030 |
| • 10 October | 0600 – 2000 | • 14 October | 0600 – 2230 |
| • 11 October | 0600 – 2200 | • 15 October | 0600 – 1500 |

MEETING SPACE REQUESTS: AUSA will offer pop-up meeting space in the Walter E. Washington Convention Center and the Marriott Marquis on a first-come, first-served basis for groups of 20 or fewer. These requests can be made onsite in Room 206 of the convention center starting Sunday, 11 October at 0800 or by emailing popups@ausa.org.

PRESS: All official AUSA events are on the record and for attribution. The AUSA Press Room is located in Room 103A, and the Army Public Affairs Office is in Room 103B of the convention center. They will be in operation from Sunday, 11 October, through Wednesday, 14 October.

SOCIAL MEDIA: JOIN THE CONVERSATION! [#AUSA2026](#) | Tag us @AUSAorg.

SPREAD THE WORD!

Help share the excitement by letting your networks know about this year's event. We created this easy-to-share personalized post that you can send to your LinkedIn network with only a couple of clicks. Help us share today with a [PERSONALIZED POST](#).

TRANSPORTATION

No general bus service is scheduled for attendees. Shuttle bus service from the Pentagon to the convention center will be provided on a first-come, first-served basis, with priority to military and Department of the Army Civilian personnel in an approved duty status supporting the event. Buses will run every 30 minutes, with the first bus departing the Pentagon at 0600 hours and the last bus departing the Convention Center at 1730, 12 – 14 October. Buses for congressional staffers will be available on Tuesday, 13 October, starting at 0930 from Peace Circle. The bus will return to Capitol Hill every 30 minutes, with the last bus departing the Convention Center at 1830.

WIFI: Sponsored by CHAOS, ECHMAV, Fluet, and M1 Mission First.

- SSID: AUSA2026 | No password required

AUSA ANNUAL MEETING HIGHLIGHTS

(All events take place in the Walter E. Washington Convention Center unless otherwise noted)

AGENDA

We have an amazing lineup of speakers again this year! For the latest updates, please visit the current agenda found [HERE](#).

AUSA AUTHORS' FORUM

The AUSA Book Program offers high-quality books about military history, leadership, and national security. Learn about our authors' latest projects during the AUSA Authors' Forum—and visit the AUSA Education Booth to have them sign their books. Plus, get free copies of the new AUSA graphic novel collection.

NEW! AUSA ENHANCE YOUR LIFE PAVILION: Level 1, Outside Rooms 140 – 160

Explore opportunities to grow your skills and advance your career at the Enhance Your Life Pavilion during the AUSA Annual Meeting. Connect with six participating education and professional development partners to learn about online degrees, certifications, credentials, and discounted offerings available through AUSA's Enhance Your Life Program.

This year's participants include Central Michigan University; Project Management Institute; Get It Done Consulting, LLC; ASU: School of Applied Professional Studies; Norwich University; and Purdue Global.

Stop by, ask questions, explore your options, and take the next step toward your personal and professional goals.

AUSA FAMILY READINESS PAVILION – Aisles 300, 400, and 500 | Hall A

The AUSA Family Readiness Pavilion will feature nonprofit organizations and service providers aimed at increasing quality of life for Army families.

AUSA GENERATION NEXT FORUM

The Generation Next Forum is AUSA's exclusive leadership development experience for 100 high-potential emerging leaders, held alongside the AUSA Annual Meeting. Taking place over two full days, 13 – 14 October, in Room 146C, the forum is designed to accelerate professional growth through direct access to defense industry executives, renowned authors, civilian subject matter experts, retired senior military leaders, and accomplished peers.

Through curated keynote presentations, interactive discussions, and intentional networking opportunities, participants gain valuable insights, expand their professional networks, and build relationships with those helping shape the future of the profession.

Attendees also receive full access to AUSA Annual Meeting events and social engagements at no cost, combining an elite leadership experience with immersion in one of the Army's premier professional gatherings. Learn more [HERE](#).

AUSA HUMAN PERFORMANCE PAVILION – Booth 7327 | Hall D

Winning matters. Discover the tools that power the Soldier Weapon System and learn how to operationalize Holistic Health and Fitness in the AUSA Human Performance Pavilion, located right next to the U.S. Army exhibit. Featuring 18 industry leaders showcasing solutions to support H2F across multiple domains, the pavilion provides Army leaders the opportunity to connect directly with trusted partners about human performance needs and priorities.

As the leading supplier of fitness and tactical training solutions to the U.S. military, BeaverFit creates unique training environments that strengthen readiness and lethality, helping warfighters to win. The AUSA Human Performance Pavilion, powered by BeaverFit, is a must-visit for anyone looking to optimize H2F and Soldier readiness. Come share what winning looks like for your team.

AUSA WARFIGHTER AND FAMILY FORUMS

AUSA's Family Readiness Directorate is honored to host three events, including the Army Senior Leader Forum. Join us and stay relevant with the latest resources and connections needed to build and enhance resiliency and grit to thrive through Army life.

OFFICIAL PRINT & DIGITAL SHOW DAILIES, EXCLUSIVE PANEL SESSIONS PRESENTED BY DEFENSE NEWS

We are once again proud to partner with Defense News to bring you the [AUSA Show Daily](#), the exclusive daily publication of this event. The [Defense News](#), [Army Times](#), and [C4ISRNET](#) editorial teams will explore the latest news, industry trends, and hottest technology from this year's Annual Meeting. The comprehensive coverage will be posted across [defensenews.com](#), [armytimes.com](#), [c4isrnet.com](#), and promoted to AUSA Annual registrants.

DEFENSE NEWS PANEL EVENTS: Defense News will host a [series of events](#) during AUSA's Annual Meeting. Each event will be a panel discussion with military, government, and industry speakers, exploring specific aspects of Army business. AUSA registration is required to attend these in-person discussions. Alternatively, you may register to watch the livestream of each event online.

Do you have news to share? Send your press releases, fact sheets, images, contract announcements, and other materials to Defense News for consideration in the AUSA Show Daily. Printed Show Daily publications will be distributed each day at the show, and articles will be posted online continually during the event. Please send your content to [Pitch Desk - Defense News](#).

EXHIBIT SALES OFFICE – Room 102

Book your space today! Our team will be on-site selling exhibit space for the following events:

- **2026 LANDEURO**
Wiesbaden, Germany | 3 – 4 December 2026
- **2027 AUSA Global Force Symposium and Exposition**
Huntsville, Alabama | 16 – 18 March 2027
- **2027 AUSA Annual Meeting and Exposition**
Washington, DC | 13 – 15 October 2027

Please note that we require a 10% deposit to book exhibit space at any of our events. Please also note that exhibit space for our 2027 Annual Meeting is available only to AUSA National Partners. The appointment schedule can be found [HERE](#).

NATIONAL PARTNER AWARDS

AUSA needs your help at the Annual Meeting! Choose which company gets your vote for Best-In-Show National Partner Exhibitor and the Best New Product/Service National Partner Exhibitor. Voting will start on 12 October. Scan the QR Code on any of the National Partner Award signs around the show. View more details [HERE](#) and get ready to vote!

NEW! VISIT THE [OUTDOOR EXHIBITS!](#)

Don't stop at the exhibit hall! Just steps from the convention center (900 9th Street, NW), the AUSA Outdoor Exhibits feature even more displays, vehicles, and technologies to explore. Be sure to make it part of your Annual Meeting experience!

Outdoor Display Hours:

- Monday, 12 October 0900–1900
- Tuesday, 13 October 0900–1900
- Wednesday, 14 October 0900–1300

PERFORMANCES BY THE WASHINGTON TATTOO

The Washington Tattoo produces unforgettable immersive experiences fueled by world-class global performers, military precision, and cultural excellence, creating an atmosphere for people, organizations, and businesses to network, connect, and build impactful relationships. There will be several performances throughout this year's Annual Meeting. Don't miss this unforgettable experience!

THANK YOU TO OUR SPONSORS

Thank you to all our sponsors for supporting this year's event! Without you, much of what we do would simply not be possible. A big thank you to our Star Sponsors!

Four-Star Sponsors

- AIR (Formerly Govini)
- BAE
- Boeing
- General Dynamics
- L3Harris
- Lockheed Martin
- Northrop Grumman
- ONDAS
- RTX
- Thunder Tiger
- USAA

Three-Star Sponsors

- Advanced Navigation America
- Onebrief
- Sig Sauer
- Tiberius Aerospace

Two-Star Sponsors

- Glenair
- Intel
- Sierra Nevada Corporation

One-Star Sponsors

- Draganfly Innovations USA, Inc.
- DTC | A Codan Company
- EXIGER
- Forterra
- Microsoft
- M1 Support Services

U.S. ARMY EXHIBIT AND WARRIORS CORNER – Booth 7027 | Hall D

The U.S. Army Exhibit offers a dynamic and immersive experience through interactive kiosks that highlight how the Army meets the demands of a rapidly evolving global landscape. Warriors Corner provides a robust schedule of presentations by Army leaders highlighting how the Army serves as the foundation of the joint force.

To view the latest schedule, click [HERE](#).

U.S. ARMY SMALL BUSINESS SEMINAR & MATCHMAKING SESSIONS

The Department of the Army, Office of Small Business Programs (OSBP) invites you to attend the 14th annual Army Small Business Seminar and Matchmaking Session held during the 2026 AUSA Annual Meeting, 13 – 14 October 2026.

- **Small Business Seminar**

Tuesday, 13 October | Room 201 | 0900 – 1430

The Small Business Seminar is designed to provide small businesses with the tools to strengthen their understanding of how to do business with the Department of the Army and the federal government. Participants will hear from senior Department of War leaders and acquisition professionals on current small business priorities and upcoming opportunities across the Defense Industrial Base. Educational sessions will provide practical guidance on Army acquisition strategies, contracting opportunities, and proven approaches for successfully competing in the federal marketplace.

Whether you are entering the government market for the first time or seeking to expand your business with the Army, the seminar offers valuable insights and actionable information to help position your company for success.

- **Small Business Matchmaking**

Wednesday, 14 October | Room 201 | Check-in: 0900

Matchmaking Sessions: 0930 – 1630

The in-person Matchmaking Sessions provide small businesses with the opportunity to meet one-on-one with small business representatives from various agencies and prime contractors through scheduled 10-minute meetings. These focused discussions allow participants to showcase their capabilities, establish meaningful connections, gain valuable feedback, and explore potential contracting and partnering opportunities.

Interested in signing up for a Matchmaking Session? MatchSynergyHelpdesk@cybersynergy.net
Registration information and event updates are available [HERE](#).

U.S. ARMY PIT INNOVATORS CORNER – Booth 1525 | Hall A

This year's Innovators Corner will feature 15+ innovative small businesses, all alumni of Army Pathways to Innovation and Technology (PIT) programs. Throughout the three-day AUSA event, these companies will showcase technologies aligned with key Army modernization priorities, including artificial intelligence and machine learning, autonomy, advanced materials, contested logistics, power and energy, sensing, and more. From bold concepts to mission-focused solutions, their technologies are helping the Army respond to evolving operational needs while contributing to innovation across the broader defense ecosystem.

Stop by the Innovators Corner to see these technologies firsthand, meet the small businesses behind them, and learn more about upcoming opportunities through Army PIT.

U.S. ARMY LIVE TECH DEMO AREA – Booth 1725 | Hall A

Highlights current and emerging technologies that support integrated concepts and requirements, are informed by experimentation, and synchronized into Army processes to drive persistent Army modernization. This area features a netted fly zone for safe, controlled demonstrations of UAS, UGV, and C-UAS capabilities, and focused static display areas that allow senior leaders and visitors to engage directly with key technologies.

U.S. ARMY FUZE PROGRAM xTECH | DISRUPT | Booth 1617 | Hall A

The U.S. Army is expanding xTech|Disrupt at the 2026 AUSA Annual Meeting with a focused competition addressing urgent Soldier needs: power generation/storage solutions. Each challenge is designed to identify demonstration-ready technologies that integrate with Army systems and transition quickly into experimentation.

xTech|Disrupt Endurance

xTech|Disrupt Endurance will source innovative Soldier-ready power technologies through a fast, on-site format. Companies register on the AUSA floor, deliver a one-minute elevator pitch, and may be selected to advance to a five-minute presentation on the xTech|Disrupt stage. Up to 18 companies will compete for \$500K in total cash prizes with direct access to Army and DoW evaluators.

On-site Registration: 12 October: 1100 – 1630 | 13 October: 0900 – 1555

Learn more and register [HERE](#).

U.S. COMMERCIAL SERVICE – Booth 6000 | Hall D

AUSA has partnered with the U.S. Department of Commerce's U.S. Commercial Service (USCS) through the Trade Event Menu of Services (TEMS) program to recruit international buyers to attend this year's Annual Meeting and connect with U.S. companies. Commercial Specialists located in your local U.S. Embassy or Consulate can assist you with show registration, help you locate the products you are looking to purchase at the show, and assist in setting up meetings with you and U.S. businesses. As part of the TEMS, many U.S. Embassy Commercial Specialists lead delegations to AUSA 2026.

Seminars: The U.S. Commercial Service will also host a series of seminars during this year's event. These briefings will provide a comprehensive overview of current needs and opportunities, with direct access to key officials from the U.S. government and foreign procurement officials. Enhance your understanding of strategic planning, innovation, and advanced technologies, and connect with decision-makers in these critical regions.

- Insights into Estonia and Latvia's Defense Markets: Procurement & Innovative Defense Technologies | Monday, 12 October | 1000 – 1200 | Room 204A
- Black Sea and Croatia Defense Opportunities | Monday, 12 October | 1300 – 1400 | Room 147B
- Championing U.S. Industry, Trade, and Security: A Whole-of-Government Approach
Tuesday, 13 October | 1100 – 1300 | Room 204A
- Navigating the Defense Sector in the Netherlands: Procurement, Partnerships and Opportunities
Wednesday, 14 October | 0900 – 1100 | Room 204A

For more information: [U.S. Commercial Service](#). Please also visit the U.S. Commercial Booth #6000 during the show.

VETERANS PAVILION – Aisle 400 | Hall A

AUSA has teamed up with the Department of Veterans Affairs to help provide the best care and services for our veterans and their families. Visit the AUSA Veterans Pavilion to speak directly with key personnel about important VA services. For more information, visit [HERE](#).

YOUR NEXT MISSION – New Location! Salon 3 & 4 | Level M2 | Marriott Marquis

Your Next Mission® Washington AUSA 2026 is a program of the American Freedom Foundation in partnership with AUSA to help Veterans, transitioning service members, and their Families find meaningful employment. The event brings together major companies from throughout the country to profile their services and provide employment opportunities to prospective jobseekers.

Attendees have the chance to talk to employees, submit qualifications, participate in job interviews, receive services from our nonprofit partners, and have their LinkedIn profiles and resumes reviewed.

To learn more and register, please visit [HERE](#).