OUR NATIONAL PARTNERSHIP OFFERS EXCEPTIONAL OPPORTUNITIES

AUSA IS YOUR PROFESSIONAL EDGE

WWW.AUSA.ORG/NATIONALPARTNERS

PROGRAM MANAGER
Lynette Nichols
lnichols@ausa.org
2020 ANNUAL MEETING AND EXPOSITION
A PROFESSIONAL DEVELOPMENT FORUM

The Association of the United States Army’s Annual Meeting is the largest landpower exposition and professional development forum in North America. Taking place over three days, the Annual Meeting is designed to deliver the Army’s message 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 that attend.

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 today’s Army.

ABOUT THE ASSOCIATION OF THE U.S. ARMY

The Association of the United States Army is a nonprofit, educational and professional development association serving America’s Total Army, our Soldiers, Army civilians and their families; our industry partners 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.

AUSA educates its members, the public, industry, and Congress about the critical nature of land warfare and the Army’s central role in national defense.

AUSA informs its members, our communities, and Congress about issues affecting America’s Army and the Soldiers who serve in the Regular Army, Army National Guard and Army Reserve.

AUSA connects the Army to the American people at the national, regional and chapter levels.

OUR VISION

As a premier voice for America’s Soldiers, we are a dedicated team committed to building the best professional and representative association for the world’s best Army.
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KEY CONTACTS

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

OFFICIAL HOUSING BUREAU
Housing will open May 2020  | 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 2018: 31,062

11,012 Exhibitors
20,050 Attendees

Of 20,050 Attendees, 16% were active military / 84% civilian

MILITARY BY RANK

<table>
<thead>
<tr>
<th>Rank</th>
<th>Active</th>
<th>Retired</th>
</tr>
</thead>
<tbody>
<tr>
<td>Junior Enlisted (E-1 through E-4)</td>
<td>93%</td>
<td>7%</td>
</tr>
<tr>
<td>Non-Commissioned Officers (E-5 through 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 through O3)</td>
<td>90%</td>
<td>10%</td>
</tr>
<tr>
<td>Field Grade Officers (O4 through O6)</td>
<td>60%</td>
<td>40%</td>
</tr>
</tbody>
</table>

INDUSTRY BY ROLE

<table>
<thead>
<tr>
<th>Role</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Registrants are Senior Level 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 / DELEGATIONS

International Registrants: 13%

<table>
<thead>
<tr>
<th>Total: 3,939</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendees: 3,225</td>
</tr>
<tr>
<td>Exhibitors: 714</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!
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 (Kinshasa)
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
Over 600 exhibitors were on the floor at the 2019 AUSA Annual Meeting, including:

3M Company
Accella Tire Fill Systems
Adaptive Cargo Solutions
Adobe
ADS, Inc.
Advantech Corp.
Aeroglow LLC
Aerogel 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
Analog Devices
Applied Companies
Applied Technology Associates
AQYR
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
Aylstock, Witzkin, 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.
Brainscope
Bren-Tronics, Inc.
Carson Industries
Caterpillar, Inc.
Center For Women Veterans
CGI Federal
Chipotle Publishing, LLC
Cisco Systems Inc
CMI Defence
Commact LTD
Compulink
Comrod, Inc.Crystal Group, Inc.
Cubic Corp.
Cummins, Inc.
Curtis Machine Company, Inc.
Curtiss-Wright
Dana Holding Corporation
Daniel Defense
DCS Corporation
Decision Lens
Defense Logistics Agency
Defense News/Army Times
Delotte
DHL Express
Dillon Aero, Inc.
Draeger, Inc.
Drip Drop Hydration
Easy Day Sports
EIZO Rugged Solutions
Elma ElectronicEssex Industries
Excilites Qioptiq
Exide Technologies
General Dynamics
General Micro Systems, Inc.
Gentex Corporation
Glock, Inc.
GM Defense
Green Hills Software
Hanwha
HBD Industries Inc.
Hendrickson
Heroes Linked
Homes For Our Troops
Honeywell
Hutchinson Industries
IntelliPower
IntelliSense Systems
Itevac, Inc.
Inventus Power
Iridium Communications, Inc.
Iron Mountain
Isodyne, Inc.
Junghans Defence
Karem Aircraft, Inc.
Kearfott Corporation
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
Mitech Hellas
Mitope
Missile Defense Agency
Mistral Group
Mitsubishi Electric US
Moog, Inc.
Motorola Solutions, Inc.
Nammo
National Defense Corporation
Navistar Defense
NASA
Naval Federal Credit Union
NonLethal Technologies, Inc.
Noratos, Inc.
Northrop Grumman
NovAtel, Inc.
Novotech Inc
Oakley, Inc.
Operation Live Well
Optical Cable Corporation
Optimized Armor
Ots Defense
P Lab Inc.
PacSci EMC
PacStar
Pelican Products
Percipient.aiPhotonis
Polaris Government & Defense
PolarityTE
Premier Manufacturing Co.
Projects Unlimited
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
TekB8 Inc.
Texton Systems
Thales
The Angelus Corporation
The Will-Burt Company
Theon Sensors
Transhield, Inc.
Travis Manion Foundation
U.S. Army
U.S. Army Soldier for Life
U.S. Army Women’s Foundation
USAA
Uvission Air Ltd.
Valley Forge Fabrics, Inc.
VectorNav Technologies
Vectrus
Veterans of Foreign Wars
Vitrocelli Co., Ltd.
VK Integrated Systems
VPT Inc
Warn Industries
WFEL Limited
Wilcox Industries Corp.
Wildflower International
Wreaths Across America
Yukon Management LLC
Z3 Technology, LLC
Zarges, Inc.
Zistos Corporation

This is a partial list. To see a complete list of exhibitors, visit our website!
## EXHIBIT SPACE RATES

<table>
<thead>
<tr>
<th>Rate</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Partner Rate</td>
<td>$54 per sq ft</td>
</tr>
<tr>
<td>Government Rate</td>
<td>$21 per sq ft</td>
</tr>
</tbody>
</table>

## EXHIBIT HALL HOURS

<table>
<thead>
<tr>
<th>Day</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Monday, 12 October</td>
<td>0900 – 1700</td>
</tr>
<tr>
<td>Tuesday, 13 October</td>
<td>0900 – 1700</td>
</tr>
<tr>
<td>Wednesday, 14 October</td>
<td>0900 – 1700</td>
</tr>
</tbody>
</table>

## BOOTH PACKAGE

- Unlimited Exhibitor Badges allowing access to all forums, and access to 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.
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 will be featured on the show floor, including: 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 try out the Annual Meeting in the Small Business Pavilion for their first year.

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 how to exhibit in 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, our veterans and family members.

AUSA Department of Veterans Affairs (VA) Pavilion
The VA Pavilion brings together organizations that support veterans by offering them services to find jobs, support their mental and physical health, as well as providing support and navigating benefits.

- 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**
- AUSA Institute of Land Warfare (ILW) Contemporary Military Forums
- AUSA Military Family Forums
- Sergeant Major of the Army NCO and Soldier Forum
- Small Business Forum
- Army National Guard Seminar
- Chief, Army Reserve Seminar
- Army Civilian Professional Development Seminar
- Warrant Officer Professional Development Seminars
- Pre-Retirement/Survivor Benefit Plan Briefings
- Numerous International Networking events
- Innovator’s Corner
- Warriors Corner
- xTechSearch

**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 foreign army commanders, their representatives and U.S. Army leadership.

**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.
OPPORTUNITIES FOR SPONSORSHIP

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

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 Annual Meeting Sponsorship Program by your company.

⭐⭐⭐⭐ Four Star Sponsors $60,000
  Equal to or greater than $60,000
⭐⭐⭐ Three Star Sponsors $50,000
  Equal to or greater than $50,000
⭐⭐ Two Star Sponsors $40,000
  Equal to or greater than $40,000
⭐ One Star Sponsors $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 the exhibit halls and outside the exhibit halls where attendees are making their way to and from the halls, 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

Vinyl banners in the main building of the Convention Center on 2nd level

$15,000 per banner
$25,000 for two

NEW! BRANDED NEWSPAPER DROP AT THE MARRIOTT MARQUIS

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.

Overlook (Balcony Railing A / Overlooking Hall A)

Single-sided: $30,000
Double-sided: $40,000

Concourse Level
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
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: $25,000
- East Grand Lobby Level 2 to Level 3: $25,000
- West Grand Lobby Level 1 to Level 2: $25,000
- West Grand Lobby Level 2 to Level 3: $25,000
- Grand Lobby to Hall A Concourse: $25,000
- Hall A Concourse to Exhibit Hall: $25,000
- Hall B Concourse to Exhibit Hall: $25,000
- Hall C Concourse to Exhibit Hall: $20,000
- Middle Building Concourse to Level 1: $25,000
- Middle Building Level 1 to L Street Bridge: $25,000
- Grand Lobby to Mezzanine & L Street Bridge: $25,000

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 on Monday, 12 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 VIP’s 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 $25,000
(Headquarters Hotel)
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 on the Exhibit Hall Floor. 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 space 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 sponsor at their discretion.

INTERNATIONAL MILITARY VIP RECEPTION $40,000
Network with senior leaders from around the world. Attendees are invited by the U.S. Army Chief of Staff and represent over 70 countries. Senior leaders from the U.S. Army, including the Chief of Staff are in attendance. 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.
SPONSORSHIP OPPORTUNITIES

HALL B ROTUNDA NETWORKING AND CHARGING LOUNGE $30,000
(This opportunity will have a limited number of sponsors)
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.

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

INTERNATIONAL MILITARY LOUNGE $25,000
The International Military Lounge is the designated gathering place for VIP’s 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
This luncheon honors our Community Partners and their many contributions to the chapters’ programs to support Soldiers and Families. The luncheon is held at the Marriott Marquis Hotel. Previous speakers have included 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 exposure 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!

Gaye Hudson | GHudson@ausa.org | 703-907-2401 | Emily Call | ECall@ausa.org | 703-907-2606
SPONSORSHIP OPPORTUNITIES

ARMY CIVILIAN LUNCHEON $12,000
This luncheon will honor government civilians and recognize the regional Department of the Army Civilian of the Year winner. It will be held at the Marriott Marquis Hotel. 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 exposure 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.
• 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 with seating for ten of your company or invited guests.
• Opportunity to provide a company brochure, or 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 exposure 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

This luncheon is for ROTC cadets, ROTC cadre and invited guests and will be held at the Marriott Marquis Hotel. 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 exposure 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 exposure 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 (Per forum) $10,000

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.

- 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 outside of the exhibit halls, 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.

**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.

**ON-LINE 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 companies that attendees and exhibitors see when they register for their badge. The registration page will feature a scrolling banner utilizing 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 SPONSORSHIPS

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.

BELLY BAND $18,000

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.

BACK COVER AD $12,000

Move your message to our attendees by sponsoring the back cover of our guide, featuring your artwork.

INSIDE FRONT COVER AD $10,000

Move your message to our attendees by sponsoring the inside front cover of our guide, featuring your artwork.

INSIDE BACK COVER AD $9,000

Move your message to our attendees by sponsoring the inside back cover of our guide featuring your artwork.

FULL PAGE AD $7,500

Move your message to our attendees by sponsoring a full page in our guide, featuring your artwork.

FRONT COVER LOGO (4 Available) $7,000

Sponsorship will be featured on the front cover of the show guide and includes a full color company logo, tagline and booth number.

SHOW GUIDE PAGE RUNNER $6,000

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.

PREMIUM LISTING $500

FLOOR MAP SPONSORSHIPS

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 the following:
1. Company logo placed adjacent to the printed floor map.
2. A directional arrow from your logo to your display space.
3. A color entry, highlighted on the exhibitor list.

Your investment in this sponsorship will drive traffic to your booth!

PRINTED FLOOR MAP/LOCATOR $7,500

PRINTED FLOOR MAP BACK COVER $15,000

Your full color artwork/ad will be featured on the back cover of the map.

Your full color artwork/ad will be featured on the back cover of the map.