IT’S MORE THAN AN ONLINE SHOW....

IT’S AN EXPERIENCE YOU WON’T WANT TO MISS!

Exhibitor & Sponsor Prospectus
The time is now to lock in your plans for the Association of the United States Army’s premier event of the year. 

Exhibiting in AUSA Now gives you unmatched opportunities to connect with the people who matter in your industry. You’ll become part of the new launchpad for equipment, products and technology to advance the Army and your business!

Who to contact?

Exhibitor Showcases & Sponsorships
Jamie Woodside, CEM, Exhibits Manager
703-907-2656 | JWoodside@ausa.org

Darrien Jones, Exhibits Coordinator
703-907-2605 | DJones@ausa.org

Gaye Hudson, Deputy Director, Sponsorship and International Programs
703-907-2401 | GHudson@ausa.org

Emily Call, Sponsorship Coordinator
703-907-2606 | ECall@ausa.org

Michael Cerami, International Sales Manager
703-907-2413 | MCerami@ausa.org

Membership
Lynette Nichols, National Partner Program Manager
703-907-2614 | LNichols@ausa.org

Mark Wolf, Community Partner Program Manager
703-907-2648 | MWolf@ausa.org

Michael Siembida, Meetings Coordinator
703-907-2608 | MSiembida@ausa.org
DIRECTORY LISTING AND PRICING

The customizable platform provides an array of opportunities to assist you in making the most of your virtual experience. Choose a basic listing or upgrade to a booth with product demonstrations, chats, videos and more!

Basic Directory Listing

The Directory Listing must be purchased in order to upgrade to Small, Medium and Large booths. This listing is an economic way to let the attendees know that you are a part of AUSA Now. The basic listing includes:

- Company Name
- Company Address
- Company Logo + Website Link
- Email Address
- Sales Contact(s)
- Company Description (300 characters)
- (5) Product Categories for smart-matching

Booth Upgrades and Add-Ons

Chat feature is included in booth size upgrade

<table>
<thead>
<tr>
<th></th>
<th>National Partner</th>
<th>Community Partner</th>
<th>Non-member</th>
<th>Non-profit/Association</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Directory Listing</td>
<td>$2,500</td>
<td>$3,500</td>
<td>$5,500 or</td>
<td>$1,000</td>
</tr>
<tr>
<td>become a member</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

Military/Government - Complimentary
Pricing is for a Directory listing only. Booth add-on and upgrades are separate.

Booth size upgrade: $2,500 each size increase
Directory characters (600) + product categories (10) package: $1,000
Press release (2) + document upload (1) package: $1,000
Product Showcase: $1,000 each
Video (MP4, 25MB Max Size): $2,000 each
Webinar: $5,000 each
**BOOTH OPTIONS AND CUSTOMIZATION**

**Small Booth**
A great way to add more visibility for your company. The Small Booth includes up to three (3) images/graphics.

**Large Booth**
Go big! The Large Booth provides the maximum to showcase your brand messaging and company information.

**Medium Booth**
The medium booth includes all the features of the Small Booth with large images/graphics and additional space for one (1) image or video.

**Custom Booth** *(See page 5)*
Available to Platinum Booth Sponsors only, limit 20
Have your own booth design? Our skilled staff can help you design a booth to meet your unique needs.

Customizable options may include:
- Exhibitor logo/brand/colors
- Booth layout
- People
- Advertisements/banners

For more information, contact us at Exhibits@ausa.org
All Premium Exhibit Booth Packages include the ability to post your **digital booth header image, company logo, and a website URL.** Packages also include the following:

<table>
<thead>
<tr>
<th>PREMIUM BOOTH PACKAGES (AVAILABLE TO NATIONAL PARTNERS ONLY)</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Premium Exhibit Booth Packages include the ability to post your digital booth header image, company logo, and a website URL. Packages also include the following:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PACKAGES INCLUDE:</th>
<th>BRONZE $5,000</th>
<th>SILVER $10,000</th>
<th>GOLD (limited to 20) $20,000</th>
<th>PLATINUM (limited to 20) $40,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>BOOTH TYPE</td>
<td>Small</td>
<td>Medium</td>
<td>Large</td>
<td>Custom</td>
</tr>
<tr>
<td>PRIME LOCATION</td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>COMPANY PROFILE/ DESCRIPTION (# OF CHARACTERS)</td>
<td>600</td>
<td>1,200</td>
<td>2,000</td>
<td>Unlimited</td>
</tr>
<tr>
<td>PRODUCT CATEGORIES- Identify your company with over 60 product categories to match attendees to your business</td>
<td>10</td>
<td>20</td>
<td>25</td>
<td>Unlimited</td>
</tr>
<tr>
<td>ONLINE PRODUCT SHOWCASE- Engage attendees with full color images along with detailed product descriptions</td>
<td>1</td>
<td>2</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td>PRESS RELEASES - Get more coverage by sharing the latest news about your company</td>
<td>2</td>
<td>4</td>
<td>8</td>
<td>Unlimited</td>
</tr>
<tr>
<td>DOCUMENT UPLOAD- Share marketing materials with attendees that they can save in their bag</td>
<td>1</td>
<td>2</td>
<td>4</td>
<td>Unlimited</td>
</tr>
<tr>
<td>VIDEOS- Engage attendees with videos embedded in your online profile</td>
<td></td>
<td>1</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>EXHIBITOR LIVE CHAT- Have real-time conversations with your customers - includes Real-time mobile app notification and chat responses</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>EXHIBITOR WEBINAR- Produce your own Webinar to showcase your business and products</td>
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<td>2</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>GAMIFICATION</td>
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<td>✓</td>
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</table>

For more information, contact us at Sponsorships@ausa.org
NATIONAL PARTNERS

This event will offer AI-enabled matchmaking, flexible meeting scheduling with customers and extensive analytics, all geared towards helping you successfully reach your target audiences.

Build your brand, get inspired, allow this event to amplify your exposure to new connections that will elevate your bottom line.

AUSA National Partners can maximize their impact at AUSA Now, with access to our Premium Exhibit Booth Packages:

- Amplify their exposure
- Get noticed
- Connect with decision-makers and other businesses

Please see packages on page 5 for more details

Interested in becoming an AUSA National Partner? Contact us!

Lynette Nichols, National Partner Program Manager
LNichols@ausa.org | 703-907-2614

Michael Siembida, Meetings Coordinator
MSiembida@ausa.org | 703-907-2608
ATTENDEE GUIDE SPONSORSHIPS

AUSA will send an attendee guide featuring exhibitors to all registered attendees prior to the event.

DEADLINE FOR INCLUSION-SEPTEMBER 12

Attendee Guide Exclusive Sponsor
$10,000
• Logo on cover
• Logo in Email to all attendees
• Full page ad
• Premium/Highlighted listing

Additional Attendee Guide Sponsorships

• Inside front cover ad: $3,000
• Inside back cover ad: $3,000
• Back cover ad: $3,000
• Full page ad: $2,000
• Highlighted listing: $500

Do you have an idea for sponsorship that you don’t see listed? Contact us! We’ll work with you on a custom offer.

For more information, contact us at Sponsorship@ausa.org