GLOBAL FORCE SYMPOSIUM & EXPOSITION
A Professional Development Forum

17-19 MARCH 2020
Von Braun Center | Huntsville, AL

EXHIBITOR AND SPONSORSHIP PROSPECTUS
The 2020 AUSA Global Force Symposium & Exposition is a three-day event that highlights the roles and missions of the Office of the Assistant Secretary of the Army (Acquisition, Logistics and Technology), the United States Army Materiel Command, and the United States Army Training and Doctrine Command, as key to Multi Domain operations.

This symposium will explore the capabilities outlined in the Army’s Operating Doctrine and how the Army is driving innovation for Force 2025 and beyond. Special guest presentations, coupled with panel discussions from our senior military and industry leaders, will address critical points of acquisition, research and development, acquisition, force sustainment, and partnering between military and industry. For the Army, this means restructuring military-industrial programs. The Army must take a hard look at its acquisition processes, with an eye towards the future, to maintain a competitive overmatch against potential adversaries.
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OFFICIAL HOUSING BUREAU
CMR: Housing will open on 5 November 2019 at 1200 ET | 855-559-2483
GLOBAL FORCE DELIVERS

ACCESS to more than 6,000 attendees including key leaders from the Army, DoD, academia and worldwide defense industries.

EXCLUSIVE EXHIBIT HALL HOURS offering uninterrupted networking time. Sessions are not scheduled during specific times, eliminating any competition with the Exhibit Hall.

EXPLORE hundreds of exhibitors and thousands of brands.

INSIGHT into new issues the armed forces are facing and how to make your company part of their solution.

REDSTONE ARSENAL is conveniently located just 20 minutes from the Von Braun Center. It is a Federal Center of Excellence focused on Joint Warfighters, the FBI, NASA, and other federal offices, growing its strategic impacts, and ready to lead opportunities of the future. The base supports a government and contractor workforce of 36,000-40,000 personnel daily.

QUALITY LEADS from Army and Joint Commands who are interested in using your products and services to improve their operations.
ATTENDEE DEMOGRAPHICS

6,000+ ATTENDEES participated in the 2019 AUSA Global Force Symposium & Exposition.

2019 Global Force Military Attendees:

- **28%**: Junior Enlisted (E-1 through E-4) & Non-Commissioned Officers (E-5 through E-9)
- **8%**: Warrant Officers (WOs)
- **20%**: Company Grade Officers (O1 through O3)
- **44%**: Field Grade Officers (O4-O6) & General and Flag Officers (O7-O10)

Demographics by region:

- Northeast: 22%
- International: 1%
- South: 12%
- Alabama: 50%
- Midwest: 10%
- West: 5%

Attendee vs. Exhibitor:

- Attendees: 66%
- Exhibitors: 34%
The AUSA Global Force Symposium & Exposition attracts a robust and diverse group of participants including **GOVERNMENT PERSONNEL** from various U.S. Army and DoD organizations including:

### ARMY ACQUISITION ORGANIZATIONS

**Office of the Assistant Secretary of the Army (ALT)**
- Program Executive for Enterprise Information Systems
- Program Executive Office for Ammunition
- Program Executive Office for Aviation
- Program Executive Office for Combat Support and Combat Service Support
- Program Executive Office for Command, Control, Communications-Tactical
- Program Executive Office for Ground Combat Systems
- Program Executive Office for Intelligence, Electronic Warfare and Sensors

### ARMY MATERIEL COMMAND

- Logistics Support Activity (LOGSA)
- U.S. Army Aviation and Missile Life Cycle Management Command (AMCOM)
- U.S. Army Contracting Command
- U.S. Army Security Assistance Command (USASAC)
- U.S. Army Sustainment Command (ASC)
- Tank-automotive & Armaments Command (TACOM)
- Joint Munitions Command (JMC)
- Communications Electronics Life Cycle Management Command (CECOM)
- Surface Deployment & Distribution Command (SDDC)

### ARMY FUTURES COMMAND

- Combat Capabilities Development Command (CCDC)
- C5ISR Center
- Cross Functional Teams
- Data and Analysis Center
- U.S. Army Armaments Center

### ARMY FUTURES COMMAND, CONT.

- U.S. Army Aviation & Missile (AvMC)
- U.S. Army Chemical Biological Center (Edgewood)
- U.S. Army Futures and Concepts Center (FCC)
- U.S. Army Ground Vehicle Systems (GVSC)
- U.S. Army Natick Soldier Center (Natick)
- U.S. Army Research Laboratory (ARL)
- U.S. Army Test & Evaluation Command (ATEC)

### ARMY TRAINING AND DOCTRINE COMMAND (TRADOC)

- U.S. Army Command and General Staff College
- U.S. Army Centers of Excellence: Aviation, Cyber, Fires, Health Readiness, Intelligence, Maneuver, Maneuver Support, Mission Command Sustainment, NCO Leadership Center
- Combined Arms Support Command (CASCOM)

### U.S. ARMY COMBINED ARMS CENTER

### U.S. ARMY RECRUITING COMMAND

### U.S. ARMY CADET COMMAND

### ALSO INCLUDING:

- Defense Logistics Agency
- Missile Defense Agency (MDA)
- United States Transportation Command (USTRANSCOM)
- U.S. Army Corps of Engineers
- U.S. Army Forces Command (FORSCOM)
- U.S. Army Space and Missile Defense Command (SMDC)
- NASA Marshall Space Flight Center
HOUSING

Please make your room reservations at our official conference hotels, where we have negotiated contracts on your behalf to give you the best value and price. By doing so, you help ensure our ability to offer affordable housing at future meetings.

Please be aware companies other than our official housing provider (Convention Management Resources) may contact you and indicate that they are affiliated with AUSA and this event. They will also claim to offer hotels at ‘reduced’ rates. These companies are not affiliated with AUSA, and we recommend you do not use their services. At past events, exhibitors and attendees have and lost deposits or did not receive the hotel rooms they reserved. Convention Management Resources is the ONLY authorized hotel reservations contact. If you receive solicitations from other companies, please forward them to your exhibit sales contact or email exhibits@ausa.org.

ON-LINE: Housing will be open to everyone beginning at 1200 ET 5 November 2019. To make your housing reservation online, 24 hours-a-day, 7 days-a-week, go to www.ausa.org/gf and follow the link to housing.

CONFIRMATIONS: Reservations booked online will be confirmed immediately. Reservations requested via fax, mail or email will be processed within three business days of receipt of your request.

CHANGES AND CANCELLATIONS: Any changes (pending hotel availability) to existing reservations must be made through AUSA Housing, 928-263-8235 or toll free, 855-559-2483.

MILITARY/GOVERNMENT RATES: There are a limited number of rooms available at the military rate within the AUSA hotel block. They can be booked online or by calling AUSA Housing. However, the rate is only available to U.S. military / government personnel, who must present government ID upon check-in for the rate to be honored.

GROUP ROOM BLOCKS: Room blocks of ten or more rooms may be requested online or by calling AUSA Housing directly. You will receive a confirmation email from AUSA Housing within five business days. If you do not receive a confirmation within five business days, please contact AUSA Housing at 928-263-8235 or toll free 855-559-2483. Groups are required to sign a Group Agreement, acknowledging terms and conditions, within two business days of date of issue.
PAST EXHIBITORS

Abaco Systems, Inc.
ACE Electronics Defense Systems
Acromag, Inc.
Acumentrics, Inc.
Adams Communication & Engineering
ADS, Inc.
Advanced Technology Systems Company
AECOM
Aerojet Rocketdyne
AeroVironment, Inc.
All Points LLC
AM General, LLC
Ameripack Inc.
Applied Companies
AR Modular RF
Army Historical Foundation
AUSA Membership
AUSA Store
Aviation & Missile Technology Consortium
Avon Protection Systems, Inc.
BAE Systems, Inc.
Bell
Bloomberg Networking Lounge
Blue Wolf Inc.
Bluesky Mast, Inc.
Boeing
BOH FPU Systems
BWX Technologies
Carnegie Mellon Univ.
Software Engineering Inst.
Cobham
Columbia Southern University
Command Holdings Group, Inc.
CompuLink
Consortium Management Group
Contact Corporation
Crystal Group, Inc.
CTG
Cubic Corporation
Curtiss Machine Company, Inc.
Curtiss-Wright Ground & Naval Defense
DATC
Dayton T Brown
DCS Corporation
Defense Acquisition University
Defense Logistic Agency
Defense News/Army Times
Defense Systems & Solutions
DLA Troop Support
DynCorp International
Dynetics, Inc.
Kipper Tool Company
L3 Technologies, Inc.
Leidos
Leonardo DRS
LiteFighter Systems, LLC
Lockheed Martin Corporation
Machine-Building Firm State
Maine Machine
ManTech
Marin Group
Mercury Systems
Milton Industries Incorporated
Missile Defense Agency
Mistral Group
Nammo
National Armaments Consortium
National Defense Corp - Spectra Technologies
National Defense Industrial Association
National Solar Technologies
NCS Technologies, Inc
Northrop Grumman
NOVA Electric
Oasis Advanced Engineering, Inc.
Optical Cable Corporation
Optimum Vehicle Logistics
Optivor Technologies
Orolia
Oshkosh Defense
Palomar Display Products
Pegasystems
Perkins Technical Services, Inc.
Persistent Systems, LLC
Perspecta
Physical Optics Corporation
Point Blank Enterprises
Polar King International
Polaris Government & Defense
QinetiQ North America
Quantico Tactical
RADA Technologies, LLC
Rafael Advanced Defense Systems, Ltd.
Raytheon
Red Rock Technologies
Rock Point Apparel
SAP
Schaefer Electronics, Inc.
SCI Technology, Inc.
Scientific Research Corporation
Seiler Instrument, Inc.
Servicenow, Inc.
Seven Technologies Ltd
SHARKCAGE Inc
Shepard Media
ShockStrap
Sierra Nevada Corporation
Solar Stk, Inc.
Solution One Industries Inc.
Soucy Defense
SourceAmerica
Spectro Scientific, Inc.
SPI - Connects
SRC, Inc.
STS International
Syncro Corporation
Systel, Inc
System Studies & Simulation
Tactical Defense Media, Inc.
Tactical Environmental Systems, Inc.
Team Wendy, LLC
Techni-Core Engineering
Telos Corporation
Textron Systems
Times Microwave Systems
Topfitle Components
Transshield, Inc.
Trellis Ware Technologies, Inc.
USAA
Veterans United Home Loans
VT Miltope
Yulista
Zanfel Laboratories, Inc.
ZMicro, Inc.

DON’T Cede the Market to Your Competition.
EXHIBIT AT GLOBAL FORCE 2020.
**BOOTH PACKAGE**
Each 10’ x 10’ booth space comes with:
- Unlimited Exhibit Hall ONLY registration badges.
- Complimentary listing and description in the printed Show Guide and the mobile app.
- 8’ back drape and 3’ side drape.
- Complimentary listing on the Booth Locators placed throughout the Von Braun Center

Exhibitors may purchase Full Symposium Badges at the following rates:

<table>
<thead>
<tr>
<th>Category</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Partners</td>
<td>$575 per badge</td>
</tr>
<tr>
<td>Community Partners</td>
<td>$625 per badge</td>
</tr>
<tr>
<td>Non-Members</td>
<td>$1,000 per badge</td>
</tr>
</tbody>
</table>

Registration costs increase onsite. Badges are non-transferable.

**EXHIBIT HALL HOURS**

<table>
<thead>
<tr>
<th>Day</th>
<th>Hours</th>
<th>Exclusive Exhibit Hall Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday, 17 March</td>
<td>1000 - 1830</td>
<td>1730 - 1830</td>
</tr>
<tr>
<td></td>
<td><strong>Exclusive Exhibit Hall Hours</strong></td>
<td></td>
</tr>
<tr>
<td>Wednesday, 18 March</td>
<td>1000 - 1730</td>
<td>1030 - 1330</td>
</tr>
<tr>
<td>Thursday, 19 March</td>
<td>1000 - 1330</td>
<td></td>
</tr>
</tbody>
</table>

Hours are subject to change. All exhibitors will be notified of any changes.
EAST HALLS 2 & 3

To East Halls 2 & 3

General Session

Entrance

www.ausa.org/gf
GLOBAL FORCE 2020 will feature more than 200 exhibitors. We want to help you stand out from the competition by offering sponsorship opportunities that will enhance your presence and visibility at this event.

- Maximize brand exposure to military and government attendees.
- Increase your booth traffic through targeted advertising options.
- Engage your target audience and increase your return on investment at the show

*Sponsorships are offered a-la-carte, on a first-come, first-served basis. Contact us today to discuss pricing and available options so we can design a custom package for you! Investing in sponsorships is a great way to boost your standing on the Association’s Order of Merit List, which determines the order for companies to select exhibit space for the Annual Meeting.*

AUSA recognizes multiple levels of sponsorship support.

Star Sponsorship levels equal the total amount of sponsorships invested in the 2020 Global Force Symposium by your company.

- **Four Star Sponsors**
  - $25,000
  - Equal to or greater than $25,000

- **Three Star Sponsors**
  - $20,000
  - Equal to or greater than $20,000

- **Two Star Sponsors**
  - $15,000
  - Equal to or greater than $15,000

- **One Star Sponsors**
  - $10,000
  - Equal to or greater than $10,000
SPONSORSHIP OPPORTUNITIES

Charging and Networking Lounge $20,000

Lounges can be placed in a variety of areas in the Von Braun Center. Lounges will be furnished and exclusively branded. Available to all attendees for the duration of the event, this space will be fully carpeted and furnished so that attendees will be able to relax, charge-up and network with their colleagues and leads. This space will include:

• Signage placed in the lounge
• Electric outlets for charging
• A/V monitor to play your content
• Opportunity to display promotional materials
• Recognition in the Show Guide
• Recognition during the General Session

Shuttle Bus $20,000

AUSA will run a shuttle bus service between Huntsville area hotels and the Von Braun Center. Your company logo will be placed on the shuttle bus schedule and signage. Sponsor is encouraged to work with the bus company for other branding opportunities.

Opening Reception (Exclusive) $20,000
(co-sponsorship) $10,000

This is the premiere social and networking event during the symposium, taking place in the exhibit hall directly after the conclusion of the general session on day one.

Sponsorship includes:

• Signage provided by AUSA recognizing the sponsors placed at the entrance to the exhibit hall, and near the food service stations and bars
• Cocktail napkins with your company logo used during the event (supplied by sponsor)
• Recognition during the General Session

Wi-Fi $10,000

AUSA will offer free Wi-Fi access to participants during the event. The Wi-Fi sponsor will be able to define the landing page attendees see as they connect to the Internet, along with branded signage throughout the Von Braun Center providing Wi-Fi access instructions.

Attendees will need to reconnect to the Internet after 15 minutes of inactive status, thus providing your company with additional exposure on the landing page.

Headquarters Hotel Key Card (Embassy Suites) $10,000

Your custom graphics will appear on the key cards at the headquarter hotel, the Embassy Suites. Reach attendees as soon as they check into their hotel. Sponsor must provide the key cards, and include the AUSA logo in the design. AUSA approval is required prior to production.

Mobile App Premiere Sponsorship $10,000

Place your message at the fingertips of Global Force attendees as the sponsor of the mobile app. Sponsorship includes splash screen, promoted posts, push notifications, and more.

Mobile App Promoted Post (5 Available) $4,000

As attendees use the mobile app, your mobile web ad will be front and center to drive traffic to your booth.

Mobile App Push Notifications (10 Available) $2,000

Have a push notification message appear on the app to drive traffic to your booth.
## Sponsorship Opportunities

### Morning Coffee Service  
(3 Available) $7,000
- Signage with your company logo provided by AUSA, placed near the food and beverage service stations
- Cocktail napkins with your company logo used during the event (supplied by sponsor)
- Recognition during the General Session

### Digital Signage Advertising Sponsorships
AUSA will strategically place digital signage throughout the Von Braun Center. 30 second spots are available and are limited. Contact AUSA for more details and pricing.

### Exhibit Hall Hanging Banners  
$7,000
Enhance your presence in the exhibit hall by displaying your custom graphics on a 15’x15’ hanging banner. Sponsorship includes the production and rigging of the banner. Placement of banner is determined by AUSA.

### Refreshment Breaks  
$5,500
There are three morning refreshment breaks and two afternoon refreshment breaks during the course of the Symposium, all taking place in the exhibit halls. Sponsorship includes:
- Signage with your company logo provided by AUSA, placed near the food and beverage service stations
- Cocktail napkins with your company logo used during the event (supplied by sponsor)
- Recognition during the General Session

### Registration Page Sponsorship  
(5 Available) $5,000
Want to make a first impression at this year’s symposium? Your company will be one of the first attendees and exhibitors see when they register for Global Force 2020. Our registration page will feature five rotating banners.

### Business Center  
(5 Available) $5,000
Your company logo will be featured on signage inside as well as outside the Business Center. The Business Center is complimentary for all exhibitors and attendees and offers computer stations, small print jobs, etc.

### General Session Amenities  
(per day) $2,500
This sponsorship includes signage placed in the session room acknowledging your company. The sponsor is asked to supply pens and pads/notebooks for attendees, which will be placed on tables in the Concert Hall Foyer, in a highly visible location for attendees to pick up as they enter and exit the General Session.

### Pop Up Meeting Room Sponsorship  
(per day) $1,500
This sponsorship includes one sign with your logo outside the meeting room, and bottled water inside. The sponsor is encouraged to supply pens and pads/notebooks with their logo.
SHOW GUIDE OPPORTUNITIES

- Belly Band: $15,000
- Back Cover: $10,000
- Inside Front Cover: $9,000
- Inside Back Cover: $7,500
- Full Page: $5,000
- Page Runner: $4,000
- Company Logo on Cover: $4,000

(6 opportunities available)

Floor Plan Sponsorship: $5,000
Highlight your company on the printed Floor Plan included in the Show Guide. Your company will be highlighted in the exhibitor listing and your logo will be displayed clearly on the Floor Plan. Logo and listing will also be displayed on the “You Are Here” Locators found in high traffic areas of the Von Braun Center.

Show Guide Premium Listing: $500
Upgrade your listing in the Exhibitor Description section of the Show Guide. This sponsorship includes your company’s logo and a box around your listing, helping you stand out from the others!
30 MARCH - 2 APRIL 2020

2020 SOFEX
Amman, Jordan

19-21 MAY 2020

2020 AUSA LANPAC MEETING & EXPOSITION
Honolulu, HI

8-12 JUNE 2020

2020 EUROSATORY
Paris, France

12-14 OCTOBER 2020

2020 AUSA ANNUAL MEETING & EXPOSITION
Washington, DC

ASSOCIATION OF THE UNITED STATES ARMY