

GLOBAL FORCE

SYMPOSIUM & EXPOSITION

24-26 MARCH 2026 | VON BRAUN CENTER | HUNTSVILLE, AL

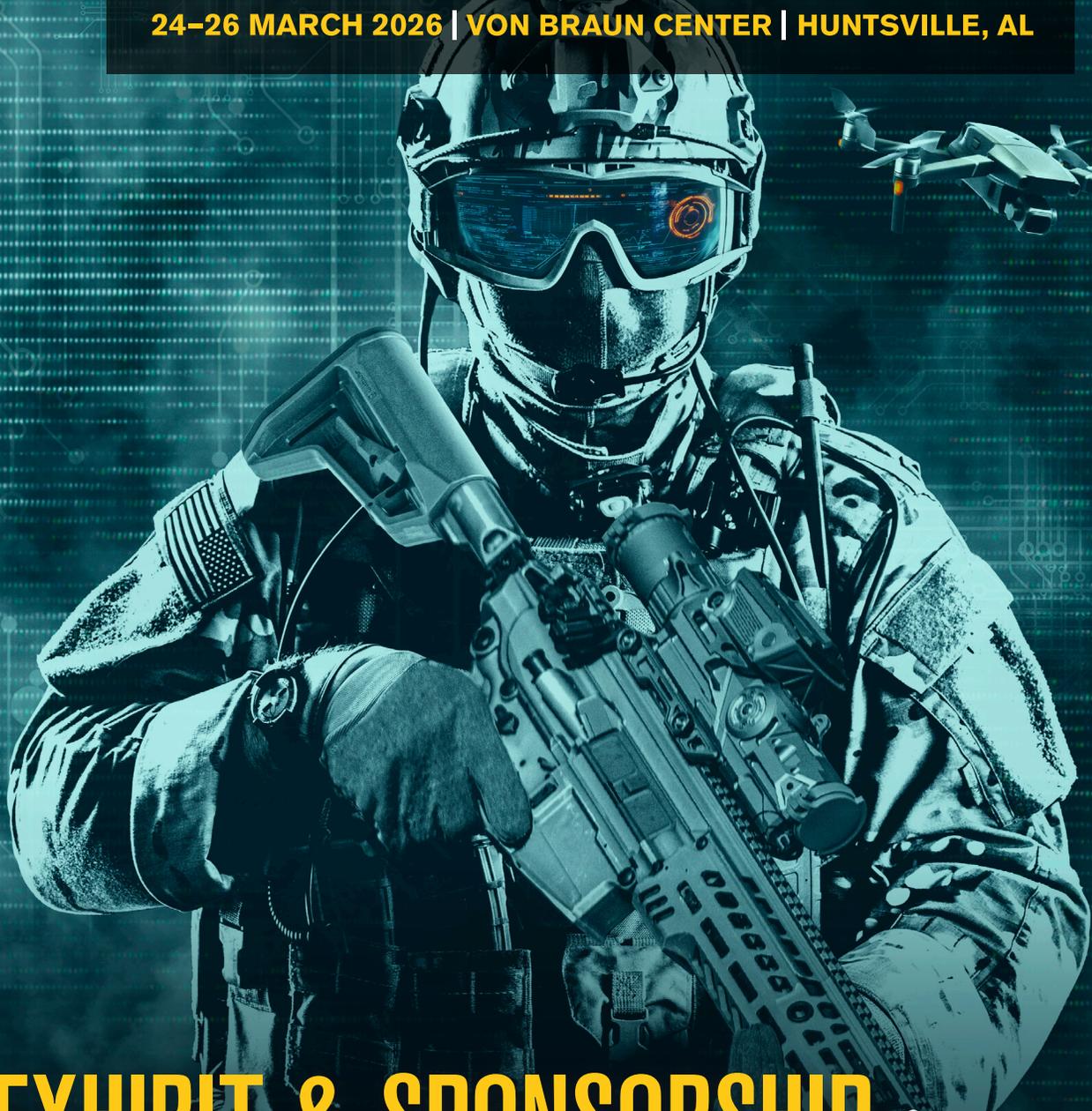


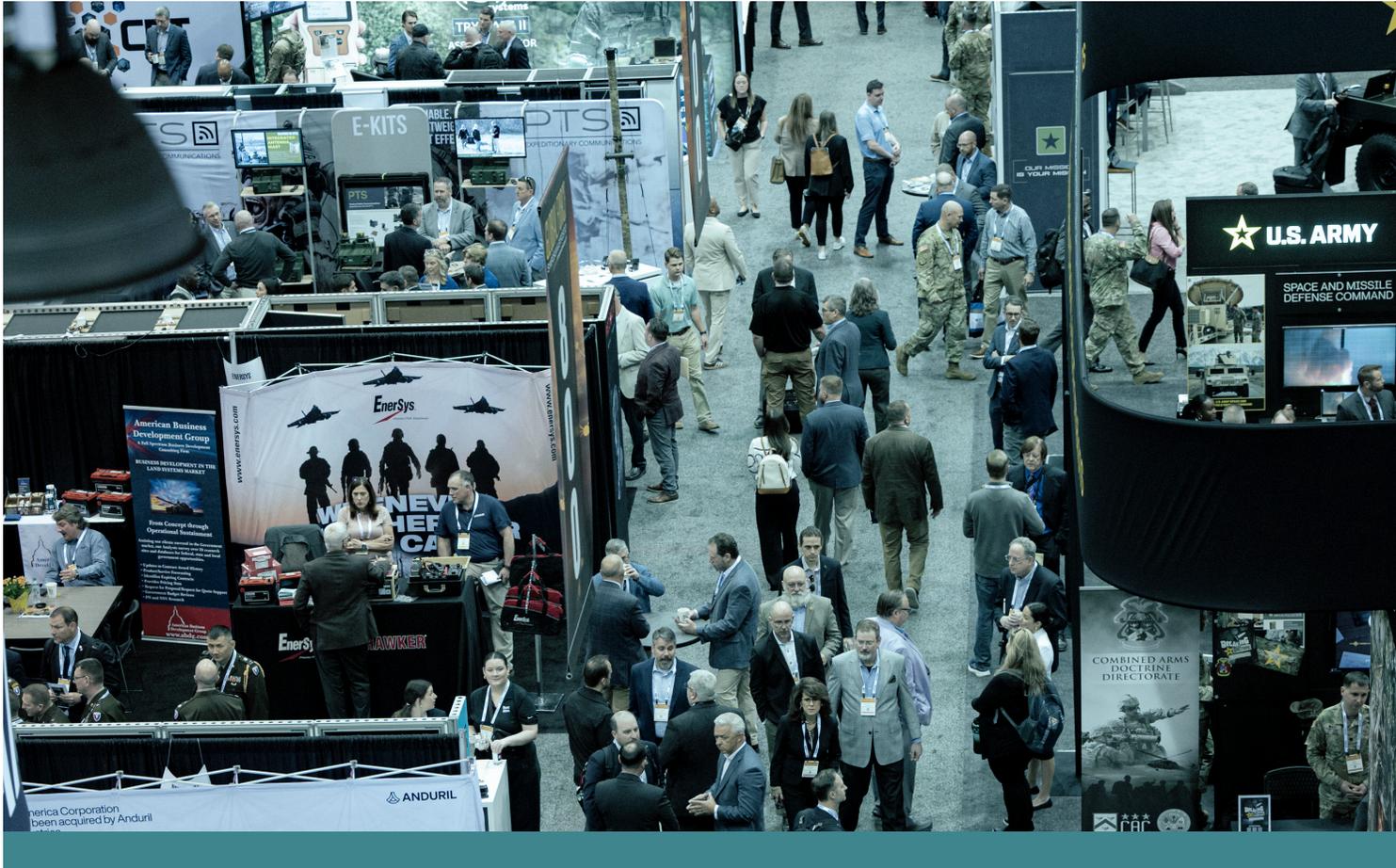
EXHIBIT & SPONSORSHIP PROSPECTUS



AUSA
ASSOCIATION OF THE
UNITED STATES ARMY

EVENT OVERVIEW

24 – 26 March 2026 | Von Braun Center, Huntsville, AL, USA



This three-day event will take place at the Von Braun Center in Huntsville, Alabama, and is supported by the Army Materiel Command, the Army Transformation and Training Command, Office of the Assistant Secretary of the Army for Acquisition, Logistics and Technology and other Army Commands. The AUSA Global Force Symposium and Exposition allows the Army to create greater synergy with the industry partners

to ensure a modernized defense industrial base and an Army capable of conducting Multi-Domain Operations. It is imperative that the Army continues to streamline its acquisition processes and continue to invest in the modernization of facilities and infrastructure, training, and skillsets required across the Advanced Manufacturing Enterprise, with an eye towards the future, to maintain over match for great power competition.



Support the Commands

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. As these commands play a critical role in national security and operational readiness, this event serves as an essential platform to support their evolving need, providing access to innovative solutions, strategic discussions, and collaboration opportunities that help strengthen their missions and future capabilities.

About the Redstone Arsenal

Known as the Federal Center of Excellence. The Redstone Arsenal is conveniently located just 20 minutes from the Von Braun Center and is focused on Joint Warfighters, the FBI, NASA, and other federal officers, growing its strategic impacts, and ready to seize opportunities of the future. The base supports a government and contractor workforce that averages 36,000 - 40,000 personnel daily.



Assistant Secretary of the Army (Acquisition, Logistics and Technology) - ASA(ALT)

ASA(ALT) continuously **modernizes** the U.S. Army, as part of the Joint Force, through rapid and timely development and delivery of Soldier capabilities that deter adversaries and win our nation's wars.



Army Materiel Command - AMC

AMC **synchronizes** and integrates the Army's total capabilities in support of the Chief of Staff of the Army's priorities and Combatant Command requirements.



U.S. Army Transformation and Training Command (T2COM)

This new command will **align** force generation, force design and force development under a single headquarters, aiming for a leaner and more lethal force.

Other Military/Government Participation

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

EXPLORE OPPORTUNITIES ON THE EXPOSITION FLOOR AND EXCLUSIVE AREAS

Maximize your presence at the event by selecting the perfect exhibition space to showcase your products, services, and initiatives. Our exposition floor and designated exclusive areas provide a variety of tailored spaces to accommodate the diverse needs of exhibitors.



EAST AND SOUTH HALLS:

Secure a booth in one of our halls to display your products and services. Enjoy **uninterrupted networking time** and valuable, in-depth conversations with key leaders.



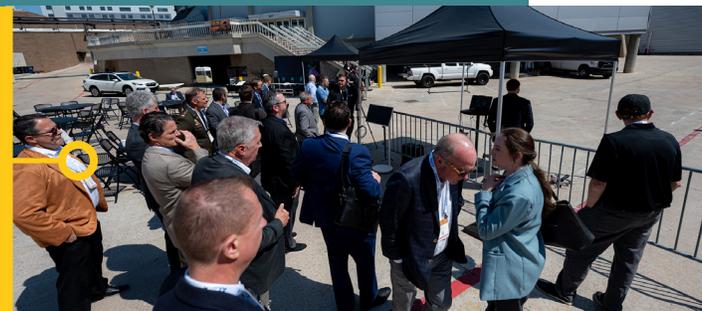
SHOWCASE ZONE:

Ideal for first-time exhibitors and service providers looking for an opportunity to showcase their services on a tabletop display. Positioned between both halls, this prime location ensures **premier access** to key leaders and decision-makers.



FAMILY READINESS PAVILION:

This dedicated area features organizations that support and educate **military families** across various stages of a Soldier's life. For more information, please contact FamilyReadiness@ausa.org.



OUTDOOR EXHIBITS:

If you're looking beyond a traditional booth, this option provides a **prime space** just outside the **Von Braun Center** to display vehicles, heavy equipment, or drones. Please note that all outdoor exhibits must be **weather-resistant displays**.

2025 DEMOGRAPHICS



WHO ATTENDS?

OVER 6,500 ATTENDEES

This year's event welcomed **over 6,500 attendees**—our **strongest attendance in the past three years**, reflecting the growing momentum and excitement across the defense community.



EXHIBITORS

OVER 230 EXHIBITORS

Our exhibit hall continues to expand—welcoming a record-breaking number of exhibitors and showcasing unprecedented industry momentum!

KEY DECISION-MAKERS BREAKDOWN



TOP 5 PRODUCT CATEGORIES

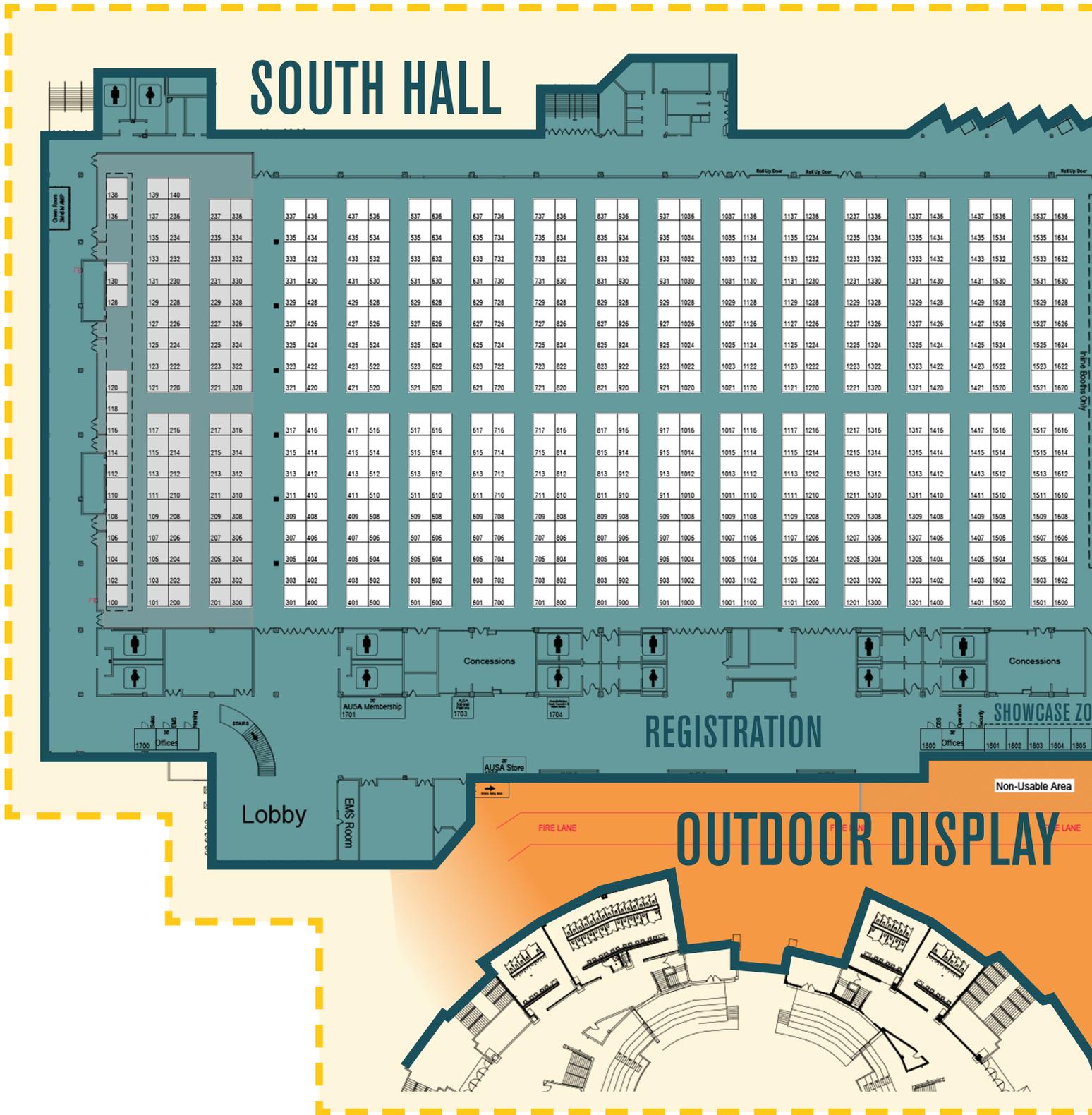
- Command and Control Systems and Components (C4I)
- Communications Systems and Equipment
- Electronics, Subsystems and Components
- IT, Computing and Software
- Manufacturing, Engineering and Test Equipment

PAST MAJOR INDUSTRY PLAYERS

-  Final Decision Authority **16%**
-  Evaluate **12%**
-  Recommend /Provide Input **30%**



FLOOR PLAN



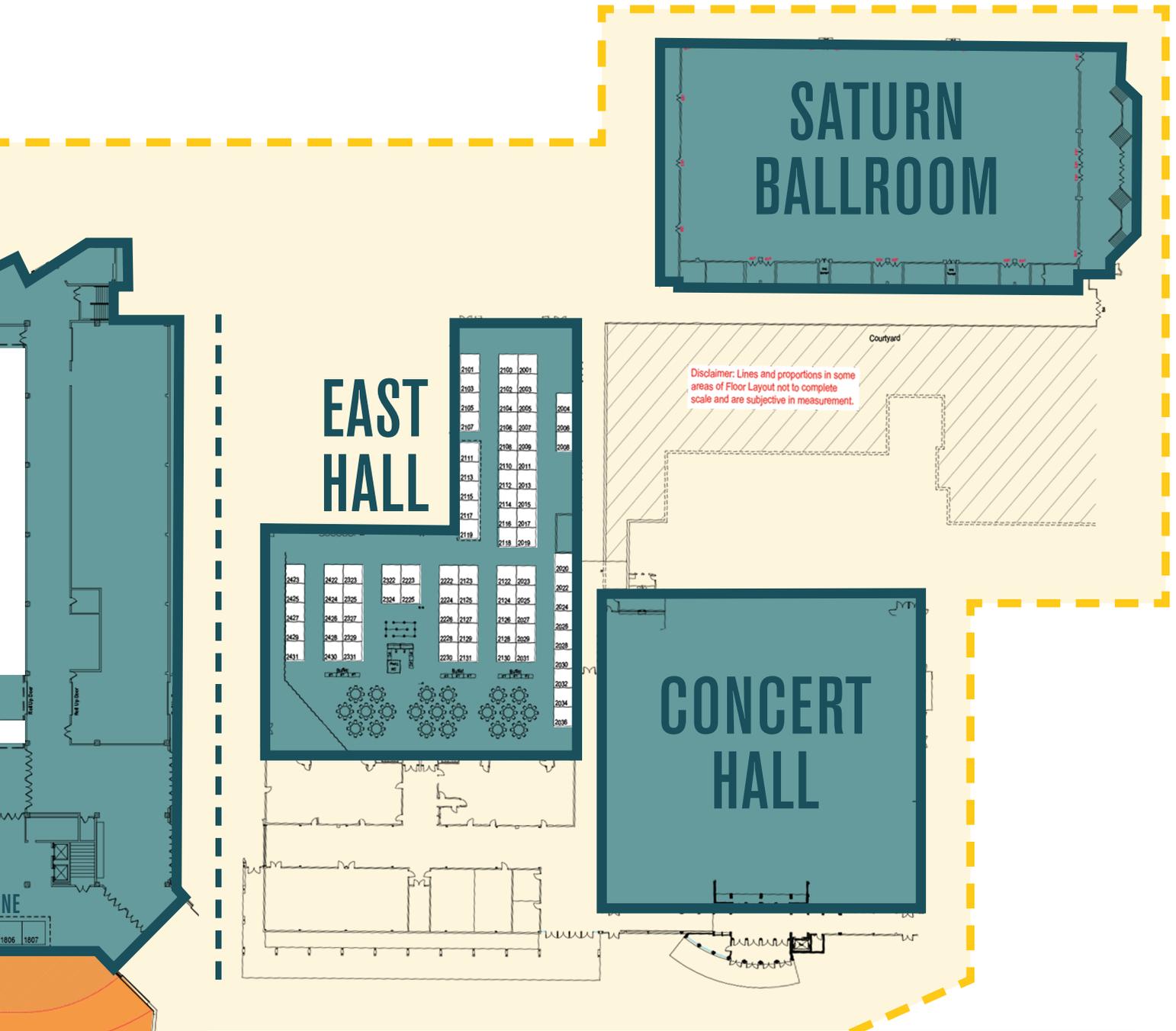


EXHIBIT HALL HOURS:

Tentative schedule. Subject to change.

Tuesday, 24 March

9:00am - 5:00pm

Wednesday, 25 March

9:00am - 5:00pm

Thursday, 26 March

9:00am - 12:00pm



HOUSING

AUSA has negotiated reduced rates for our conference participants at select hotels.

Housing will open in December 2025.

For more information, visit;

<https://meetings.ausa.org/globalforce/2026>

IMPORTANT DATES TIMELINE:

Housing Opening	Early December 2025
Exhibitor Service Kit	December 2025
Booth Payment Deadline	12 January 2026
Registration Opening	January 2026
Sponsorships Available	January 2026



EXHIBIT BOOTH PACKAGES

Each booth space investment includes:

- Four exhibitor badges (Exhibit Hall ONLY) per 10x10 booth. These badges provide access to the exhibit hall during move-in, move-out, and during show hours.
- Complimentary exhibitor listing and description in the printed onsite Show Guide.
- Complimentary exhibitor profile, both online and through the mobile app.
- 8' back drape and 3' side drape.

- **Don't miss daily exclusive networking hours, including:**



Morning Break



Networking Lunch

South & East Halls

Pricing is per 10X10 booth

National Partners	\$5100
Community Partners <small>(Must be 5 or 10 membership level)</small>	\$6100
Non-Members	\$7600
Government	\$2500

Showcase Zone

National Partners	\$3500
Community Partners	\$4000
Non-Members	\$6000

Outdoor Rates

National Partners	\$2500
Community Partners	\$3500
Non-Members	\$5500

REGISTRATION

To access the General Sessions, exhibitors may purchase “attendee” badges for an additional fee.

Access our website at <https://meetings.ausa.org/globalforce/2026> for the most up-to-date registration information.

Registration costs increase onsite.

Badges are non-transferable.



Looking to become a member?

Email NationalPartners@ausa.org or CPartners@ausa.org



WHY SPONSOR GLOBAL FORCE?

Connect. Influence. Lead.

Global Force is a premier platform for engaging with senior military leaders, government officials, and top defense industry professionals from around the world. As a sponsor, your brand will be front and center at the intersection of innovation and strategic dialogue. With targeted exposure and high-level engagement opportunities, your sponsorship investment at Global Force delivers lasting impact and measurable value.

Sponsorship Opportunities

We offer a range of customizable sponsorship packages to fit your goals and budget, including:

- Premier event branding
- Education sessions
- Leadership sessions
- Digital and print marketing exposure
- Networking events

Sponsorship Benefits

- Unmatched Visibility: Showcase your brand to a global audience of key decision-makers.
- Strategic Networking: Build relationships with influential leaders and potential partners.
- Thought Leadership: Align your organization with the future of land power and defense innovation.
- Targeted Exposure: Reach a highly engaged and relevant audience through multiple event channels.

Interested in customizing a bespoke sponsorship? Contact us today!

SPONSORSHIPS@AUSA.ORG



KEY CONTACTS

EXHIBITS

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