

GLOBAL FORCE

SYMPOSIUM & EXPOSITION

16-18 MARCH 2027 | VON BRAUN CENTER | HUNTSVILLE, AL



EXHIBIT & SPONSORSHIP
PROSPECTUS



AUSA
ASSOCIATION OF THE
UNITED STATES ARMY

2026

DEMOGRAPHICS

WHO ATTENDS?



OVER 7,300 ATTENDEES

This year's event welcomed **over 7,300 attendees**—our **strongest attendance in the past three years**, reflecting the growing momentum and excitement across the defense community.



EXHIBITORS

OVER 260 EXHIBITORS

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

KEY DECISION-MAKERS BREAKDOWN

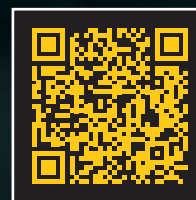


TOP 5 PRODUCT CATEGORIES

- 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 **19%**
-  Evaluate **14%**
-  Recommend / Provide Input **34%**



[VIEW 2026 EXHIBITOR LIST](#)

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**.

FLOOR PLAN

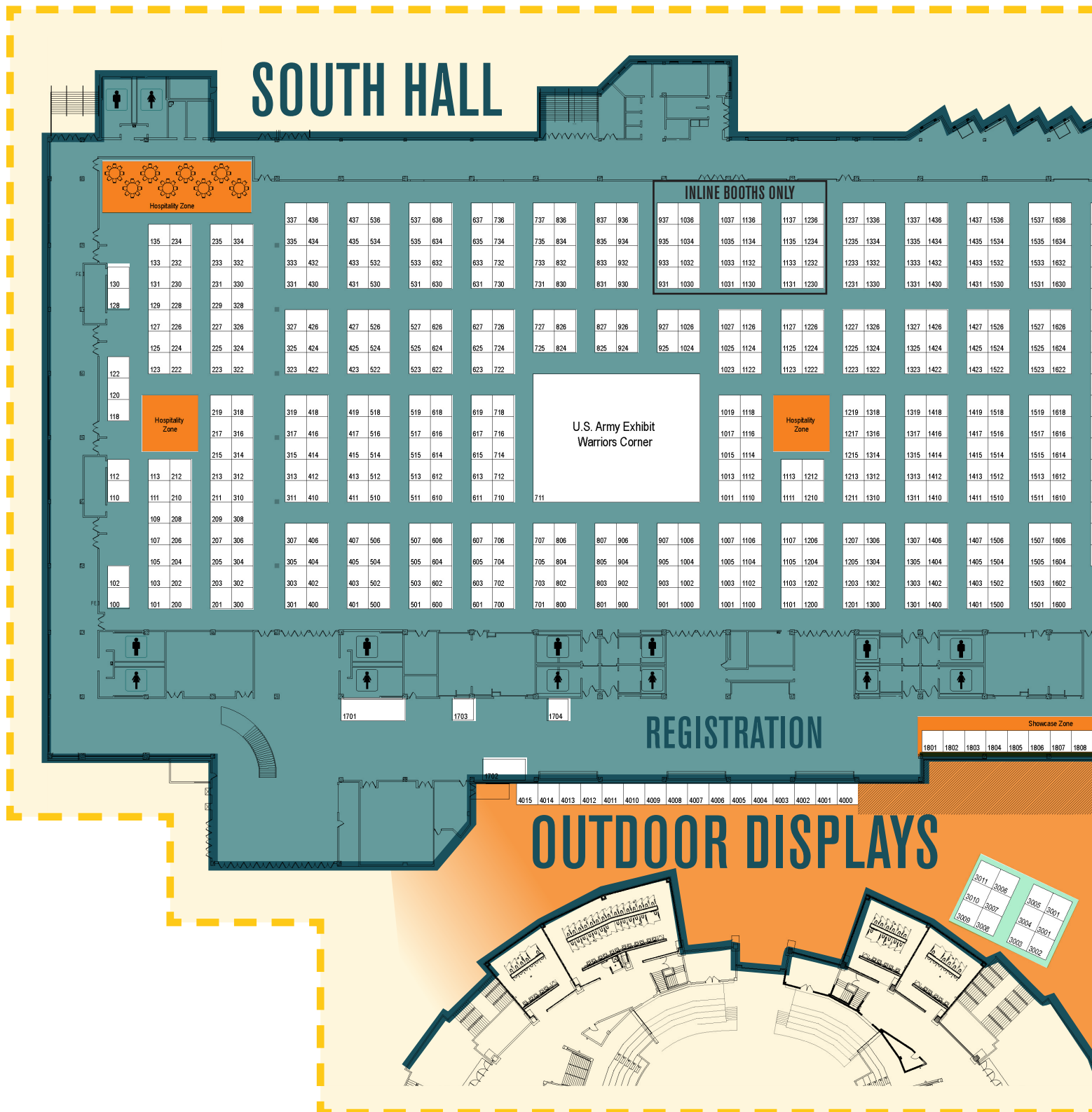


EXHIBIT BOOTH PACKAGES

Each booth space investment includes:

- Two Exhibit Hall ONLY registration badges per 10x10 booth – access to exhibit hall during move-in, move-out, and exhibitor 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	\$5300
Community Partners (Must be 5 or 10 membership level)	\$6300
Non-Members	\$7800
Government	\$2700

Showcase Zone

National Partners	\$3500
Community Partners	\$4500
Non-Members	\$6000

Outdoor Rates

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

Registration Information

To access the General Sessions, exhibitors may purchase “attendee” badges for an additional fee. Registration costs increase onsite. Badges are non-transferrable.

HOUSING

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

Housing will open in December 2026.

Important Dates Timeline:

Housing Opening	December 2026
Exhibitor Service Kit	December 2026
Sponsorship Available	December 2026
Booth Payment Deadline	11 January 2027
Registration Opening	January 2027



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 ○

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