GLOBAL FORCE SYMPOSIUM & EXPOSITION
29–31 MARCH 2022 / VON BRAUN CENTER / HUNTSVILLE, AL

EXHIBITOR AND SPONSORSHIP PROSPECTUS
The 2022 AUSA Global Force Symposium & Exposition (GFS&E) is a three-day event, hosted by Army Materiel Command alongside the Office of the Assistant Secretary of the Army (Acquisition, Logistics and Technology) and other Army Commands, that highlights how the Total Army will modernize and transform into a multi-domain capable force.

This symposium will explore the capabilities outlined in the Army’s Modernization Strategy to drive transformational change. Special guest presentations, coupled with panel discussions from our senior military and industry leaders, will address critical points of research and development, acquisition and contracting, force sustainment, strategic divestiture, and industry partnerships. For the Army, this means greater synergy with industry partners to ensure a modernized defense industrial base and an Army capable of conducting MDO. The Army must continue to streamline its acquisition processes, and continue to invest in the modernization of facilities and infrastructure, training, and skillsets required across the AME, with an eye towards the future, to maintain overmatch for great power competition.
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## GENERAL SERVICE CONTRACTOR
GES (Global Experience Specialists) | 702-515-5970
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 though 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%
DOD & ARMY PARTICIPATION

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 Office 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
  - Program Executive Office Missiles and Space
  - Program Executive Office Soldier

### ARMY FUTURES COMMAND

- Army AI Task Force
- Army Applications Lab
- Combat Capabilities Development Command
- Combat Systems Command
- Cross Functional Teams
- Futures and Concepts Command
- Medical Research & Development Command

### ARMY MATERIEL COMMAND

- Communications Electronics Life Cycle Management Command (CECOM)
- Logistics Support Activity (LOGSA)
- Joint Munitions Command (UMC)
- Surface Deployment & Distribution Command (SDDC)
- Tank-automotive & Armaments Command (TACOM)
- 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)

### ARMY TRAINING AND DOCTRINE COMMAND (TRADOC)

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

### OTHER COMMANDS

- 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)
Abaco Systems, Inc.
Ace Electronics Defense Systems, LLC
Acromag, Inc.
Adder Technology
Aerojet Rocketdyne
Aerovironment, Inc.
AIRBUS
All Points LLC
Allison Transmission, Inc.
AM General, LLC
Amentum
Ameripack Inc
Applied Companies
AR Modular RF
Arite Associates
Army Historical Foundation
AUSA Redstone-Huntsville Chapter
Avalex Technologies Corporation
Aviation & Missile Technology Consortium
Avon Protection Systems, Inc.
AVX/L3Harris
BAE Systems
Bascom Hunter Technologies
Bell Bevilacqua Research Corporation
Bluesky Mast, Inc.
Boeing Government Operations
BOH FPU Systems - A Division of BOH Environmental, LLC
Booz Allen Hamilton, Inc.
CAMSS Shelters
Carnegie Mellon University
Software Engineering Institute
Chena Group Corporation, MIOS SBU
Cobham
CODE Plus, Inc
Collins Aerospace
Columbia Southern University
Command Holdings Group, Inc.
CompuLink
Consortium Management Group, Inc.
Contact! Corporation
CP Technologies
Crystal Group, Inc.
CTG
Cubic Mission Solutions
Curtiss-Wright
DATC
DCS Corporation
Decision Lens
Defense Logistics Agency
Defense News/Army Times
Deloitte
DLT and Quest Public Sector Inc.
DoD’s DIB Cybersecurity Program
DynCorp International
Dyntics
Eaglepicher Technologies, LLC
ECS Case
Elbit America
Elma Electronic Inc.
Elta North America
Employer Support of the Guard and Reserve
EnerSys
EOS Defense Systems USA
ESI Motion
Federal Resources
FIS Blue
FLIR Surveillance, Inc.
FLUOR Corporation
Garrett Container Systems, Inc
GasTOPS, Inc.
GE Aviation
Gemstar Custom Hard Cases
General Dynamics
General Services Administration
Georgia Tech Research Institute - Huntsville
Getac
Glenair, Inc.
Global Secure Shipping
HDT Global
HP Inc.
Huntington Ingalls Industries Technical Solutions
Huntsville/Madison County Convention & Visitors Bureau
Hutchinson Industries
IBM Corporation
Ideal Innovations / Secure Planet Institute for Defense and Business Integration Innovation, Inc. (3)
IntelliPower, Inc.
Intellisense Systems, Inc.
Invariant Corporation
Jameson LLC
Jane’s Group UK Limited
KBR
KipperTool
L3Harris
Legacy Building Solutions
Leidos
Leonardo DRS
LiteFighter Systems, LLC
Liteye Systems
Lockheed Martin Corporation
ManTech
Marathon Targets
Marvin Land Systems
Marway Power Solutions
Maven Engineering Corporation
Mercury Systems
Military Battery Systems, Inc.
Milton Industries Incorporated
Milvote Corporation
Missile Defense Agency
Mistral Group
MOAA
NAMMO Talley, Inc.
National Advanced Mobility Consortium (NAMC)
National Armaments Consortium
National Defense Corporation
National Defense Industrial Association
National Infantry Association
Neuro Logic Systems, Inc.
Northrop Grumman
Nova Electric
Oracle
Orelia
Oshkosh Defense
Palomar Display Products
Pega
Pelican Products
Perkins Technical Services, Inc.
Persistant Systems, LLC
Physical Optics Corporation
Polaris Government & Defense
Projects Unlimited
ProModel Corporation
QinetiQ North America
RADA Technologies, LLC
Rapiscan Systems, Inc.
Raytheon
Rite in the Rain
Rock Point Apparel
Rocky Research
Rolls-Royce North America, Inc.
Rugged Portable Computers, LLC/ Maxvision
Saft
SAIC
SAP Public Services, Inc.
SAPA Transmission, Inc.
Schaefer Electronics, Inc.
SCI Technology, Inc.
Scientific Research Corporation (SRC)
Seiler Instrument, Inc.
SHARKCAGE Inc
Sierra Nevada Corporation
Simple Helix, LLC
Solar Stik, Inc.
Solution One Industries, Inc.
SourceAmerica
Sparton
Speed Box, LLC
SRC, Inc.
Summit 7 Systems
Systecon North America
Systel Rugged Computers

DON’T CEDE THE MARKET TO YOUR COMPETITION.

EXHIBIT AT GLOBAL FORCE 2022.
BOOTH PACKAGE

Each 10’x10’ Booth Space includes:

- Unlimited Exhibit Hall ONLY registration badges.
- Complimentary listing and description in the printed Show Guide and in the online exhibitor list.
- 8’ back drape and 3’ side drape.

Exhibitors may purchase Full Symposium Badges at the following rates:

National Partners $575 per badge
Community Partners $625 per badge
Non-Members $1,000 per badge

Registration costs increase on-site. Badges are non-transferable.

EXHIBIT HALL HOURS

<table>
<thead>
<tr>
<th>Date</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday, 29 March</td>
<td>1000 - 1700</td>
</tr>
<tr>
<td>Wednesday, 30 March</td>
<td>1000 - 1700</td>
</tr>
<tr>
<td>Thursday, 31 March</td>
<td>0900 - 1200</td>
</tr>
</tbody>
</table>

Hours are subject to change. All exhibitors will be notified of any changes.
GLOBAL FORCE 2022 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 2022 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 $25,000
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, the space will be fully carpeted and furnished so that attendees will be able to relax, charge-up and network with their colleagues and leads. Benefits 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

Opening Reception (Exclusive) $25,000
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

Morning Coffee Service $7,000 (3 Available)
• 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 $5,000
AUSA will strategically place digital signage throughout the Von Braun Center. A limited number of 30 second slots are available.

Exhibit Hall Hanging Banners $10,000
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.

Wi-Fi $10,000
AUSA will offer free Wi-Fi access to participants during the event. The 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.
SPONSORSHIP OPPORTUNITIES

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 $5,000 (5 Available)
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 2022. Our registration page will feature five rotating banners.

Business Center $5,000 (5 Available)
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 $3,000 (per day)
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 $1,500 (per day)
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

<table>
<thead>
<tr>
<th>Option</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belly Band</td>
<td>$15,000</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$10,000</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$9,000</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$7,500</td>
</tr>
<tr>
<td>Full Page</td>
<td>$5,000</td>
</tr>
<tr>
<td>Page Runner</td>
<td>$3,000</td>
</tr>
<tr>
<td>Company Logo on Cover</td>
<td>$2,000</td>
</tr>
<tr>
<td>(6 opportunities available)</td>
<td></td>
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</tbody>
</table>

#### 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!
UPCOMING EVENTS

17-19 MAY 2022
LANPAC
Honolulu, HI

13-17 JUNE 2022
USA Security and Defense Pavilion at EUROSATORY
Paris, France

27-28 JULY 2022
Warfighter Summit & Exposition
Fayetteville, NC

10-12 OCTOBER 2022
AUSA Annual Meeting & Exposition
Washington, DC