

KNOW BEFORE YOU GO!

This information will help you prepare for LANDEURO, AUSA's newest gold-standard event.
Please note that all events take place in the RheinMain CongressCenter, unless otherwise noted.

RheinMain CongressCenter
Friedrich-Ebert-Allee 1|
65185 Wiesbaden, Germany

ADA COMPLIANCE
AUSA complies with the Americans with Disabilities Act to ensure equal opportunities for persons with disabilities. If you require special assistance, please contact our lead planner, Lori Wulf.

DOWNLOAD THE AUSA LANDEURO APP!
Our app allows you to:

- View the meeting agenda and session information.
- Create a personalized schedule of events.
- Receive session reminder notifications.
- View our exhibit hall floor plan.

Be sure to update your event app.

- Go to your app store (Google Play Store or Apple App Store).
- Search for "AUSA" (our official event app).
- Tap "Update" to install the latest version.
- For additional assistance, contact app@ausa.org.

Please visit www.ausa.org/mobile for more information and download our app today!

DRESS CODE
The dress code for this event can be found here: Dress Code.

EVENT COVERAGE
Follow AUSA's coverage of LANDEURO speakers, panels and more at www.ausa.org.

EXHIBIT HALL HOURS

- Thursday, 3 December 0830 – 1700
- Friday, 4 December 0830 – 1700

FREQUENTLY ASKED QUESTIONS

Other key details regarding this year's event can be found in our FAQs.

HOTEL AND TRAVEL

- Questions about housing? Please contact LANDEURO Housing for assistance.
- Airport: The RheinMain CongressCenter is located 29.6km from the Frankfurt International Airport (FRA) in Frankfurt, Germany.
- Parking: Parking is available for €12 per day at the RheinMain CongressCenter.
- Taxi: Is a 20-minute ride from Frankfurt International. A one-way fare is about €70-80.
- Train: Frankfurt International Airport (regional trains) to Wiesbaden Hbf: 45 minutes one-way.
- Walking: The Wiesbaden train station is a four-minute walk to the RheinMain CongressCenter
- Accessibility: Restaurants and shops are within walking distance of the hotels and venue.

NEW! PHOTO REQUIREMENT

Everyone attending this event must display a photo on their badge. All registrants are in 'pending registration status' and will not receive access to LANDEURO until a photo has been uploaded. Instructions on uploading your photo can be found in your registration confirmation or by visiting the Registration Resource Center (RRC).

REGISTRATION – RHEINMAIN CONGRESSCENTER FOYER

- Wednesday, 2 December (Exhibitors only) 0800 – 1300
- Wednesday, 2 December (All registrants) 1300 – 1700
- Thursday, 3 December 0700 – 1700
- Friday, 4 December 0700 – 1700

REGISTRATION – DORINT HOTEL LOBBY

- Wednesday, 2 December 1400 – 2000
- Thursday, 3 December 0700 – 1200

SECURITY AND BAG POLICY

This is a secure event. No weapons, including small knives, are permitted. Security will conduct checks, and German Polizei will be on-site to address any illegal or contraband items. To expedite entry and enhance security, attendees are strongly discouraged from bringing bags larger than a small purse.

WI-FI

Wi-Fi is available during this event.

- Use: LANDEURO
- Password: AUSA2026



LANDEURO HIGHLIGHTS

AGENDA
Explore the program, including speaker details, Warriors Corner sessions, the forums, and more HERE.

- Keynotes & Panels – SUD Hall A-B
- Warriors Corner – NORD Hall
- Leadership Forum – Terrassensaal C
- Generation Next Forum – Terrassensaal A
- Army Reserve Seminar – Terrassensaal D-E
- Ukraine Seminar – Terrassensaal D-E
- Co-Production Roundtable – Forum 1.3 (Invitation Only)

ARMY MAGAZINE
Pick up ARMY magazine, AUSA's flagship publication, for a closer look at how U.S. Army Europe and Africa is transforming alongside its allies to meet the challenges of the next battlefield.

The modern battlefield punishes movement, Lt. Gen. Thomas Feltey, commanding general of the U.S. Army's V Corps, writes in an ARMY magazine exclusive. Persistent sensors, unmanned aircraft, electronic warfare and precision fires expose formations that once could assemble, move and exploit behind a measure of concealment. Russia's war in Ukraine has demonstrated how quickly a force can identify and strike a concentration, a command post or a logistics node. The U.S. Army must do more than combine fires with movement at the tactical edge. It must connect opportunities across formations and across operational depth before the enemy can regenerate.

AUSA MEMBERSHIP
AUSA is the U.S. Army's professional association, serving two million members from around the world. AUSA serves the Total Army community through premier events and trade shows, news and educational resources, ARMY Magazine, advocacy, scholarships, exclusive discounts, and more.

In celebration of the United States' 250th birthday, AUSA is offering special membership rates for new and renewing members. Life membership is now $250 (~€223)*, five-year membership is $50 (~€45), and two-year membership is $30 (~€27). Offer ends 31 December 2026. Visit the AUSA Lounge in the center lobby to learn more, or visit www.ausa.org/join.

EURO amounts are approximate. Membership fees are charged in U.S. dollars; exchange rates may vary.

EXHIBITOR LIST AND FLOOR PLAN
Exhibit space is sold out! We have 120 exhibitors located in the NORD and SUD Halls. The exhibitor list and floor plan can be found HERE.

GENERATION NEXT FORUM
Leading Across Generations: Building Trust Up, Across, and Down

The Generation Next Forum is a dynamic two-day leadership experience for emerging leaders under 40 from the military, government, industry, and academia. Through leadership development, mentorship, and networking with senior leaders, participants gain the skills, connections, and insights needed to lead across generations and organizational boundaries. Day one features an interactive workshop with Dr. Benedetta Berti, Secretary General of the NATO Parliamentary Assembly, speed mentoring, and discussions with distinguished leadership experts, while day two includes an exclusive keynote and workshop with Sabina Nawaz, bestselling author of *You're the Boss*, and complimentary access to the AUSA LANDEURO Symposium & Exposition.

For more information and to register your participation: Generation Next Forum.

HOSPITALITY TOUCHPOINTS | SPONSORED BY AIR
Throughout LANDEURO, attendees are invited to enjoy a series of thoughtfully curated hospitality touchpoints designed to enhance their experience. From complimentary refreshments and comfortable seating areas to networking-friendly lounges, these spaces offer a moment to pause, connect, and refocus between sessions. Whether you're grabbing coffee or having a quick meeting, these touchpoints will keep you energized and engaged throughout the show.

LEADERSHIP FORUM | SPONSORED BY ONEBRIEF
AUSA's LANDEURO Leadership Forum, conducted by the Center for Leadership, brings together 100 specially selected company-, battery-, and troop-level leaders from the U.S. Army, NATO Allies, and partner nations for a two-day leadership development experience. Through interactive workshops, candid dialogue, and presentations by military and civilian subject-matter experts, participants will explore strategies for repairing broken trust and examine how their responsibilities as stewards of trust evolve as they advance to higher echelons of leadership.

Participants will leave the forum equipped with fresh perspectives and an expanded leadership toolkit to sustain and repair trust within their formations and strengthen relationships with Allied and partner forces.

LIVESTREAM
View the sessions as they happen HERE.

LUNCH RECEPTIONS
These receptions will take place in the North (NORD) and South (SUD) exhibit halls and provide attendees with exclusive networking time.

- Thursday, 3 December | 1215 – 1400
- Friday, 4 December | 1200 – 1400

MEDIA AND PRESS
Registered press may utilize the LANDEURO working press room located in Forum 1.1 USAREUR-AF Media Roundtable: Studio 1.1A.

MEETING ROOMS
To schedule a private meeting room, visit the registration desk in the central foyer. Meetings are scheduled on a first-come, first-served basis and limited to one hour in length. Locations: Studio 1.3A-D

PRESENTATIONS AND PHOTOS
Conference presentations and photos will be available shortly after the event and can be found on our website HERE.

REGISTRATION AND RESOURCE CENTER
Registration Resource Center (RRC). Use the RRC to do the following:

- Upload a photo to your badge.
- Update your contact information.
- Resend a confirmation to yourself or someone else.
- Print or email a receipt or invoice of purchase.
- Join AUSA.

SHOW GUIDE
Our Show Guide provides a comprehensive overview of this year's event. Be sure to pick up a copy at the registration desk or in our publication bins.

LET'S GET SOCIAL!
As you prepare for LANDEURO, make the most of your experience by connecting with colleagues, industry professionals, and leaders from across the Army community. Do you know someone who would benefit from being part of the conversation? Share your excitement about attending this year's event!

Let your network know you're attending by clicking here to make a personalized post: POST TODAY.
Continue the conversation on X: #LANDEURO| Follow us:@AUSAorg.



SPONSORS – THANK YOU!
We have a long list of companies we want to thank for supporting this important event. Much of what AUSA does would not be possible without their tremendous support. On behalf of AUSA, thank you to each of our sponsors!

PREMIER SPONSOR

- AIR

SPONSORS

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- LEONARDO DRS
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- ONEBRIEF
- OSHKOSH DEFENSE
- TIBERIUS

Are you interested in being a sponsor at one of our upcoming events? If so, please contact Gaye Hudson, Deputy Director, International and Sponsorship Program, AUSA, or Emily Call, Sponsorships and International Program Manager, AUSA.

WARRIORS CORNER – U.S. ARMY EUROPE AND AFRICA (Networking Area in NORD Hall)
Key leaders from U.S. Army Europe and Africa will give presentations in the Warriors Corner, located in the NORD Hall, near the networking area during this year's event. Topics include:

- Transforming for Multi-Domain Operations
- Project Flytrap: Enabling Offensive Maneuver in the Multi-Domain Environment
- Accelerating Acquisition at the Tactical Edge
- Interoperability by Design: Allied Data Standards and Procurement Convergence for Theater Air Missile Defense

To view the full schedule, please visit our interactive agenda and type "Warriors Corner" in the "title" field at the top: Interactive Agenda.