The Association of the United States Army’s LANPAC Symposium & Exposition is a world-class, international event highlighting the role of land forces in the Indo-Pacific theater and their contributions to the Joint Force in peace and war. The strategic location of Hawaii brings together government and industry representatives and our allies in the Indo-Pacific theater.

Over the course of three days, Army, industry and the U.S. interagency team examine:

- Assessing Shared Regional Security Challenges and Opportunities
- Perspective of Land Forces in Combined Joint Operations
- Exporting Global Partnership through Enlisted Development/Professionalism
- Non-Kinetic Power Projection
- Multi-Domain Operations in Megacities
- Sustainment of the Force in Contested Environments
- Developing Regional Leaders for a Complex World
- Multilateral Approaches to Humanitarian Assistance and Disaster Relief

ASSOCIATION OF THE UNITED STATES ARMY
AUSA is a nonprofit educational and professional development association serving America’s Army and supporters of a strong national defense. AUSA provides a voice for the Army, supports the Soldier, and honors those who have served in order to advance the security of the nation.

OUR VISION
To be recognized by the Army, Congress, our industry partners and communities across the nation as the Army’s premier association and the foremost supporter of the Total Army.

OUR MISSION
AUSA supports soldiers, their families and Army civilians, provides a voice for the Army, and honors those who have served. As the Army’s premier, nonprofit, educational and professional association, we:

- Educate those we serve (soldiers and their families, Army civilians, retired soldiers and veterans, and the businesses and industries that support the Army) with programs, products, resources and events...
- Inform our members, Congress and the American public about issues affecting America’s Army – Regular Army, Army National Guard and Army Reserve, and...
- Connect America’s Total Army, its industry partners, like-minded associations and other supporters at the national, regional and chapter levels.
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KEY CONTACTS

EXHIBITS
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NATIONAL AND COMMUNITY PARTNER PROGRAMS
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GENERAL SERVICE CONTRACTOR
GES (Global Experience Specialists)

HOUSING
Sheraton Waikiki Hotel
Please visit meetings.ausa.org/lanpac to reserve a room at our contracted rate. Housing will open Winter 2021.
WHY EXHIBIT?

The exposition is an integral part of this three-day symposium.

**ACCESS** to 1,700+ dynamic attendees, including those from military commands who are interested in using your products and services to help prepare them for the future.

**INSIGHT** into the needs and future of the U.S. Army within the Indo-Pacific theater.

**CONTINUOUS EXPOSURE** to AUSA members and Army staff. Keep your products and services in front of attendees.

**HANDS-ON PRODUCT DEMONSTRATIONS** to provide attendees with innovations in their field. Attendees can experience an interactive space in your exhibit booth that will allow them to experience how technology can revolutionize their work.
PAST EXHIBITORS

8th Theater Sustainment Command
25th ID Public Affairs
94th Army Air and Missile Defense Command
ACROW Bridge
Action Target Inc.
ADS, Inc.
Aerojet Rocketdyne
AIRBUS
Alaska Structures
American Material Handling
Army Historical Foundation
AUSA Membership
BAE Systems, Inc.
Bakerhostetler LLP
Bell
BOH FPU Systems
Booz Allen Hamilton, Inc.
Boyer Trucks
California Industrial Facilities Resources, Inc
Cera Products, Inc.
Columbia Southern University
Cubic Corporation
Darley Defense
Darn Tough Vermont
Defense Logistics Agency Troop Support
Draeger, Inc
Drifire/National Safety Apparel
Drip Drop Hydration
Eighth Army
General Atomics
Georgia Tech Research Institute
Gerber Legendary Blades
Grainger, Inc
Guaranteed Rate
HDT Global
I Corps - U.S. Army
Improve Group
IMsar, LLC
Insiitu, Inc
Invisio Communications Inc
KBR
L3Harris Technologies, Inc.
LiteFighter Systems, LLC
Lockheed Martin Corporation
LRAD Corporation
MOHOC, INC./ ESS
MyComputerCareer.com
Oakley, Inc.
Parsons
Perkins Technical Services, Inc.
Physical Optics Corporation
Point Blank Enterprises
Quantico Tactical
Raytheon Technologies
Revision
Rite in the Rain
SAIC
Soucy Defense
SupplyCore, Inc.
Transhield, Inc.
TURTLE-PAC
U.S. Army Alaska
U.S. Army Pacific
Ultra Electronics
United States Army Japan
United States Forces Korea
University of North Georgia
USAA
Veterans United Home Loans
Waldorf University
Western Shelter
WHO ATTENDS?

The AUSA LANPAC Symposium & Exposition attracts more than 1,700 attendees from around the world. Meet your competitors’ leads first and interact with key leaders from the Army, DoD, international allies, academia and the international defense industry.

<table>
<thead>
<tr>
<th>ATTENDEE v. EXHIBITOR</th>
<th>GOVERNMENT v. INDUSTRY</th>
</tr>
</thead>
<tbody>
<tr>
<td>78% ATTENDEES</td>
<td>74% GOVERNMENT &amp; ACTIVE MILITARY</td>
</tr>
<tr>
<td>22% EXHIBITORS</td>
<td>26% INDUSTRY</td>
</tr>
</tbody>
</table>

(10% are retired military members)

DEMOGRAPHICS BY REGION

WEST 12%
HAWAII 66%
MID-WEST 2%
SOUTH 11%
NORTH-EAST 3%
INTERNATIONAL 6%

ACTIVE MILITARY BY RANK

JUNIOR ENLISTED (E-1 THROUGH E-4) 5%
NON-COMMISSIONED OFFICERS (E-5 THROUGH E-9) 38%
WARRANT OFFICERS (WO3) 4%
COMPANY GRADE OFFICERS (O1 THROUGH O3) 20%
FIELD GRADE OFFICERS (O4 THROUGH O6) GENERAL AND FLAG OFFICERS (O7 THROUGH O10) 33%
2019 ATTENDEES

International military and industry attendees represented 29 countries, including:

- Australia
- Bangladesh
- Bhutan
- Brunei
- Cambodia, Kingdom of
- Canada
- Chile
- Fiji
- France
- India
- Indonesia
- Japan
- Korea, Republic of
- Laos
- Maldives
- Mongolia
- Nepal
- New Zealand
- Papua New Guinea
- Philippines
- Singapore
- Taiwan
- Thailand
- Timor Leste
- Tonga
- United Kingdom
- Vanuatu
- Vietnam

PARTICIPANTS

The **AUSA LANPAC Symposium & Exposition** attracts a robust and diverse group of participants including government personnel from various U.S. Army, DoD and Pacific Theater partner-nation organizations including:

- 8th Theater Sustainment Command
- 9th Mission Support Command
- 25th Infantry Division Headquarters
- 94th Army Air and Missile Defense Command, USARPAC
- 351st Civil Affairs Command
- Armed Forces of Mongolia
- Asia Pacific C-IED Fusion Center, USARPAC
- Australian Army
- British Army
- Canadian Army
- Chilean Army
- Combat Training Center
- Communications-Electronics Command
- Deputy Assistant Secretary of the Army for Defense Exports and Cooperation
- Hawaii Army National Guard
- I Corps
- Indonesian National Armed Forces
- Japan Ground Self-Defense Force
- JPMRC/ITACSS-IS
- Malaysian Army
- New Zealand Army
- Office of the U.S. Army Surgeon General
- Papua New Guinea Defense Force
- Philippine Army
- Royal Brunei Land Force
- Royal Cambodian Army
- Singapore Armed Forces
- Special Operations Command, Pacific
- Swedish Armed Forces
- Theater Force Joint Land Component Command
- U.S. Air Force
- U.S. Army Alaska
- U.S. Army Armaments Center
- U.S. Army Audit Agency
- U.S. Army Combined Arms Center
- U.S. Army Corps of Engineers-Pacific Ocean Division
- U.S. Army Forces Command
- U.S. Army Installation Management Command
- U.S. Army Japan
- U.S. Army Pacific Command
- U.S. Army Regional Health Command-Pacific
- U.S. Army Training and Doctrine Command
- U.S. Coast Guard, Honolulu
- U.S. Marine Corps
- U.S. Navy
Exhibits: Hawaii Ballroom ● General Session: Kauai Ballroom
EXHIBIT BOOTH PACKAGES

Each 10’x10’ booth space includes:
- Unlimited Exhibit Hall ONLY registration badges
- Complimentary listing and description in printed Show Guide and online exhibitor directory
- 8’ back drape and 3’ side drape

To access the General Sessions, exhibitors may purchase "Attendee Badges" at the following rates:
- National Partners - $575 per badge
- Individual Member/Community Partners - $625 per badge
- Government/Military Personnel - No Charge

Registration costs increase onsite. Badges are non-transferable.

National Partners
$47 / sq. ft.

Community Partners
$57 / sq. ft.
(Must be 5 or 10 membership level)

Non-Members
$72 / sq. ft.

Government
$21 / sq. ft.

EXHIBIT HALL HOURS

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday, 17 May</td>
<td>0930 - 1600</td>
</tr>
<tr>
<td>Wednesday, 18 May</td>
<td>0930 - 1630</td>
</tr>
<tr>
<td>Thursday, 19 May</td>
<td>0930 - 1200</td>
</tr>
</tbody>
</table>
CHOOSE TO SPONSOR

AUSA is pleased to offer a variety of sponsorships, all of which will enhance your company’s experience at the event. Sponsorships are offered on a first-come, first-served basis; payment must be received prior to the event.

AUSA makes it a priority to support local businesses; Hawaiian businesses are asked to contact AUSA for special pricing on Show Guide Sponsorships.

**Networking & Charging Lounge**  $15,000  (Exclusive Opportunity)

During 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 and during General Session

**Escalator Branding**  $10,000  (Exclusive Opportunity)

Your brand will be the first thing attendees see as they make their way from the lobby area up the escalator to registration. This is a great opportunity to make a lasting impression.

**Wi-Fi Sponsorship**  $10,000  (Exclusive Opportunity)

AUSA will offer free Wi-Fi access to participants during the event. Attendees will be able to access the Internet in all the symposium rooms and exhibit hall. As a Wi-Fi Sponsor, you can define the landing pages that attendees will see as they connect to the Internet. Your logo will also be featured on signage throughout the Exhibit Hall and in the meeting spaces in the Sheraton Waikiki advertising the Wi-Fi access instructions. This is a great opportunity to reach a large targeted audience, brand your organization, and move your message to attendees during the show.

**Afternoon Networking Reception**  $9,500  (2 Opportunities)

While the General Session is in recess, attendees and exhibitors will have the opportunity to network in the exhibit hall for two hours, while enjoying a variety of food and beverages.
- Signage with your company logo provided by AUSA, placed near the food service stations
- Cocktail napkins with your company logo used during the event (supplied by sponsor)
- Recognition during the General Session
SPONSORSHIP OPPORTUNITIES

Morning Refreshment Breaks $4,500
(3 Opportunities)
- Signage with your company logo provided by AUSA, placed near the food service stations
- Cocktail napkins with your company logo used during the event (supplied by sponsor)
- Recognition during the General Session

Morning Coffee Service $5,000
(3 Opportunities)
- Signage with your company logo provided by AUSA, placed near the food service stations
- Cocktail napkins and/or paper products with your company logo used during the event (supplied by sponsor)
- Recognition during the General Session

Registration Page Sponsorship $5,000
(5 Banners 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 LANPAC. The registration page will feature a scrolling banner with five possible positions.

General Session Amenities $2,500
(3 Opportunities)
Attendees will see your logo in the room where the General Session is held each day. Sponsors are asked to supply pens and pads/notebooks to be provided for each attendee.

General Session Chair Drop $1,500
(5 Opportunities)
Move your message to all attendees in the General Session. AUSA will place your marketing collateral on each chair in the General Session room. Five opportunities available; three morning and two afternoon sessions.

SHOW GUIDE SPONSORSHIP

AUSA will produce a Show Guide featuring the agenda, floor plan, an exhibitor listing, and descriptions including contact information for each organization. This printed guide will be distributed to each attendee and exhibitor, serving as one of the key publications at this event. In addition, this publication will be posted on our website, and will serve as a valuable resource to attendees long after this event concludes. There are several opportunities to be featured in this publication that will fit every budget and marketing plan.

- Back Cover Sponsorship $7,000
- Inside Front Cover Sponsorship $6,000
- Inside Back Cover Sponsorship $5,000
- Full-Page Advertisement $4,000
- Front Cover Sponsorship $4,000
  (6 Opportunities)
- Page Runner $4,000
  (2 Opportunities)
- Floor Plan $2,500
  (15 Opportunities)
- Premium Show Guide Listing $500
  Descriptions will be featured in full color and featured in full color with a box drawn around
UPCOMING EVENTS

2022 AUSA GLOBAL FORCE SYMPOSIUM & EXPOSITION
29-31 MARCH 2022
HUNTSVILLE, AL

USA SECURITY & DEFENSE PAVILION AT EUROSAORY
13-17 JUNE 2022
PARIS, FRANCE

2022 AUSA WARFIGHTER SUMMIT & EXPOSITION
27-28 JULY 2022
FAYETTEVILLE, NC

2022 AUSA ANNUAL MEETING & EXPOSITION
10-12 OCTOBER 2022
WASHINGTON, DC