



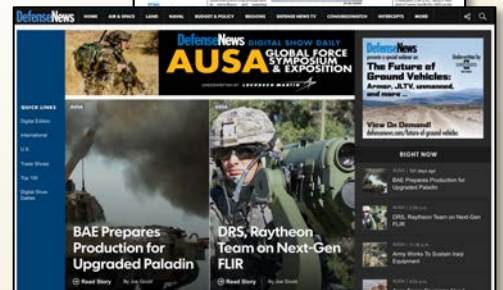
AUSA SHOW DAILY

published by

DefenseNews

The AUSA Annual Meeting is the largest land warfare exposition and professional development forum in North America. Nearly 30,000 attendees from around the world are expected to attend.

The *Defense News* and Defense News TV teams will be on site interviewing leading figures, and analyzing military and national security developments. Explore opportunities with *Defense News* to make sure you reach this valuable audience.



AUSA Show Daily

The AUSA Show Daily is the **exclusive** daily newspaper for the AUSA Annual Meeting published by *Defense News* in partnership with AUSA. No other publication is allowed to be circulated.

- Distribution is expected to exceed 7,000 copies daily
- Custom print options include: Full-cover wrap, sticker, and others
- Standard options include: Full-page, Jumbo Jr., half-page, front page banner, feature banner, others

Issue Dates:

12, 13, 14 October 2015

Close Date:

2 October 2015

PEO Outlooks – Special AUSA Show Daily Feature

Defense News will create an integrated print and television package that takes a close look at a select set of Army Program Executive Offices and the related news, developments and spending priorities impacting the business of the army.

Print

Each day of the show will feature the outlook in a special call-out page of the AUSA Show Daily. Your full-page ad will run opposite this page.

Television

Our TV crew will film the PEO report segment of the show live from your booth each day of the show. The segment will be posted in the Digital Show Daily.

2015 PEO Features

- PEO Army Aviation
- PEO Soldier
- PEO C3T

**See Next Page for
Additional Options**

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Defense News Show Issue

The *Defense News* show issue will focus on land warfare and feature prominent interviews and updates.

- Bonus distribution at AUSA Annual Meeting and Exposition
- Custom print options include: Belly band, sticker, and others
- Contact us to reserve your position now.

Issue Date:

12 October 2015

Close Date:

2 October 2015

AUSA Digital and Broadcast Opportunities

AUSA Digital Show Daily

- The AUSA Digital Show Daily is a dedicated web channel on DefenseNews.com for all show information visited by thousands
- Live event coverage includes breaking news, product information, interviews and more
- Sponsorship includes logo placement on the DefenseNews.com home page, banners and traffic building promotions

Defense News TV Studio Sponsorship

- Your company name on the studio background visible in all broadcast and online video shot in the AUSA on-site studio
- Airs on DefenseNews.com and the *Defense News with Vago Muradian* television show

Defense News TV "Industry Insights"

- *Defense News with Vago Muradian* is the world's only all defense talk show viewed by industry leaders and decision makers.
- Sponsorship includes a two-minute segment from your location aired on the show
- Client logo included in video promos
- Final video provided to client

Defense News TV Roundtable Interview

- Sponsorship of a discussion of land warfare and defense industry news and development
- Prominent company logo placement
- Airs on DefenseNews.com and the *Defense News with Vago Muradian* television show

For more information:

Spec sheets, BPA statements and other information available at

www.DefenseNews.com/Advertise

Contact:

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