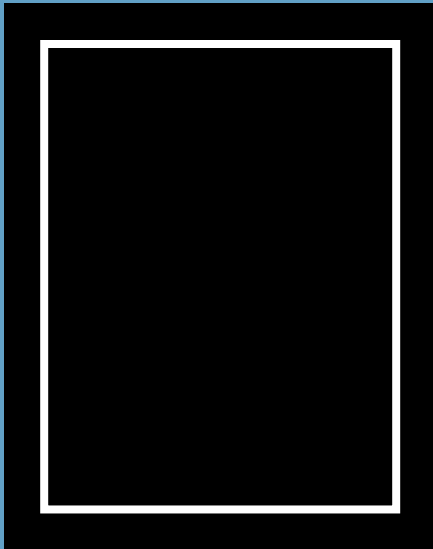


ANNUAL MEETING & EXPOSITION

MESSAGE FROM THE PRESIDENT



The Association of the United States Army (AUSA) is pleased to announce its 2016 Annual Meeting & Exposition: A Professional Development Forum.

Each year, the largest defense-related exposition in the nation is designed to deliver the Army's message by highlighting the capabilities of Army organizations and presenting a wide range of industry products and services. The Walter E. Washington Convention Center, located in our nation's capital, provides a spectacular venue to ensure a first-rate experience for our members and exhibiting companies. AUSA's Annual Meeting is a unique and compelling platform for professional development that also renews our members' sense of dedication to the Army's Soldiers and their families.

Please join us for this unparalleled opportunity to showcase your company's products and services to fellow industry members and the nation's military.

GORDON R. SULLIVAN
General, USA Retired
President & CEO, Association of the U.S. Army

ABOUT THE ASSOCIATION OF THE UNITED STATES ARMY

The Association of the United States Army (AUSA) is a private, non-profit, professional educational organization dedicated to maintaining a strong national security with a special emphasis on land power and the United States Army. AUSA is the only professional organization uniquely supporting the needs and interests of the total Army including:

- Active Duty
- Army National Guard
- Army Reserve
- Department of the Army civilians
- Retirees and family members

In addition to over 60 years of strong leadership, advocacy and service on behalf of the Army, AUSA has helped to guarantee a powerful industrial base for national defense by facilitating partnerships between military decision-makers and industry leaders. Your organization can access profitable relationships and other benefits through numerous Professional Development Opportunities at events both nationally and throughout the world.



AUSA ANNUAL MEETING & EXPOSITION

Held every October in Washington, D.C., the AUSA Annual Meeting & Exposition is the largest land warfare exposition and professional development forum in North America. The Annual Meeting consists of informative and relevant presentations, panel discussions on pertinent military and national security subjects, workshops and important AUSA business meetings. The three-day event also includes over 600 industry and military exhibits in five halls on both levels of the Walter E. Washington Convention Center. Presentations on the state of the Army and related defense subjects are given by the Secretary of the Army, the Army Chief of Staff and other senior Army and Department of Defense representatives.

The AUSA Annual Meeting includes the total Army – active, guard, reserve, civilians, and family members. Along with the Army Posture Statement and the Army Birthday, the Annual Meeting is one of the three key communication platforms employed by the Army to educate and inform government, academic, civic, and veteran advocates and leadership on Army priorities and issues impacting the Army. The event also provides a unique opportunity to showcase defense industry products and services to Army leaders and DoD decision-makers, discover new developments in defense technology and meet with colleagues from the world-wide defense community.



2014 ANNUAL MEETING ATTENDEE STATISTICS

26,419 PEOPLE FROM AROUND THE WORLD

18,184 ATTENDEES: 20% active military 80% civilian	8,235 EXHIBITORS: 4.3% active military 95.7% civilian
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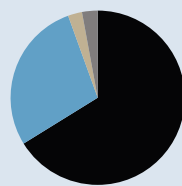
1,457 INTERNATIONAL PARTICIPANTS

ATTENDEES - 18,187



- U.S. 13,424
- International - 695
- Military - 4,068

ATTENDEES & EXHIBITORS - 26,419



- U.S. Attendees - 17,485
- U.S. Exhibitors - 7,477
- International Attendees - 692
- International Exhibitors - 765

The AUSA Annual Meeting attracts over 25,000 attendees. This robust and diverse group of participants includes more than 4,000 active-duty military personnel from the U.S. Army, Army National Guard and Army Reserve. Military attendees range from Private to General and every rank in between. In addition, senior leaders from the Department of Defense, members of Congress, Congressional Staffers and Senior Executive Service personnel, and foreign dignitaries participate.

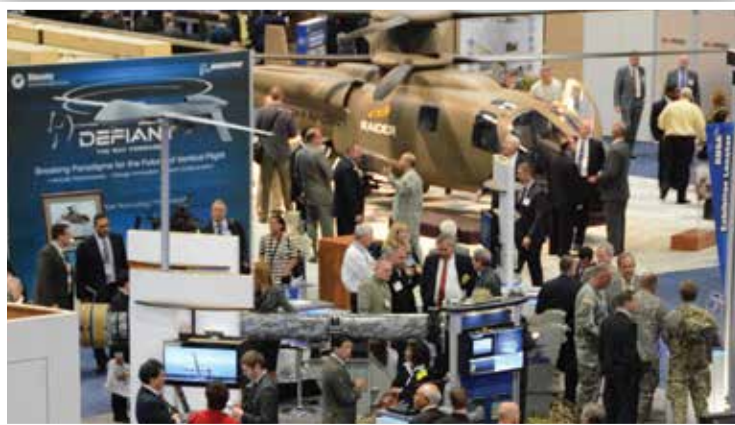
Attendees in recent years include:

- Secretary of Defense
- Secretary of Veterans Affairs
- Secretary of the Army
- Deputy Secretary of Defense
- Chairman of the Joint Chiefs of Staff
- Chief of Staff of the Army
- Director of the FBI
- Sergeant Major of the Army

EXHIBITING OPPORTUNITIES

REQUIREMENTS FOR EXHIBITING

With a few exceptions, the AUSA Annual Meeting is a members-only event; display space is only available to AUSA Sustaining Member organizations and government or military organizations. Each year AUSA conducts an exhibit space draw during the Annual Meeting to select space for the next year's event. Space is allocated based upon the Order-of-Merit List (OML) Points system. The OML is used by AUSA to establish the order in which exhibit space is allocated at the Annual Meeting. Thereafter, display space is allocated on a first-come, first-served basis.



SUSTAINING MEMBERSHIP PROGRAM

The AUSA Sustaining Membership Program provides opportunities for member organizations to network with Army officials and congressional leaders at briefings, symposia, and conferences conducted by AUSA. Having a Sustaining Membership ensures that your organization will remain informed about the Army's plans, programs, and changing acquisition requirements. Your voice will be heard during discussions relating to Army preparedness, modernization, and equipment needs. When you join AUSA's Sustaining Membership Program, your organization will not only discover opportunities for profitable partnerships but will also contribute to shaping the future of national defense.

KEY EXHIBIT HALL FEATURES

600 displays from Industry and Military

Over **250,000 net square feet** of exhibits

The Army Exhibit – created and supported by the Office of the Chief of Public Affairs and the U.S. Army Materiel Command

Army Warriors Corner – presentations from senior Army personnel supporting key Army themes designed to inform industry will take place inside the Army Exhibit

Army Acquisition Community Assembly Area – occupied by ASA(ALT) personnel for meetings/visits and outreach

Assistant Secretary of the Army, Installations, Energy & Environment [ASA(I,E&E)] Assembly Area



"Being entrenched in the military trade show business for more than 20 years, I can honestly say the AUSA Annual Meeting is by far the most impressive and impactful event Veterans United Home Loans participates in each year. Our brand exposure and opportunities to connect with tens of thousands of our potential clientele is immeasurable. The quality of this event is unmatched, which is why we look forward to AUSA each year."

Pam Swan

Director of Military Relations/
Business Development
Veterans United Home Loans

See inserts for information on exhibiting at this year's AUSA Annual Meeting!



SMALL BUSINESS PAVILION

AUSA understands that small businesses need some help to grow. In an effort to support small business, AUSA has created the Small Business Pavilion where companies are invited to exhibit during the Annual Meeting as a one-time opportunity. The Sustaining Membership fee and requirement is waived for first-time exhibitors in this pavilion. In order to qualify, the exhibiting company must be a small business as defined by the Small Business Administration. This includes all Corporate Members of AUSA that are classified as a small business.



“The AUSA Annual Meeting is of the utmost-importance to the vitality of the modern Army. Vision Technologies Systems values this opportunity to meet with customers and showcase products to the people who use them, the American Soldier. The

AUSA Annual Meeting is truly a world-class event.”

General John G. Coburn, USA Ret.
Chairman and CEO
Vision Technologies Systems, Inc.

INTERNATIONAL PROGRAM AND PAVILIONS

The AUSA Annual Meeting is truly an international event. Thousands of people from around the world participate in our International Program each year by exhibiting, sending delegations, and attending various networking events such as the International VIP Reception and the International Networking Breakfast. International members and organizers host pavilions that are placed throughout the floor, each with numerous companies from their home country. Participating exhibiting countries have included: Australia, Canada, France, Germany, Greece, Israel, Korea, Turkey, & United Kingdom.

In addition to our international pavilions and events, representatives from around the world lead their delegations at the AUSA Annual Meeting every year. Participating international delegations have included: Australia, Brazil, Denmark, India, Japan, Mexico, Pakistan, & Spain, to name a few.

HOMELAND SECURITY PAVILION

Featured on the exhibit floor is AUSA’s Homeland Security Pavilion. AUSA members and non-member organizations have the opportunity to exhibit their products and services alongside a display from the Department of Homeland Security. AUSA will waive the membership requirement for interested non-member organizations that wish to display solutions for:

- Aviation Security
- Maritime Security
- Mass Transit Security
- Critical Infrastructure Security
- Cyber Security
- CBRN
- Border Security
- Counter-Threat Intelligence
- Public Safety & Emergency Response



SPONSORSHIP OPPORTUNITIES

The Annual Meeting sponsorship program includes many affordable and effective solutions designed to help maximize your visibility, enhance your brand identity, and provide a convenient way to distribute information regarding your organization's products, services, and capabilities. Besides making good business sense, investing in a sponsorship is also one of the fastest ways to earn Order-of-Merit List (OML) points.

In addition to our a-la-carte options, AUSA offers a One, Two, Three or Four-Star sponsorship program to build your investment and recognition throughout the Convention Center, Exhibitor Catalogue, Program, and on our website.

The levels are:

- Four-Star Sponsor \$60,000
- Three-Star Sponsor \$50,000
- Two-Star Sponsor \$40,000
- One-Star Sponsor \$30,000

WHY SHOULD YOU BE AN ANNUAL MEETING SPONSOR?

Increase your **brand visibility** to key decision-makers and large targeted audience

Earn **Order of Merit Points** and raise your rank quickly

Your message will reach conference attendees and help **drive traffic** to your display



Sponsorship Opportunities include:

- Exhibitor Catalog
- Exhibit Hall Graphics
- Hotel Key Card
- Social Functions
- Networking Lounges
- Wi-Fi
- Charging Stations
- Printed Floor Map





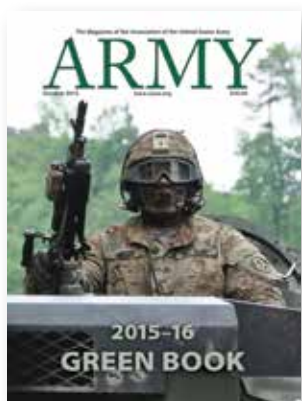
ADVERTISING OPPORTUNITIES

Another way to advertise your company's brand is to take advantage of the special advertising opportunities that AUSA has during the Annual Meeting. Not only are our regular publications sent to all of our members, but they are stationed throughout the Washington Convention Center and participating hotels. In conjunction with the publications, AUSA places video walls in the convention center where attendees and exhibitors can find the latest information and updates happening live during the Annual Meeting.



AUSA BULLETIN AND 5 THINGS

Every week, our members receive an AUSA Bulletin e-newsletter and the 5 Things e-newsletter in their email inbox. This is a great opportunity to advertise your company's message along with important issues, relevant reports, and messages from AUSA's staff and President. Both platforms are sent to all members of AUSA and each issue has a very high open AND click-through rate.



AUSA OCTOBER GREEN BOOK ADVERTISING

The AUSA ARMY Green Book, the October issue of Army Magazine, is used by military and government personnel as a yearlong reference tool. Not only will the October Green Book go to AUSA's regular 58,000 monthly circulation, it will also be distributed to all attendees at the Annual Meeting and Exposition. Total circulation of the Green Book is over 70,000.



AUSA NEWS

AUSA News is the Association's monthly newspaper with a circulation of 71,000. It will also be distributed at the Annual Meeting and be available to attendees, exhibitors, military and government leadership both domestic and international.

**FOR MORE INFORMATION
ON ADVERTISING
OPPORTUNITIES,
PLEASE CONTACT:**

**Andrea Guarnero
Mohanna Advertising
214-291-3648
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PROGRAM HIGHLIGHTS

- AUSA Institute of Land Warfare (ILW) Contemporary Military Forums
- AUSA Military Family Forums
- Sergeant Major of the Army Conference
- Retiree and Veteran Program
- Warrant Officer Professional Development Seminar
- Army National Guard Seminar
- Chief, Army Reserve Seminar
- Military Retirement Planning Seminar
- Department of the Army Civilian Professional Development Seminar

Programming at the Annual Meeting consists of informative presentations, panel discussions on pertinent military and national security subjects, workshops and important AUSA business meetings. In addition, there will be dozens of professional development events, featuring key leaders from the Army, DoD and Congress that give important presentations about the future of the Army and national defense.



“AUSA provides Kipper Tool with the ability to keep abreast of the issues and changes in the Army. It provides us with a condensed version of what’s happening and what’s around the corner. AUSA allows us to stay on top of the changes, while keeping a finger on the pulse of the individual unit and Soldier’s issues, their procurement difficulties, and unit level challenges.”

Jerry and Nancy Kipper
President and CEO/Owner
Kipper Tool



THE INSTITUTE OF LAND WARFARE (ILW)

Contemporary Military Forums during the Annual Meeting extend the influence of AUSA by informing and educating its members, local, regional, and national leaders, and the American public on the critical nature of land forces and the importance of the United States Army. ILW carries out a broad program of discussion panels to review the current and emerging needs of today's military hosted by Army leaders and industry members.

AUSA MILITARY FAMILY FORUMS

The AUSA Family Readiness Directorate hosts several Military Family Forums throughout the Annual Meeting. These Forums provide a venue for military and civilian leadership to address Army family issues and to introduce new organizations, initiatives, and programs. In addition, the AUSA Family Pavilion, held in the EXPO arena, features organizations that support and educate military families on a variety of topics.



Highlighted Events

INTERNATIONAL RECEPTION

As part of AUSA's International Program during the Annual Meeting, the International Reception is offered as a great networking opportunity while also celebrating our international military VIPs.

PRESIDENT'S RECEPTION

The President's Reception honoring the Secretary of the Army, the Chief of Staff, the United States Army, and the Sergeant Major of the Army affords everyone a chance to meet the Army leadership, socialize with colleagues, and greet old friends.

INTERNATIONAL VIP NETWORKING BREAKFAST

Another event offered by AUSA's International Program, this small networking event is an excellent opportunity for one-on-one conversations with foreign army commanders, their representatives, and Senior leaders from the U.S. Army.

DWIGHT DAVID EISENHOWER LUNCHEON

Our keynote speaker, the Chief of Staff of the Army, will deliver the State of the Army Address during this special luncheon held with an audience of over 2,000 individuals.

GEORGE CATLETT MARSHALL RECEPTION AND DINNER

This black-tie reception and dinner honors the recipient of AUSA's most prestigious award, the George C. Marshall Memorial Medal. This centerpiece event is attended by Army leadership, AUSA members, and industry partners. Past recipients include the Honorable Leon Panetta, former Secretary of Defense, Michael Krzyzewski, Head Coach for Duke University's basketball team, and Madeleine Albright.

GENERAL INFORMATION



ANNUAL MEETING HOUSING

Housing for the Annual Meeting includes 16 hotels throughout our Nation's Capital and in close proximity to the Walter E. Washington Convention Center. The Washington Marriott Marquis serves as the headquarters hotel for the meeting and is located directly across from the Walter E. Washington Convention Center and is connected through an underground walkway. Convention Management Resources, Inc. (CMR) serves as the official housing partner for AUSA's Annual Meeting.

THE WALTER E. WASHINGTON CONVENTION CENTER

The AUSA Annual Meeting & Exposition is held every October in the Nation's Capital at the Walter E. Washington Convention Center, a 2.3 million-square-foot conventions and meetings facility. One of the most energy-efficient buildings for its size, the Convention Center includes 703,000 square feet of display space, 198,000 square feet of flexible meeting space and 77 break-out rooms including the largest ballroom in the region.

Located in the heart of downtown D.C. and Metro accessible, the Walter E. Washington Convention Center is a fitting home for the nation's largest defense related exposition.

GENERAL SERVICE CONTRACTOR

Global Experience Specialists (GES) serves as the General Service Contractor and Official Decorator for the AUSA Annual Meeting & Exposition. As such, GES has overall responsibility for the installation and dismantling of the event. GES provides a range of products and services for Annual Meeting exhibitors including:

- Booth furniture
- Carpet
- Installation/Dismantle labor
- Custom displays
- Rigging service
- Logistics
- Expresso online Exhibitor Services Manual

Go to www.ausa.org to view the latest information for exhibitors.

www.ausa.org



WWW.AUSA.ORG



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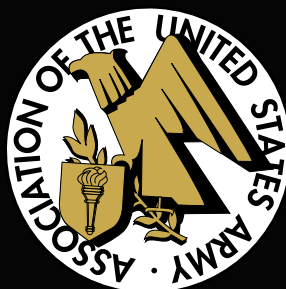
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