

Reach Thousands of Buyers and Drive Traffic to Your Booth with AUSA Annual Meeting eNewsletter

SAMPLE ENEWSLETTER

2016 AUSA ANNUAL MEETING AND EXPOSITION
A Professional Development Forum
3-5 OCTOBER 2016
Walter E. Washington Convention Center
Washington, DC

A PROFESSIONAL DEVELOPMENT FORUM

Next every October, the AUSA Annual Meeting is the largest land power exposition and professional development forum in North America. This event consists of informative presentations, panel discussions on pertinent military and national security subjects, workshops and important business meetings.

There will be dozens of professional development events, seminars and presentations during this event including:

- AUSA Institute of Land Warfare (ILW) Contemporary Military Forums
- AUSA Military Family Forums
- Sergeant Major of the Army NCO and Soldier Forum
- Small Business Forum
- Warrant Officer Professional Development Seminar
- Army National Guard Seminar
- Chief, Army Reserve Seminar
- Pre-Retirement/Survivor Benefit Plan Briefing
- Hurlerius International Networking events
- Department of the Army Civilian Professional Development Seminar

REGISTER NOW
FIND PRODUCTS
FIND EXHIBITORS
SEE FLOORPLAN

PREMIUM EXHIBITORS

Telephonics: an advanced-technology leader

Since its founding in 1933, Telephonics has evolved from a manufacturer of audio headsets to an advanced-technology leader, widely recognized for highly sophisticated surveillance, communications, analysis and integration solutions. Telephonics' systems are deployed across a wide range of land, sea and air applications, providing our aerospace, defense and commercial customers with a distinct tactical advantage while helping to ensure the safety and security of military personnel and civilians worldwide. We continue to expand our business globally, including a joint venture, Mahindra Telephonics Integrated Systems, with Mahindra Defense Systems in India.

FEATURED EXHIBITORS

Pearson Engineering – Providers of Assured Mobility products to the United States Army.

Pearson Engineering, exhibitor at booth 1907 at the AUSA Annual Meeting 2015, is a leading provider of Assured Mobility products to the world's Armed Forces. Products include vehicle attachments optimized for Counter-Mine, Counter-IED, Route Proving, Combat Earth Moving and Assault Bridging roles. Pearson Engineering's products are provided as vehicle attachments which may be quickly and easily attached, released and jettisoned on a prime mover to provide Commanders with the flexibility and adaptability to configure their resources to the mission. As existing providers of counter-IED and mine breaching systems to the United States Army, Pearson Engineering is proud to continue support to the AUSA Annual Meeting.

Here's how it works:

The AUSA eNewsletter delivers timely information updates and need to know information to attendees with areas to spotlight participating exhibitors. Attendees are hungry to see what's new and get a preview of what will be at AUSA 2016 and the eNewsletter is an excellent vehicle to meet that demand.

The AUSA eNewsletter exhibitor focus areas will also drive attendees to their online profile which will result in more recognition, more traffic and ultimately more leads. Eight issues for the AUSA Annual Meeting eNewsletter will be sent to all registered attendees. Seven issues will be published prior to the show, plus a wrap-up edition. Each edition will have a limited number of positions as follows:

Premium Position

ONLY 5 SLOTS PER ISSUE AVAILABLE / \$1,450 EACH

- Sponsor Logo at top right of newsletter
- Placement in top 5 newsletter positions
- Company name & booth number
- Description of products/services
- Product image (200 x 200 pixels)
- Link to your online profile & digital booth
- Online floor plan Rotating Banner position

Featured Position

25 SLOTS PER ISSUE AVAILABLE / \$950 EACH

- Placement immediately below premium positions
- Company name & booth number
- Description of products/services (100 words max)
- Product Image or logo (200 x 200 pixels)
- Link to your online profile

Platinum Program • EXCLUSIVE TO 1 EXHIBITOR ONLY / \$19,950

- 1st Premium position in each of eight eNewsletter
- Top Banner position for the Online Floor Plan
- Primary position in the Exhibitor Online Search List
- Gold Profile Upgrade

Connect with attendees before, during and after the Show with Online Profile Upgrade



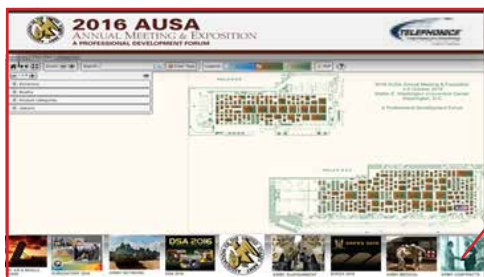
Introducing AUSA Online upgrade:

AUSA Annual Meeting Exhibitor Profiles is the most complete and up-to-date resource for exhibitor and product information. You can increase your visibility, showcase your products, drive more traffic to your booth and access your leads by upgrading your exhibitor profile.



Gold Package / \$750

- Company contact information
- Link to company website
- Company logo online
- Booth wallpaper
- 200-word description
- 4 contact names with email address
- 4 product showcases - 1 with video/static
- Online brochure – Pdf
- Press release
- Listing of 2 special events
- Pin name to top of exhibitor list below the Platinum Program exhibitor
- YouTube embedded video
- Social media link
- Unlimited categories



Platinum Package Banner: Exclusive to one exhibitor

Rotating Floor Plan Banner: Available to eNewsletter Premium participants. Each issue will include one of the limited positions. Positions are available as soon as you sign up.

All online booth upgrades include the wallpaper feature which will make your booth stand out from the rest with your customized wall paper. Use your logo or product picture to highlight your booth position.

ORDER FORM

for AUSA Annual Meeting eNewsletter and Online Profile Upgrades

Confirmation (including remittance information) will be sent upon receipt of Order Form.
All signed Agreements will be considered firm, and no cancellations are accepted.

For Payment

For PCI Compliance reasons, credit card numbers may only be accepted by phone. Upon receipt of this order, our sales team will contact you directly for credit card specifics. Please indicate your card of choice: VISA MasterCard AMEX

Name _____

Company Name _____ Booth Number _____

Address _____

City _____ State _____ Zip _____

Phone _____ FAX _____

Email _____

Authorized Signature _____

Date _____

AUSA Annual Meeting eNewsletter

Issue	Publish Date	Content due date	Premium \$1450 each	Feature \$950 each
1	5/18/16	5/13/16		
2	6/15/16	6/10/16		
3	7/13/16	7/8/16		
4	8/10/16	8/5/16		
5	9/7/16	9/2/16		
6	9/14/16	9/9/16		
7	9/28/16	9/23/16		
Post-Show	10/19/16	10/14/16		

SUB-TOTAL: _____

Online Profile Upgrades

Gold Package

\$750

Platinum Package (One available)

\$19,950

TOTAL: _____

Premium customers: Please supply a 200x200 pixel product image and 200x200 pixel logo as a jpg, gif, or png.

Feature Customers: Please supply a 200x200 pixel product image or logo as a jpg, gif, or png.

All customers: please supply a Headline for your product (15 words max) and a description (100 words max)

All materials should be uploaded to our online dropbox by going to this URL: <https://www.hightail.com/u/Send-files>

Please email completed forms to: shannonb@expocad.com • 678.904.4441 • Fax: 678.904.4442