2017 AUSA
ANNUAL MEETING & EXPOSITION

A Professional Development Forum

9-11 OCTOBER 2017
Walter E. Washington Convention Center
Washington, DC

ATTENDEE PROSPECTUS | EXHIBITOR & SPONSORSHIP PROSPECTUS
The Association of the United States Army’s Annual Meeting is the largest landpower exposition and professional development forum in North America. Taking place over three days, the Annual Meeting 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. AUSA accomplishes this task throughout the entire event by providing informative and relevant presentations on the state of the Army, panel discussions and seminars on pertinent military and national security subjects, and a variety of valuable networking events available to all that attend.

AUSA’s Annual Meeting includes the total Army—Regular Army, Guard, Reserve, civilians, and family members. It 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 today’s Army.

ABOUT THE ASSOCIATION OF THE US ARMY
AUSA is a private, non-profit educational organization that supports America’s Army - Regular Army, National Guard, Reserve, Retirees, Government Civilians, Wounded Warriors, Veterans, concerned citizens and family members. AUSA provides numerous Professional Development Opportunities at a variety of events both local and national.

OUR VISION
As a premier voice for America’s Soldiers, we are a dedicated team committed to building the best professional and representative association for the world’s best Army.
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Key Contacts

EXHIBITS
Rand Meade, Exhibits Manager
703-907-2678 | RMeade@ausa.org
Laura Miller, Exhibit Sales Manager
703-236-2921 | LMiller@ausa.org

SPONSORSHIPS
Gaye Hudson, Sponsorship Manager
703-907-2401 | GHudson@ausa.org

SUSTAINING & CORPORATE MEMBERSHIP
Alex Brody, Assistant Director Industry Affairs
703-907-2665 | ABrody@ausa.org
Lauren Hensley, Sustaining Membership Coordinator
703-907-2659 | LHensley@ausa.org
Mark Wolf, Assistant Director, Corporate Member Affairs
703-907-2648 | MWolf@ausa.org

INDIVIDUAL MEMBERSHIP
Member Support
855-246-6269 | MemberSupport@ausa.org

GENERAL SERVICE CONTRACTOR
GES (Global Experience Specialists)
702-515-5970

OFFICIAL HOUSING BUREAU
CMR Housing will open 2 May 2017 at 1200 ET | 855-971-2295
AUSA’s Annual Meeting is a unique and compelling platform for attendees.

**Attendee benefits include:**

**OVER 600 DYNAMIC DISPLAYS AND SPECIALIZED PAVILIONS** presenting a wide-range of industry products and services from all over the world, including International Pavilions.

**DIRECT AND QUALITY FACE-TO-FACE INTERACTIONS** with booth staff on the show floor.

**IN-BOOTH PRODUCT DEMONSTRATIONS** by exhibitors so that attendees are able to experience first-hand the new technology that will bring their organization to the next level.

**INSIGHT INTO TODAY’S ARMY** provide attendees with knowledge to better support the Army and further their own business goals.

**PROFESSIONAL DEVELOPMENT FORUMS, PRESENTATIONS, AND PANELS** are held throughout the meeting for soldiers, NCOs, officers, Army family members, and industry executives.

**EXCLUSIVE SOCIAL EVENTS WITH ARMY LEADERS, DoD DECISION MAKERS, AND FELLOW INDUSTRY LEADERS** from around the world.
HOW CAN I ATTEND?

All registrants must have an “identifiable relationship” with the U.S. Army or with AUSA. The following are examples of acceptable demonstrations of such a relationship:

- Membership with AUSA
- Army Survivor Family Member
- Employee of an exhibiting, Corporate Member, or Sustaining Member company
- Member of any component of the U.S. military
- Civilian employee of the Federal Government
- Member of an accredited Federal, State, or Municipal law enforcement agency, Fire Department, or an EMT/EMS
- Member of a designated U.S. military or veteran association
- Member of the military forces of foreign nations with passport

REGISTRATION COST

The Annual Meeting is a completely FREE event!

Register online on the Annual Meeting website starting in June 2017, or register on-site at the Walter E. Washington Convention Center starting on 6 October.

2017 Membership Costs

Join AUSA as an individual member and help us advocate on behalf of the U.S. Army.

- $400 for LIFE Membership
- $75 for a five-year membership
- $40 for a two-year membership
- $10 for two years is available for E-1s to E-4s, and for U.S. Military Academy and ROTC Cadets.

To view the benefits of becoming an Individual, Life, Corporate, or Sustaining Member, please visit our website at www.ausa.org.
The AUSA Annual Meeting agenda consists of cutting-edge presentations, panel discussions on pertinent military and national security subjects, as well as, a variety of topic-specific seminars. In addition, there will be dozens of professional development events featuring key leaders from the Army, DoD and Congress that will give important presentations about the future of the Army and national defense.

PROGRAM HIGHLIGHTS

- 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
- Numerous International Networking events
- Department of the Army Civilian Professional Development Seminar

The Institute of Land Warfare (ILW) Contemporary Military Forums

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

These forums provide a venue for military and civilian leadership to address Army family issues and to introduce new organizations, initiatives, and programs. Visit the Family Readiness Pavilion to connect with organizations that support military families.

“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.”

Nancy and Jerry Kipper
President and CEO/Owner
Kipper Tool

AUSA.ORG
International Reception
Join industry members in this great networking opportunity while also celebrating AUSA’s international military VIPs.

President’s Reception
Meet Army leadership, socialize with colleagues, and greet old friends at this event honoring the Secretary of the Army, the Chief of Staff of the Army, and the Sergeant Major of the Army.

International VIP Networking Breakfast
This exclusive event is an excellent opportunity for one-on-one conversations with foreign army commanders, their representatives, and U.S. Army leadership.

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.

Invited Speakers include:
- Secretary of the Army
- The Chief of Staff of the Army
- Sergeant Major of the Army

FEATURED TICKETED EVENTS

George Catlett Marshall Reception and Dinner
As the last event of the Annual Meeting, 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. The 2016 awardee was General Gordon R. Sullivan, USA Ret., former Chief of Staff of the Army and past President of AUSA.
WHO ATTENDS

Attendants have included the:

- Secretary of Defense
- Secretary of Veteran Affairs
- Secretary of the Army
- Deputy Secretary of Defense
- Chairman of the Joint Chiefs of Staff
- Chief of Staff of the U.S. Army
- Director of the FBI
- Sergeant Major of the Army
- ...and many more!

Total Attendance: 26,101

- 17,618 Attendees
- 8,483 Exhibitors

Of 17,618 Attendees, 22% were active military / 78% civilian

Industry by Role

- Total Registrants are Senior Level Management: 36%
  - C-Level & CEOs: 8%
  - VP-Level: 7%
  - Director Level: 11%
  - Manager Level: 10%

Military by Rank

<table>
<thead>
<tr>
<th>Rank</th>
<th>Active</th>
<th>Retired</th>
</tr>
</thead>
<tbody>
<tr>
<td>Junior Enlisted (E-1 through E-4)</td>
<td>80%</td>
<td>20%</td>
</tr>
<tr>
<td>Non-Commissioned Officers (E-5 through E-9)</td>
<td>77%</td>
<td>23%</td>
</tr>
<tr>
<td>Warrant Officers (CWOs)</td>
<td>80%</td>
<td>20%</td>
</tr>
<tr>
<td>Company Grade Officers (O1 through O3)</td>
<td>75%</td>
<td>25%</td>
</tr>
<tr>
<td>Field Grade Officers (O4 through O10)</td>
<td>52%</td>
<td>48%</td>
</tr>
</tbody>
</table>

International Info/Delegations

- International Registrants: 8%
  - Total: 2,202
- Attendees: 1120 (51%)
- Exhibitors: 1082 (50%)

WHY EXHIBIT?

Connect with over 26,000 registrants from all over the world, including senior Army leaders and top industry members.

Network with fellow industry leaders on the show floor and during our exclusive social events.

Gain knowledge and insight into the Army’s needs so that your business can continue to help the Army be successful in today’s ever-changing and demanding world.

Meet high quality leads and international contacts in your booth and throughout the entire meeting.

Attend exclusive, world-class VIP receptions and events with fellow industry colleagues and socialize with members of the Military.

Showcase and launch new products directly to the people who use them, face-to-face.

AUSA.ORG
More than 50 countries participated in the Annual Meeting, including:

- Argentina
- Australia
- Austria
- Belgium
- Brazil
- Canada
- Cape Verde
- Chile
- Colombia
- Cyprus
- Czech
- Republic Denmark
- Finland
- France
- Germany
- Ghana
- Greece
- India
- Ireland
- Israel
- Italy
- Japan
- Jordan
- Korea (South)
- Kuwait
- Latvia
- Libya
- Luxembourg
- Malaysia
- Mexico
- Morocco
- Netherlands
- Norway
- Oman
- Pakistan
- Peru
- Poland
- Qatar
- Saudi Arabia
- Serbia
- Singapore
- South Africa
- Spain
- Sweden
- Switzerland
- Taiwan
- Thailand
- Turkey
- Turkmenistan
- Ukraine
- United Arab Emirates
- United Kingdom

“The AUSA Annual Meeting is the utmost-importance to the vitality of the modern Army. Vision Technologies Systems values the 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.

Will you join us in 2017?

Here is a sample of AUSA's 2016 exhibitors. Over 600 organizations from around the world exhibited.

3M Company
ADS, Inc.
Agility, Defense & Government Services
AITECH Defense Systems, Inc.
Amerex Defense
Avalon Technologies Inc.
Avon Protection Systems, Inc.
BAE Systems, Inc.
Ball Aerospace & Technologies Corp.
Banneker Industries, Inc.
Barrett Firearms Manufacturing, Inc.
Bell Helicopter Textron, Inc.
Boeing
Bren-Tronics, Inc.
CamelBak Products, LLC
CEIA USA, Ltd.
Chemring North America
CIRCOR Aerospace, Inc.
COJOT OY
Combined Systems, Inc.
Concurrent Technologies Corporation
Control Solutions, LLC
CTG
Cubic Global Defense
Daniel Defense
Datron World Communications
Day & Zimmermann
Deschamps Mat Systems, Inc.
Donaldson Co., Inc.
DuPont Kevlar
ECS Case
Engility
Esri
Esterline
Excellitas Qioptiq
Federation of German Security & Defence (GWM)
First Command Financial Services
FLIR Systems
FLUOR Corporation
GATR Technologies, Inc.
GE Aviation
General Atomics
General Dynamics
General Kinetics Engineering
Gentex Corporation
Gerber Gear
Golight, Inc.
Gonzalez Production Systems
HDT Global
Heckler & Koch
High Impact Technology, LLC
Honeywell
I3 Cable and Harness
IAI North America
IBM Corporation
IDS International
IHS Global, Inc.
Innomark USA
IntelliPower
ITT Cannon, LLC
JENOPTIK Advanced Systems, LLC
John Deere
KBR
KIGRE, Inc.
Kipper Tool
Klas Telecom
Korea Defense Industry Association (KDIA)
KOTRA
L-3
Lacledes
Leidos
Leonardo
Lockheed Martin Corporation
Mack Defense, LLC
Maven Engineering Corporation
Missile Defense Agency
Mutualink, Inc.
National Defense Industrial Association
Navy Federal Credit Union
Nobles Manufacturing, Inc.
Northrop Grumman
Oakley, Inc.
Orbital ATK
Oshkosh Defense
Parker Hannifin Corporation
Partsmaster
Perkins Technical Services, Inc.
Point Blank Enterprises
Quicksilver Analytics, Inc.
Raptor Photonics Ltd.
Raytheon
Red Hat
Rheinmetall AG
Rockwell Collins
Sabre Ballistics, A Sydor Technologies
Company
SAIC
Saint-Gobain Ceramics
Secure Communication Systems
Siemens Government Technologies, Inc.
Sierra Nevada Corporation
Sikorsky
Smith & Wesson
Stanley Machining & Tool Corporation
SynQor, Inc.
Tactical Lighting Solutions, LLC
Tejin Aramid USA, Inc.
The Will-Burt Company
Trijicon, Inc.
TYR Tactical
U.S. Army
Unifire
USAA
UTC Aerospace Systems
Vectrus
VT Systems
W. L. Gore & Associates, Inc.
Warn Industries
Wiley X, Inc.
Zanfel Laboratories, Inc.

To see a current list of this year’s exhibitors, visit our website!

AUSA.ORG
International Pavilions
The AUSA Annual Meeting is truly an international event as people from around the world participate each year. Countries that have organized national pavilions will be featured on the show floor, including: **Australia, Austria, Canada, France, Germany, Greece, Korea, Switzerland, and the United Kingdom.**

Small Business
In an effort to support small businesses, AUSA invites all small businesses to try out the Annual Meeting in the Small Business Pavilion for their first year. For more information on how to exhibit in the Small Business Pavilion, please contact Laura Miller.

Family Readiness
AUSA knows that supporting the Soldier means supporting Army families. This pavilion will feature organizations that support and educate military families on a variety of topics relevant to all stages of a soldier’s life. For more information on how to exhibit in the Family Readiness Pavilion, please contact Patty Barron at PBarron@AUSA.org.

Warriors To The Workforce Hiring Pavilion
The American Freedom Foundation hosts the Warriors To The Workforce hiring and training event each year during the AUSA Annual Meeting. The event will bring together major companies from throughout the country to profile their services and provide employment opportunities for our veterans.

In addition to the hiring event, Warriors To The Workforce will include Workshops featuring some of the top speakers in the country. Workshops will provide resources and information for veterans, transitioning military service members and military spouses to help them better transition to civilian life.

AUSA
Homeland Security Pavilion
The Department of Homeland Security Pavilion showcases missions and capabilities from across the Department in multiple exhibits. Organizations in the Pavilion include:
- Federal Emergency Management Agency (FEMA)
- National Protection and Programs Directorate, Office of Cybersecurity and Communications (NPPD/CS&C)
- Science and Technology Directorate
- Transportation Security Administration (TSA)
- U.S. Immigration and Customs Enforcement (ICE)
- U.S. Customs and Border Protection
- United States Citizenship and Immigration Services (USCIS)
- United States Secret Service

AUSA Department of Veterans Affairs (VA) Pavilion
VA proudly invites active duty, reserve component, veterans, their families and survivors to visit and speak with VA professionals. VA’s number one priority is to keep our veterans safe and healthy by providing the best care and services available. VA outreach participants include:
- Benefits Assistance Service (BAS)
- District of Columbia VA Medical Center
- Memorial Benefits
- Mental Health Services
- Readjustment Counseling Service
- Rehabilitation and Prosthetics
- VA Health for Life
- Veterans Employment Service Office
**Exhibit Space is on sale to the public on 5 October 2016.**  
Space is assigned based on the Order of Merit.

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### Exhibit Hall Rates

- **Sustaining Member Rate**  
  $53 per square foot

- **Small Business Pavilion Rate**  
  $70 per square foot

- **Government Rate**  
  $19 per square foot

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### Exhibit Hall Hours

- **Monday 9 October 0900 – 1700**
- **Tuesday 10 October 0900 – 1700**
- **Wednesday 11 October 0900 – 1700**

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### Booth Package

- Unlimited Exhibitor Badges allowing access to all forums, and access to the floor during set-up, dismantle, and show hours.
- Complimentary listing on Floor Plan Map description in the Show Guide.
- Carpeting is required and is not included.
- 8’ Backwall Drape and 3’ Siderail Drape
- 1 Booth ID Sign

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### Requirements

- Sustaining Membership is required in order to exhibit, some exceptions may apply.  
  For more information about AUSA's Sustaining Membership Program, please contact Lauren Hensley at LHensley@ausa.org.
- All exhibitor contracts must be accompanied by a 10% non-refundable deposit of the total cost of the booth at the time of submission to be considered complete. **All contracts received without a deposit will be deemed incomplete and will not be booked.**
### Important Dates for the Annual Meeting

*Make sure your company gets the most out its Annual Meeting experience. All dates are tentative and subject to change.*

<table>
<thead>
<tr>
<th>Item</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Last day for Exhibit Refund due to Booth Cancellation</td>
<td>January 31, 2017</td>
</tr>
<tr>
<td>Housing Opens</td>
<td>May 2, 2017 at 12 ET</td>
</tr>
<tr>
<td>Online Registration Opens</td>
<td>June 1, 2017</td>
</tr>
<tr>
<td>Ticket Sales Open</td>
<td>June 1, 2017</td>
</tr>
<tr>
<td>Exhibitor Services Manual Available</td>
<td>June 1, 2017</td>
</tr>
<tr>
<td>Ticket Orders Due for Table Draw</td>
<td>August 4, 2017</td>
</tr>
<tr>
<td>Exhibitor Show Guide description due</td>
<td>August 11, 2017</td>
</tr>
<tr>
<td>Advertisement Deadlines for the Army Greenbook</td>
<td>August 18, 2017</td>
</tr>
<tr>
<td>GES - Advance shipments may begin arriving at the warehouse</td>
<td>August 23, 2017</td>
</tr>
<tr>
<td>GES - Discount Deadline for Orders</td>
<td>September 5, 2017</td>
</tr>
<tr>
<td>Housing Closes (based on individual hotel contracts)</td>
<td>September 11-18, 2017</td>
</tr>
<tr>
<td>Ticket Sales Close</td>
<td>September 15, 2017</td>
</tr>
<tr>
<td>Housing Cancellation Deadline</td>
<td>TDB September 2017</td>
</tr>
<tr>
<td>GES - Last Day for Advance Shipment to arrive at the warehouse</td>
<td>September 20, 2017</td>
</tr>
<tr>
<td>Space Draft Schedule Announcement</td>
<td>September 27, 2017</td>
</tr>
<tr>
<td>Online Registration Closes</td>
<td>October 3, 2017</td>
</tr>
<tr>
<td>Ticket Sales and Registration Opens On-site</td>
<td>October 6, 2017</td>
</tr>
<tr>
<td>2017 Army 10-Miler Race</td>
<td>October 8, 2017</td>
</tr>
<tr>
<td>2017 AUSA Annual Meeting begins</td>
<td>October 9, 2017</td>
</tr>
</tbody>
</table>
“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

OPPORTUNITIES FOR SPONSORSHIP

AUSA recognizes multiple levels of support. Earn your stars by choosing any of the listed sponsorships. Star Sponsorship Levels equal the total amount invested into the 2017 Annual Meeting Sponsorship Program by your company.

For more details on AUSA’s 2017 Annual Meeting Sponsorship Program, contact Gaye Hudson at GHudson@ausa.org.

Choose to sponsor at this year’s Annual Meeting!

These exclusive sponsorships help your company!

⭐⭐⭐⭐ Four Star Sponsors
Equal or greater than $60,000

⭐⭐⭐ Three Star Sponsors
Equal or greater than $50,000

⭐⭐ Two Star Sponsors
Equal or greater than $40,000

⭐ One Star Sponsor
Equal or greater than $30,000
Branded Sponsorship Opportunities

**Banner Signage**

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
<th>Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outdoor Banner L Street (24' x 36')</td>
<td>$50,000</td>
<td>2 Available</td>
</tr>
<tr>
<td>Exhibit Hall Banner (15' x 15')</td>
<td>$7,000</td>
<td>Limited Space Available</td>
</tr>
</tbody>
</table>

**Hotel Key Cards**

<table>
<thead>
<tr>
<th>Location</th>
<th>Price</th>
<th>Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marriott Marquis (AUSA Headquarters Hotel)</td>
<td>$25,000</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Renaissance Washington D.C. Hotel</td>
<td>$20,000</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Grand Hyatt</td>
<td>$15,000</td>
<td>Exclusive</td>
</tr>
</tbody>
</table>

**Outreach and Networking**

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
<th>Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Hall Networking Lounge</td>
<td>$35,000</td>
<td>Limited Availability</td>
</tr>
<tr>
<td>International Military Lounge</td>
<td>$20,000</td>
<td>Limited Availability</td>
</tr>
<tr>
<td>Military Family Forums</td>
<td>$10,000</td>
<td>Limited Availability</td>
</tr>
<tr>
<td>Wi-Fi Sponsorships</td>
<td>$10,000</td>
<td>5 Available</td>
</tr>
<tr>
<td>Charging Lounges</td>
<td>$7,500</td>
<td>10 Available</td>
</tr>
<tr>
<td>Online Registration Page Banner</td>
<td>$5,000</td>
<td>5 Available</td>
</tr>
<tr>
<td>Pop-Up Meeting Rooms</td>
<td>$3,000</td>
<td>3 Available per day</td>
</tr>
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</table>

**Printed Exhibitor Show Guide & Floor Map Sponsorship Opportunities**

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
<th>Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Floor Map Back Cover</td>
<td>$15,000</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Show Guide Back Cover Ad</td>
<td>$12,000</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Show Guide Inside Front Cover Ad</td>
<td>$10,000</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Show Guide Inside Back Cover Ad</td>
<td>$9,000</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Show Guide Full Page Ad</td>
<td>$7,000</td>
<td>Limited Availability</td>
</tr>
<tr>
<td>Printed Floor Plan/Locator Maps</td>
<td>$7,000</td>
<td>10 Available</td>
</tr>
<tr>
<td>Show Guide Cover</td>
<td>$7,000</td>
<td>6 Available</td>
</tr>
<tr>
<td>Show Guide Page Runner</td>
<td>$6,000</td>
<td>2 Available</td>
</tr>
<tr>
<td>Premium Show Guide Listing</td>
<td>$500</td>
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</table>

**Social Event Sponsorship Opportunities**

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
<th>Availability</th>
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<tbody>
<tr>
<td>International Military Reception</td>
<td>$30,000</td>
<td>Exclusive</td>
</tr>
<tr>
<td>MG Robert G. Moorhead Guard/Reserve Breakfast</td>
<td>$10,000</td>
<td>Exclusive</td>
</tr>
<tr>
<td>ROTC Luncheon</td>
<td>$10,000</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Corporate Member Luncheon</td>
<td>$10,000</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Department of the Army Civilian Luncheon</td>
<td>$10,000</td>
<td>Exclusive</td>
</tr>
<tr>
<td>International Military Breakfast</td>
<td>$10,000</td>
<td>Exclusive</td>
</tr>
</tbody>
</table>

Why Should You Be An ANNUAL MEETING SPONSOR?

- Increase brand awareness
- Boost booth traffic
- Build your brand
- Reach a large audience
- Direct customers to your booth
- Raise your OML rank

Create Quality Leads
Support the Army Message
Connect with Army and Industry
Increase brand awareness
Build booth traffic
Boost sales
Reach a large audience
Direct customers to your booth
Raise your OML rank
## Company Information

<table>
<thead>
<tr>
<th>Field</th>
<th>Information</th>
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<tbody>
<tr>
<td>Company Name:</td>
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<td>Address:</td>
<td></td>
</tr>
<tr>
<td>City, State, Zip:</td>
<td></td>
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<tr>
<td>Website:</td>
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<tr>
<td>Contact:</td>
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<tr>
<td>Phone:</td>
<td></td>
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<tr>
<td>Email:</td>
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## Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Sponsorship Fee</th>
<th>Payment Method</th>
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<tbody>
<tr>
<td>Outdoor Banner</td>
<td>$50,000</td>
<td>$</td>
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<tr>
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<tr>
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<td>Hotel Key Card - Renaissance</td>
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<td>Hotel Key Card - Grand Hyatt</td>
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<td>International Military Reception</td>
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<td>Wi-Fi</td>
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<td>MG Robert G. Moorhead Guard/ Reserve Breakfast</td>
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<tr>
<td>ROTC Luncheon</td>
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<td>Corporate Member Luncheon</td>
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<td>Department of the Army Civilian Luncheon</td>
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<td>International Military Breakfast</td>
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<td>Exhibit Hall Banner</td>
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<td>On-line Registration Banner</td>
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<td>Pop-Up Meeting Room</td>
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### Show Guide & MAP Sponsorships

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<thead>
<tr>
<th>Sponsorship</th>
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<th>Payment Method</th>
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<tr>
<td>Printed Floor Map Back Cover</td>
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<td>Premium Listing</td>
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## Payment

Payment by credit card or check at the time of contract submission is preferred. Sponsorships may be invoiced and are payable within 30 days. If payment is not received, sponsor will forfeit their right to sponsor. All payments must be received prior to the event. Confirmation of sponsorships, along with any additional specifications, deadlines, etc., will be by email.

Cancellation policy: no refunds

## Authorization

This contract must be submitted with authorizing signature, agreeing to abide by all terms, conditions, and specifications and agreeing to the commitment total tallied above. Any questions regarding a specific opportunity in advance of submission may be directed to AUSA Sponsorship Manager, contact information above.

Sponsor’s Authorized Signature: ____________________________ Date: ________
Exhibitors agree to abide by the AUSA Annual Meeting Exhibitor Rules and Regulations, a copy of which is enclosed in this document, made a part of this application and contract by reference, and fully incorporated herein. If this application and contract has not been received, properly signed, and accompanied by required payment as stated in the payment clause above, this application and contract may be declared null and void so that space may be reassigned. All applications must be signed in order to confirm booth reservations. We agree to abide by all rules and regulations governing the exposition as enclosed and which are a part of this application. Acceptance of this application by show management constitutes a contract.

Exhibitors agree to abide by the AUSA Annual Meeting Exhibitor Rules and Regulations, a copy of which is enclosed in this document, made a part of this application and contract by reference, and fully incorporated herein. If this application and contract has not been received, properly signed, and accompanied by required payment as stated in the payment clause above, this application and contract may be declared null and void so that space may be reassigned. All applications must be signed in order to confirm booth reservations. We agree to abide by all rules and regulations governing the exposition as enclosed and which are a part of this application. Acceptance of this application by show management constitutes a contract.

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Exhibitors agree to abide by the AUSA Annual Meeting Exhibitor Rules and Regulations, a copy of which is enclosed in this document, made a part of this application and contract by reference, and fully incorporated herein. If this application and contract has not been received, properly signed, and accompanied by required payment as stated in the payment clause above, this application and contract may be declared null and void so that space may be reassigned. All applications must be signed in order to confirm booth reservations. We agree to abide by all rules and regulations governing the exposition as enclosed and which are a part of this application. Acceptance of this application by show management constitutes a contract.
ASSIGNMENT OF BOOTH SPACE
Booths are assigned based on the company’s Order of Merit Listing. Applications without an authorized signature and 10% deposit will not be processed.

INSTALLATION AND DISMANTLE OF EXHIBITS
Show Management reserves the right to fix the time for the installation of a booth prior to the show opening and for its removal after the conclusion of the show. Under no circumstances will the addition to or removal of any portion of an exhibit be permitted during show hours. All booths must remain intact until the close of the show. Installation must occur only during the installation times designated in the official exhibit schedule. All booths must be properly installed, fully operational and show-ready no later than 5:00 PM on Sunday, October 8, 2017 for the final inspection of the exhibit hall by Show Management. Dismantle may not begin until after 1:00 PM on Wednesday, October 11, 2017. Early dismantle or removal of an exhibit may result in the loss of exhibit privileges for future shows. The Exhibit Hall Hours are tentative and subject to change. If the official exhibit hall schedule changes, all exhibitors will be notified. Each exhibitor will complete arrangements for removal of his or her material from the Walter E. Washington Convention Center in accordance with the instructions provided in the Exhibitor Services Manual. No one under the age of 18 will be permitted on the exhibit floor during installation and dismantle hours. The full move in schedule will be provided in the Exhibitor Services Manual, provided 60 days before the start of the show.

FAILURE TO OCCUPY SPACE
Space not occupied by 5:00 PM on Sunday, October 8, 2017 will be forfeited by the exhibitors and their space may be resold, reassigned or used by the exhibit management without refund.

PAYMENT FOR BOOTH SPACE
Exhibit space will be assigned by AUSA. Once booth assignments are made, exhibitors will receive a countersigned Exhibitor Contract and Booth Assignment. The 10% deposit must be paid in full and in good standing with AUSA prior to the start of the event. All unpaid exhibitors will not be allowed to exhibit.

BOOTH CANCELLATION & REDUCTION POLICY
Friday, 3 March 2017: Full booth payment is due. Any exhibitor who cancels or reduces their booth space is eligible for a refund up to 50% of the total value of the booked space, less the 10% non-refundable deposit.

Friday 6 May 2017: No refunds for cancellations or reductions of booth spaces after this date.

RESALE/SUBLEASING OF EXHIBIT SPACE
Exhibitors may not assign, sublease or otherwise share all or a portion of their exhibit space with any party except a wholly-owned subsidiary, a sister corporation or a company represented by an exhibitor and registered as such with AUSA, without the express written consent of AUSA. This prohibition will be strictly enforced.

ARRANGEMENT OF EXHIBITS
Any portion of an exhibit that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated booth space or for any reason becomes objectionable, must be immediately modified or removed by the exhibitor.

AUSA assumes all liability for any damage to the facility’s walls, lighting fixtures, etc. as a result of exhibitor negligence. The exhibitor will abide by and observe all laws, rules, regulations and ordinances of any government authority and of the contracted facility. The exhibitor will pay and hold AUSA harmless against any and all damages, loss or liability of any kind whatsoever resulting from injuries to persons or property occurring within the Walter E. Washington Convention Center protocols & procedures. The Show Management shall have full power to interpret, amend, or rescind these rules and regulations, provided any amendments, when made, are brought to the notice of exhibitors. Each exhibitor, for himself and his employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with preceding sentence.

CONDUCT & PURPOSE OF EXHIBITS
The purpose of the exhibit is to further the education of meeting attendees through product and service displays and demonstrations. Products or services exhibited must be pertinent to the attendees’ professional interest. AUSA reserves the right to restrict sales activities that it deems inappropriate or unprofessional. All exhibits will be the sole responsibility of the exhibitor and must be located within the exhibit area as designated by Show Management. No exhibits may be displayed in a way that will detract from other exhibits, the exhibition, or the meeting as a whole. Show Management reserves the right to request the immediate withdrawal of any exhibit that AUSA believes to be injurious to the purpose of AUSA, Management reserves the right to refuse to admit and to eject from the exhibit building any objectionable or undesirable person or persons. The use of side shows, tachics or other ungodly means considered by AUSA to be objectionable are expressly prohibited in the exhibit area and in any meeting room.

EXHIBIT STAFF MEMBERS
Each booth space will be provided unlimited Exhibitor Ridges. The Exhibitor badge allows entrance to sessions, all meals, and the exhibit hall during all set-up, dismantle, and regular show hours. The Attendant badge will grant access to the hall only during show hours. An official AUSA Attendant or Exhibitor badge must be worn whenever a representative is in the Walter E. Washington Convention Center. Each exhibit must be fully operational and staffed during the open exhibit hours. Booths should be manned by company professionals who are qualified to discuss details of their company’s products or services.

GENERAL LIABILITY, SECURITY & INSURANCE
AUSA makes no warranty, expressed or implied, that security measures will avert or prevent occurrences that may result in loss or damage. Each exhibitor must make provisions for the safeguarding of his or her goods, materials, equipment and display at all times. AUSA will not be liable for loss or damage to the property of exhibitors or their representatives or employees from theft, fire, accident or other causes. AUSA will not be liable for injury to exhibitors or their employees, or for damage to property in their custody, owned or controlled by them, which claims for damages, injury, etc., may be incident to or arise from, or in any way connected with their use or occupation of display space, and exhibitors will indemnify and hold AUSA harmless against such claims. The exhibitor assumes all responsibility for any damage to the facility’s floor, walls, lighting fixtures, etc. as a result of exhibitor negligence. Each exhibitor will abide by and observe all laws, rules, regulations and ordinances of any government authority and of the contracted facility. The exhibitor will pay and hold AUSA harmless against any and all damages, loss or liability of any kind whatsoever resulting from injuries to persons or property occurring within the Washington Convention Center.

AUSA will be held harmless for any trademark, trade name, copyright or patent infringement on any printed materials belonging to or distributed by any exhibitor. No exhibitor may use AUSA’s name or logo(s) without the written consent of AUSA.

PHOTOGRAPHING & FILMING OF EXHIBITS
Each exhibitor has control over the space it has rented and may prevent those considered its competitors from gaining access to, photographing, or videotaping its exhibit. The taking of pictures, other than by the official photographer/videoographer, is expressly prohibited during setup, dismantling and non-exhibit hours. Individual cameras will not be allowed on the exhibit floor. The use of a camera cell phone is prohibited during the above mentioned hours. Only the exhibitor may grant permission to have its exhibit photographed, videotaped, or an audio presentation taped, during exhibit hours. No exhibitor shall deny any reasonable request from Show Management or the official photographer/videoographer to photograph or film the exhibit outside from the perimeter of the booth.

EXHIBIT ORGANIZER FEE
All public function space in The Walter E. Washington Convention Center is controlled by AUSA. No function space will be released to exhibiting firms or other commercial firms for functions concurrent with the AUSA Annual Meeting Symposium, & Exhibition without the permission of Show Management. Good taste and conformity to the purposes of the meeting must prevail. Showings of equipment or product presentations to registered members or guests of AUSA by exhibiting firms other than one exhibit floor during the stated times is expressly prohibited.

VIOLATIONS
AUSA may at its discretion take away all or part of future exhibiting privileges for violations of the Rules and Regulations. AUSA, in addition, violation of any of these Rules and Regulations by the exhibitor or by his or her employees or agents shall at the option of AUSA forfeit the exhibitor’s right to occupy space and such exhibitor shall forfeit to AUSA all monies paid or due. Upon evidence of violation, AUSA may take possession of the space occupied by the exhibitor, and may remove all persons and goods at the exhibitor’s risk. The exhibitor shall pay all expenses and damages that AUSA may incur thereby.

SEVERABILITY
All agreements and covenants contained herein are severable, and in the event any of them shall be held to be invalid by any competent court, this agreement shall be interpreted as if such valid agreements or covenants were not contained herein.
ARMY Magazine

ARMY is read by your clients — the Army Leaders. Key people in Army research, development, testing, procurement and the Army Material Command all receive and read ARMY.

Is your company selling to the defense industry? ARMY’S circulation includes 12,000+ defense industry executives.

If you want to reach your market and get results, advertising in ARMY magazine is the way to do it!

AUSA October Green Book Advertising

The Army Green Book, which is 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 52,684 average monthly circulation, it will also be distributed to all attendees at the Annual Meeting and Exposition. Total circulation of the Green Book is over 60,000.

AUSANews

AUSANews is the Association’s new digital monthly publication.

AUSA Bulletin and 5 Things

These two e-newsletters arrive in our member’s inboxes every week and have a very high open AND click through rate.

For more information, please contact:
Desiree Hurlocker
Advertising Production Manager
703-907-2611
Dhurlocker@ausa.org
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AUSA
Association of the United States Army

IDEF 2017 | USA Security and Defense Pavilion
Abu Dhabi, UAE | 19-23 February 2017

AUSA Global Force Symposium and Exposition
Huntsville, AL | 13-15 March 2017

IDEF 2017 | USA Security and Defense Pavilion
Istanbul, Turkey | 9-12 May 2017

AUSA LANPAC Symposium and Exposition
Honolulu, HI | 23-25 May 2017

AUSA Annual Meeting and Exposition
Washington, D.C. | 8-10 October 2018

Visit www.AUSAMeetings.org to learn more.