EXHIBITOR AND SPONSORSHIP PROSPECTUS

8-10 OCTOBER 2018

Walter E. Washington Convention Center
Washington, DC
Discover what AUSA can do for YOU today
Call 703-907-2665 or visit ausa.org/industry
2018 ANNUAL MEETING AND EXPOSITION
A PROFESSIONAL DEVELOPMENT FORUM

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

OFFICIAL HOUSING BUREAU
Housing will open 2 May 2018 at 1200 ET  |  855-971-2295

AUSA ANNUAL MEETING CHAIRPERSON
LTG Patricia E. McQuistion , U.S. Army Ret.  |  Vice President, Membership & Meetings
WHY EXHIBIT?

CONNECT WITH OVER 26,000 REGISTRANTS from around 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.

WHO ATTENDS?

**TOTAL ATTENDANCE: 26,427**

- 9,123 Exhibitors
- 17,304 Attendees

Of 17,304 Attendees, 22% were active military / 78% civilian

**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>93%</td>
<td>7%</td>
</tr>
<tr>
<td>Non-Commissioned Officers (E-5 through E-9)</td>
<td>73%</td>
<td>27%</td>
</tr>
<tr>
<td>Warrant Officers (CWOs)</td>
<td>70%</td>
<td>30%</td>
</tr>
<tr>
<td>Company Grade Officers (O1 through O3)</td>
<td>90%</td>
<td>10%</td>
</tr>
<tr>
<td>Field Grade Officers (O4 through O10)</td>
<td>60%</td>
<td>40%</td>
</tr>
</tbody>
</table>

**INDUSTRY BY ROLE**

<table>
<thead>
<tr>
<th>Role</th>
<th>Registrants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Registrants are Senior Level Management</td>
<td>29%</td>
</tr>
<tr>
<td>C-Level &amp; CEOs</td>
<td>4%</td>
</tr>
<tr>
<td>VP-Level</td>
<td>6%</td>
</tr>
<tr>
<td>Director Level</td>
<td>10%</td>
</tr>
<tr>
<td>Manager Level</td>
<td>9%</td>
</tr>
</tbody>
</table>

**INTERNATIONAL INFO / DELEGATIONS**

<table>
<thead>
<tr>
<th>Registrants</th>
<th>Total: 1,667</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendees</td>
<td>1,193</td>
</tr>
<tr>
<td>Exhibitors</td>
<td>474</td>
</tr>
</tbody>
</table>

**Attendees have included the:**

- Secretary of Defense
- Secretary of Veteran Affairs
- Secretary of the Army
- Secretary of Homeland Security
- 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!
Over 100 countries are represented during the Annual Meeting. Take part in our International Delegation Program and connect with government leaders from:
Over 700 exhibitors were on the floor at the 2017 AUSA Annual Meeting, including:

3M Company
4FRONT Solutions, LLC
Accenture Federal Services
ADS Group
Advanced Composites, Inc.
AeroGlow International
Aerojet Rocketdyne
Aimpoint
Airborne Systems
AIRBUS
Al Qabandi United Co. W.L.L.
Alaska Structures
Allison Transmission
AM General LLC
Amex Defense
American Military University
Amsafe Bridport
AmSafe, Inc.
AP Lazer
Applied Companies
Arconic
Army Women’s Foundation
Avalex Technologies Inc.
Avenge Inc.
Avon Protection Systems, Inc.
AxleTech International
B.E. Meyers & Co., Inc.
B/E Aerospace
BAE Systems, Inc.
Ball Aerospace
Banneker Industries, Inc.
Battelle
Bell Helicopter Textron, Inc.
Beretta
Bloomberg LP
Boeing
Bose Corporation
Breeze Holdings
Bren-Tronics, Inc.
BRTRC
C.E. Niehoff & Co.
CAI, Inc.
Caterpillar, Inc.
Cera Products, Inc.
CIRCOR Aerospace, Inc.
Cobham
CodeMettle, LLC
Combined Systems, Inc.
Constellium
Curtiss-Wright
D. I. Optical Co., Ltd.
Daniel Defense
Darn Tough Vermont
Day & Zimmermann
Defense Logistics Agency
Deloitte
DHL
Dillon Aero, Inc.
Donaldson Co., Inc.
Drip Drop Hydration
DRS Technologies/Leonardo
DynCorp International
ECS Case
Elbit Systems of America, LLC
Esterline
Expal USA
FAUN Trackway, USA Inc.
Fedbid Inc.
Final Mile Logistics
Fincantieri Marine Group
FLIR Systems, Inc.
FLUOR Corporation
FN America, LLC
Foerster Instruments Inc.
GE Aviation
GEICO
General Atomics
General Dynamics
General Motors LLC
Gerber Gear
Glenair, Inc.
Glock, Inc.
Goodyear Tire & Rubber Co.
Hanwha Corporation
Harris Corporation
Heckler & Koch
Hellenic Aerospace Industry
HMount
Honeywell
Hutchinson Industries
IAI North America
IBM Corporation
IHSA Jane’s
IMSAR LLC
Integral Aerospace, LLC
Inventus Power
Invisio Communications A/S
ITT Cannon, LLC
John Deere
Johnson Controls, Inc.
Karem Aircraft, Inc.
KBRwyle
Kearfott Corporation
Kipper Tool
KOTRA
L3 Technologies
Leidos
LMI
Lockheed Martin Corporation
Logos Technologies, LLC
Maguip Industries
MaxVision
Med-Eng
Media Transasia
Mistral Group
Motorola Solutions, Inc.
NAMMO Talley
National Defense Corporation
Navy Federal Credit Union
Night Vision Devices
Northrop Grumman
NovAtel
Oakley, Inc./ESS, Inc.
Olin-Winchester
O’Neil & Associates, Inc.
Orbital ATK
Oshkosh Defense
Otis Technology, Inc.
Parker Hannifin Corporation
Pearson Engineering
Physical Logic Ltd.
Plasan SASA
Polo Custom Products
Profense, LLC
Projects Unlimited
Protonex Technology Corp.
QinetiQ North America
RAM Mounts
Raytheon Company
Remington Defense
Revision
Rheinmetall AG
Rite in the Rain
Roboteam, INC.
Rockwell Collins
Rocky
RUAG Schweiz AG
SAIC
Shephard Media
SHIELDPRO LLC
SIG SAUER
SourceAmerica
SRC, Inc.
Stevens Aviation
Steyr Motors North America
Strongarm, Inc.
SupplyCore, Inc.
Surefire, LLC
Tactical Defense Media, Inc.
Team Defence Australia
Telextron Systems
Themis Computer
Transhield, Inc.
Trijicon, Inc.
TROY
Two Six Labs
TYR Tactical
US Ordnance, Inc.
USAA
UTC Aerospace Systems
Veterans United Home Loans
Victorinox AG
VT Systems
Wegmann USA, Inc.
West-Mark, Inc.
Wolverine Industries
XMW Inc.
Z Microsystems, Inc.
Z3 Technology, LLC
Zanfel Laboratories, Inc.

To see a current list of exhibitors, visit our website!
BOOTH PACKAGE

• Unlimited Exhibitor Badges allowing access to all forums, and access to the floor during set-up, dismantle, and show hours.

• Complimentary listing in the Printed Show Guide, Floor Map, and Mobile App.

• Complimentary Digital Booth in the on-line floor plan

• 8’ Backwall Drape and 3’ Siderail Drape

• 1 Booth ID Sign

• Carpeting is required and is not included.

REQUIREMENTS

• 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.

• Membership in AUSA’s National Partner Program is required in order to exhibit, some exceptions may apply. For more information about AUSA’s National Partner Program, please contact Lynette Nichols, LNichols@ausa.org.

EXHIBIT HALL RATES

National Partner Rate
$53 per square foot

Government Rate
$19 per square foot

EXHIBIT HALL HOURS

Monday, 8 October
0900 – 1700

Tuesday, 9 October
0900 – 1700

Wednesday, 10 October
0900 – 1700
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, France, Germany, Greece, Israel, Korea, Norway, Poland, Switzerland, United Kingdom, and the Ukraine.

Small Business Pavilion - Limited Space!
In an effort to support businesses of all sizes, AUSA invites small businesses to try out the Annual Meeting in the Small Business Pavilion for their first year.

Family Readiness
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, 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.

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
The VA Pavilion brings together organizations that support veterans by offering them services to find jobs, support their mental and physical health, as well as providing support and navigating benefits.
- 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
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
- Army National Guard Seminar
- Chief, Army Reserve Seminar
- Department of the Army Civilian Professional Development Seminar
- Warrant Officer Professional Development Seminar
- Pre-Retirement/Survivor Benefit Plan Briefing
- Numerous International Networking events

**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.

**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 2017 awardee was Gary Sinise, actor and advocate for veterans.
OPPORTUNITIES FOR SPONSORSHIP

Choose to sponsor at this year’s Annual Meeting! These exclusive sponsorships help your company!

BECOME A SPONSOR
and EARN YOUR STARS!

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 2018 Annual Meeting Sponsorship Program by your company.

★★★★★ Four Star Sponsors $60,000
Equal or greater than $60,000
★★★★ Three Star Sponsors $50,000
Equal or greater than $50,000
★★★ Two Star Sponsors $40,000
Equal or greater than $40,000
★★ One Star Sponsors $30,000
Equal or greater than $30,000

For more details on AUSA’s 2018 Annual Meeting Sponsorship Program, contact Gaye Hudson at GHudson@ausa.org

Pam Swan
Director of Military Relations/Business Development
Veterans United Home Loans

“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.”
SPONSORSHIP OPPORTUNITIES

President’s Reception
(Exclusive Opportunity) $50,000
Show your support for the Annual Meeting by sponsoring the kick-off social event of the meeting – the President’s Reception. Place your brand front and center as our members, chapter leaders, industry partners, international delegations and Military and Civilian VIP’s gather to network and hear brief remarks from the President of AUSA, The Secretary of the Army, the Army Chief of Staff, and the Sergeant Major of the Army. Your investment includes:
• Recognition on signage
• Recognition on the AUSA website
• Recognition in the Show Guide
• Sponsor may provide branded paper products (napkins, glasses)

Outdoor Banner $50,000
AUSA is pleased to present the opportunity to purchase Sponsorship Banners in two exclusive outdoor areas of the Walter E. Washington Convention Center facing L Street. Everyone at the show will see these banners a number of times as they cross L Street from registration to event programming rooms and the exhibit halls. L Street is also the drop off and pick up location for VIP’s and shuttle buses. The banners are HUGE (approximately 24 feet X 32 feet) and feature your full color artwork. The AUSA logo (provided by AUSA) must be incorporated into the design. Your investment includes the production and rigging of the banner.

Networking & Charging Lounge $35,000
Enhance your presence by helping enhance everyone’s networking experiences! AUSA is pleased to offer a limited number of Networking Lounges in a variety of locations on the Exhibit Hall Floor. These lounges will be open to all attendees during exhibit hall hours on all three days of the meeting. This 400 square foot space will be fully carpeted and furnished with tables, chairs and sofas for attendees to sit and relax, as well as network and conduct business. This space will also include the following:
• A charging station with your signage prominently displayed
• Signage placed in the Networking Lounge
• Carpet tile in the lounge with your logo
• Hanging signage identifying your company as the sponsor of the lounge
• Opportunity to display/distribute promotional materials at the Networking Lounge
• Recognition in the Show Guide/Floor Map

Refreshments may be ordered and provided by sponsor at their discretion.
SPONSORSHIP OPPORTUNITIES

Hotel Key Card Sponsorship

Marriott Marquis (Headquarter Hotel) $25,000
Renaissance Washington, DC $20,000
Grand Hyatt $15,000

Your logo and message will be imprinted on each key card used in hotels with the largest AUSA room blocks. Keys provide exposure all throughout the day – every time attendees enter or leave their rooms. The keys are the first thing they receive upon check-in and the last item they use before heading home.

Sponsor Benefits:
• Brand visibility to thousands of meeting attendees!
• Recognition in the Show Guide, and website.

Conditions of Sponsorship:
• Sponsor must supply the key cards.
• Quantity of key cards should equal double the number of rooms on peak.
• Key card design must include the AUSA 2 color logo and be approved by AUSA prior to production.

NEW! Escalator Branding Sponsorships

The Walter E. Washington Convention Center is a large space – with a lot of ups and downs – escalators, that is. This is a terrific way to place your brand in front of all attendees as they make their way throughout the convention center. Your logo/message can be featured on high-traffic escalator runs. Contact Gaye Hudson for availability and pricing.

International Military VIP Reception $30,000

Network with senior leaders from key foreign land warfare forces. Attendees are invited by the U.S. Army Chief of Staff and represent over 25 countries. Senior leaders from the U.S. Army, including the Chief of Staff are in attendance. Your firm will receive signage strategically placed throughout the event recognizing your support. Sponsor provided paper products may be provided for further branding. Over 600 attendees are expected.

International Military Lounge $20,000

International Military Lounge is the designated gathering place for all International Military VIP’s attending the Annual Meeting. The lounge gives these attendees a place to gather, enjoy refreshments and network with one another. Sponsorship of the lounge will give you an opportunity to place your brand in front of these important attendees in the form of signage inside and outside the room, your printed collateral placed in the room, and paper products used with the refreshments. In addition, you will receive recognition on the AUSA website, printed program, and show guide as a sponsor.

MOBILE APP SPONSORSHIPS:

Premiere App Sponsorship $30,000

Place your message at the fingertips of attendees as the sponsor of the mobile app. Sponsorship includes splash screen, promoted posts, push notifications, and more.

Mobile App Promoted Post (5 Available) $10,000

As attendees use the app your mobile web ad will be front and center to drive traffic to your booth.

Mobile App Push Notifications (10 Available) $5,000

Have a push notification message appear on the app to drive traffic to your booth.
SPONSORSHIP OPPORTUNITIES

Community Partners Luncheon  $10,000
This luncheon honors Community Partners and their many contributions to the chapters’ programs to support Soldiers and Families. The luncheon will be held at the Marriott Marquis Hotel. Previous speakers have included the Commanding General, U.S. Army Materiel Command and the Commanding General, Training and Doctrine Command. The anticipated number of attendees is 400-500. Sponsorship exposure includes:
• Signage identifying your firm as the luncheon sponsor placed near the entrance and adjacent to the speaker's podium.
• Complimentary head-table seat for your designated representative.
• Complimentary table with seating for ten of your company or Army designees.
• Opportunity to provide a company brochure or small token for the attendees.

Army Civilian Luncheon  $10,000
The Army Civilian Luncheon will honor government civilians and recognize the regional Army Civilian of the Year winner. It will be held at the Marriott Marquis Hotel. Previous speakers have included the Under Secretary of the Army and Commanding General, as well as Commanders from U.S. Army Major Commands. The anticipated number of attendees is 300-400. Sponsorship exposure includes:
• Signage identifying your firm as the luncheon sponsor placed near the entrance and adjacent to the speaker's podium.
• Complimentary head-table seat for your designated representative.
• Complimentary table with seating for ten of your company or Army designees.
• Opportunity to provide a company brochure or small token for the attendees.

International Military Breakfast  $10,000
An excellent opportunity for one-on-one conversations with foreign army commanders and their representatives, along with executives from AUSA National Partners. At the breakfast your firm will receive signage strategically placed throughout the room recognizing your support. Sponsor may provide additional branding in the form of paper products. The anticipated number of attendees is 250.

MG Robert G. Moorhead Guard / Reserve Breakfast  $10,000
Held on Monday morning of the meeting, the MG Robert G. Moorhead Guard/Reserve Breakfast recognizes outstanding chapter efforts in support of Reserve Component Soldiers and Families. Previous speakers have included the Commanding General, U.S. Army Forces Command and the Sergeant Major of the Army. The anticipated number of attendees is 350-450. Sponsorship exposure includes:
• Signage identifying your firm as the breakfast sponsor placed near the entrance and adjacent to the speaker's podium.
• Complimentary head-table seat for your designated representative.
• Complimentary table with seating for ten of your company or Army designees.
• Opportunity to provide a company brochure, or a small token for the attendees.
### SPONSORSHIP OPPORTUNITIES

<table>
<thead>
<tr>
<th>Event</th>
<th>Sponsorship Fee</th>
<th>Details</th>
</tr>
</thead>
</table>
| **Military Family Forum** | $10,000         | The AUSA Family Readiness Directorate is proud to host 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. Historically, these forums attract more than 400 attendees.  
  • Signage identifying your firm as the sponsor placed near the entrance and adjacent to the speaker’s podium  
  • VIP seating for your designated representatives  
  • Opportunity to provide a company brochure, small printed piece and/or a small token for the attendees |
| **ROTC Luncheon**       | $10,000         | A luncheon for ROTC cadets, ROTC cadre and invited guests will be held at the Marriott Marquis Hotel in Washington, D.C. The event recognizes junior and senior ROTC cadets from across the country with awards and scholarships. The luncheon features an address by a senior Army Commander and entertainment by Downrange from the U.S. Army Band, Pershing’s Own. Previous speakers have included the Commanding General, U.S. Army Materiel Command and the Commanding General, U.S. Army Training and Doctrine Command. The anticipated number of attendees is 400 – 450.  
  Sponsorship exposure includes:  
  • Signage identifying your firm as the luncheon sponsor placed near the entrance and adjacent to the speaker’s podium.  
  • Complimentary head-table seat for your designated representative.  
  • Complimentary table with seating for ten of your company or Army designees.  
  • Opportunity to provide a company brochure, or small token for the attendees |
| **WI-FI**               | $10,000         | AUSA will offer free Wi-Fi access to Annual Meeting participants during the event. Attendees will be able to access the internet from all public areas, meeting rooms and exhibit hall at the Walter E. Washington Convention Center. As a Wi-Fi Sponsor you can define one of the five landing pages that attendees will see as they connect to the internet. This is a great opportunity to reach a large targeted audience, brand your organization, and move your message to attendees during the show. |
SPONSORSHIP OPPORTUNITIES

Exhibit Hall Banner  $7,500

With over 600 exhibits and 26,000 attendees, visibility is key to your success at one of the world's largest land warfare expositions. We offer large output graphics printed on vinyl banners in full color. Banners will be hung on the west wall of Exhibit Halls A, B & C and on the north wall of Exhibit Halls D & E. Your company logo and booth number will be prominently displayed and printed at approximately 15x15'. Sponsorship includes the production and rigging of the banner.

Charging Lounge  $7,500

Charging lounges provide the ultimate charging experience! Charging Lounges are offered in high-traffic areas in the convention center outside of the exhibit halls, where your target audience is making their way to the exhibit halls, educational forums, meetings and social functions. The key feature of the lounge is an 80” monitor which continuously plays your audio visual/digital marketing message (max five minute loop) while attendees are taking a break to charge their mobile devices. The area is equipped with two high-boy tables, four chairs, and electrical outlets. There is a potential for as many as 10 lounges. Assignment of Lounge location is based on sponsor request, and fulfilled on a first-come, first-served basis.

Online Registration Banner  $5,000

Want to make a first impression at this year’s Annual Meeting? Registration for the Annual Meeting opens in June. Your company will be one of the first that attendees and exhibitors see when they register for their badge. The registration page will feature a scrolling banner utilizing your artwork, with five possible positions.

Pop-Up Meeting Room  (Per day) $3,000

AUSA will manage five co-located rooms for attendees to reserve space for “Pop-Up” meetings. This sponsorship includes one sign with your logo located in a common area outside the meeting rooms. The sponsor is encouraged to supply pens and pads/notebooks with their logo, which will be available to attendees in the common area outside the meeting rooms. This sponsorship will reach an estimated 300 people per day.
BATTLE CHALLENGE SPONSORSHIP OPPORTUNITIES

THE CHALLENGE IS ON!

AUSA is pleased to bring the Battle Challenge to the AUSA Annual Meeting and Exposition!

The Challenge will take place during exhibit hall hours in Hall C of the Walter E. Washington Convention Center.

The Battle Challenge is an exciting and fast-moving “Fire and Maneuver” contest where participants compete against each other and the clock to earn the bragging rights to be the “Best of the Best!” Incorporating highly relevant military skills and fitness challenges that include a Cargo Net Climb, Rope Descent, Laser Riflery, Man-Down Rescue, and more.

The Battle Challenge is the newest action sport to be created by On•Target Challenge, producers of the internationally renowned Firefighter Combat Challenge. Over the last 24 years, more than 400 Firefighter Combat Challenges have been held throughout the U.S. and world with televised coverage on ESPN, ESPN2, NBC Sports, A&E, CBS Sports and ABC. In addition, On•Target has created and produced other military and first responder skills competitions: the Marine Corps Super Squad Challenge, the Army Ranger Challenge, the World SWAT Challenge, and the LEOPARD (Law Enforcement Officer Performance And Reaction Drill).
**BATTLE CHALLENGE SPONSORSHIP OPPORTUNITIES**

**Premiere Battle Challenge Sponsor**  
(Exclusive) **$30,000**
- Premiere banner location on the top of the rope climb
- Two banners on either side of the rope climb
- Five 7 foot banners on the perimeter of course
- Branded water coolers for the challenge sponsor may provide branded water bottles to give away.
- Logo on all directional signage to the Battle Challenge
- Online recognition
- Printed Show Guide Sponsor thank you

**Tag Your Shot Social Media Sponsor**  
(Exclusive) **$15,000**
- Branded banner in all Tag Your Shot photos taken of all competitors
- Two 7 foot banners on the perimeter
- Mentioned/tagged in every social media post by the Battle Challenge during the event
  
  #TAGYOURSHOT

**Start/Finish Line Sponsor**  
(Exclusive) **$25,000**
- One double sided banner above the clocks on the start/finish line
- Two 7 foot banners on the perimeter
- Logo on directional signage to the Battle Challenge
- Online recognition
- Printed Show Guide Sponsor thank you

**Perimeter Banners – 3’x7’**  
$5,000 each or 5 for $20,000  
(36 available positions)
SHOW GUIDE & MAP SPONSORSHIPS

BACK COVER  $12,000
Move your message to our attendees by sponsoring the back cover of our guide, featuring your artwork.

INSIDE FRONT COVER  $10,000
Move your message to our attendees by sponsoring the inside front cover of our guide, featuring your artwork.

INSIDE BACK COVER  $9,000
Move your message to our attendees by sponsoring the inside back cover of our guide featuring your artwork.

INTERIOR FULL PAGE AD  $7,000
Move your message to our attendees by sponsoring a full page in our guide, featuring your artwork.

SHOW GUIDE PAGE RUNNER  $6,000
The Show Guide will contain an alphabetical listing of all exhibitors as well as product and service descriptions and complete contact information for each exhibiting organization. The Show Guide will be distributed to all attendees, including senior Army leaders and representatives from numerous international delegations representing our Allied military organizations. The Show Guide will serve as a valuable resource to attendees long after the Annual Meeting concludes. Sponsorship includes your company logo at the bottom right page of the exhibitor description portion of the Guide. Sponsorship will include your company logo, tagline and booth number.

PREMIUM LISTING  $500
Make your exhibitor listing stand out! Drive traffic to your booth! It is as easy as uploading your company logo when you enter your Show Guide listing. Take advantage of this opportunity to enhance your presence in the guide.

FRONT COVER LOGO  $7,000
Sponsorship will be featured on the front cover of the Show Guide and includes a full color company logo, tagline and booth number.

PRINTED FLOOR MAP BACK COVER  $15,000
Your ad will be featured on the back cover/fold of the printed floor map.

PRINTED FLOOR MAP/LOCATOR  $7,000
The Annual Meeting Floor Map sponsorship is an effective way to highlight your participation at the exposition. The printed map will be distributed to all participants (26,000 plus) and will serve as a guide to the Annual Meeting exhibits. In addition, the map graphic will be used on “You Are Here” kiosks strategically placed on the show floor and in high traffic areas throughout the event. This sponsorship includes your company logo placed adjacent to the printed floor plan, a directional arrow from your logo to your display space, color highlighted display space on the floor plan and a color highlighted entry in the exhibitor list. Your investment in this sponsorship will drive traffic to your booth!
COMPANY INFORMATION

Company Name:____________________________________________________

Address:___________________________________________________________

City, State, Zip: _____________________________________________________

Website:___________________________________________________________

Contact: ___________________________________________________________

Phone: ____________________________________________________________

Email: ____________________________________________________________

SPONSORSHIP OPPORTUNITIES

☐ Outdoor Banner $50,000 $ ______________

☐ President’s Reception $50,000 $ ______________

☐ Networking Lounge $35,000 $ ______________

☐ Hotel Key Card - Marriott Marquis $25,000 $ ______________

☐ Hotel Key Card - Renaissance $20,000 $ ______________

☐ Hotel Key Card - Grand Hyatt $15,000 $ ______________

☐ International Military Reception $30,000 $ ______________

MOBILE APP SPONSORSHIPS

☐ Mobile App Premiere Sponsorship $30,000 $ ______________

☐ Mobile App Promoted Post $10,000 $ ______________

☐ Mobile App Push Notifications $5,000 $ ______________

☐ International Military Lounge $20,000 $ ______________

☐ Military Family Forum $10,000 $ ______________

☐ Wi-Fi $10,000 $ ______________

☐ MG Robert G. Moorhead Guard/ Reserve Breakfast $10,000 $ ______________

☐ ROTC Luncheon $10,000 $ ______________

☐ Corporate Member Luncheon $10,000 $ ______________

☐ Army Civilian Luncheon $10,000 $ ______________

☐ International Military Breakfast $10,000 $ ______________

☐ Charging Lounge $7,500 $ ______________

☐ Exhibit Hall Banner $7,500 $ ______________

☐ On-line Registration Banner $5,000 $ ______________

☐ Pop-Up Meeting Room $3,000 $ ______________

BATTLE CHALLENGE SPONSORSHIPS

☐ Premiere Battle Challege Sponsor $30,000 $ ______________

☐ Start/Finish Line Sponsor $25,000 $ ______________

☐ Tag Your Shot Social Media Sponsor $15,000 $ ______________

☐ Perimeter Banners $5,000 each or 5 for $20,000 $ ______________

SHOW GUIDE & MAP SPONSORSHIPS

☐ Printed Floor Map Back Cover $15,000 $ ______________

☐ Back Cover Ad $12,000 $ ______________

☐ Inside Front Cover Ad $10,000 $ ______________

☐ Inside Back Cover Ad $9,000 $ ______________

☐ Full Page Ad $7,000 $ ______________

☐ Front Cover Logo $7,000 $ ______________

☐ Printed Floor Map / Locator $7,000 $ ______________

☐ Page Runner $6,000 $ ______________

☐ Premium Listing $500 $ ______________

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.

TOTAL: $________________________________

☐ Check: Please make payable to AUSA. Mail to address listed above.

☐ Credit Card

  o Visa  o MasterCard  o American Express

__________________________________________________________________

Card #
__________________________________________________________________

Exp. date CSV code
__________________________________________________________________

Name on card

Authorized Signature

Billing Address

City/State/Zip

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.

Authorized Signature Date
1. EXHIBITOR CONTACT INFORMATION
(for show management correspondence)

Company Name: ____________________________________________________________
Address: _________________________________________________________________
City, State, Zip: ____________________________________________________________
Website: _________________________________________________________________
Contact: _________________________________________________________________
Phone: _________________________________________________________________
Email: _________________________________________________________________

2. EXHIBIT SPACE RATES AND PREFERENCES

National Partner ($53/sq ft)
Government ($19/sq ft)

The numbered booths are hereby defined as specified on the floorplan. Non-island booths include eight-foot high back drape and three-foot side drape. Refer to the online floor plan and record your first three choices below. Booth spaces will not be granted unless a signed Exhibitor Contract and payment is received. Please list your booth selections.

First choice  [ ]  Second choice  [ ]  Third choice  [ ]

Every effort will be made to accommodate your preference during booth assignment. You may be contacted if your booth preference interferes with another earlier request. A minimum 10% non-refundable deposit is due with the Exhibitor Contract. All contracts without a payment will be considered incomplete and booth space will not be booked until a deposit has been received by AUSA. Full payment is due by 3 March 2018.

3. MARKETING INFORMATION
(for publication in all AUSA publications and website)

Company Name: ____________________________________________________________
Address: _________________________________________________________________
City, State, Zip: ____________________________________________________________
Website: _________________________________________________________________
Contact: _________________________________________________________________
Phone: _________________________________________________________________
Email: _________________________________________________________________

4. PAYMENT

Return this contract at your earliest convenience. Exhibit space is assigned based on the company’s Order of Merit Listing. Once AUSA receives your contract, exhibit space will be assigned. You may be contacted if your booth preference interferes with another earlier request. A minimum 10% non-refundable deposit is due with the Exhibitor Contract. All contracts without a payment will be considered incomplete and booth space will not be booked until a deposit has been received by AUSA. Full payment is due by 3 March 2018.

AMOUNT TO PAY:

☐ 10% deposit: ________________________  ☐ Full Payment: ________________________
☐ Check: Please make payable to AUSA. Mail to address listed above.
☐ Credit Card
  o Visa  o MasterCard  o American Express

Card # ____________________________________________________________
Exp. date ________________________ Billing Zip Code ________________________ CVV code ________________________

Name on card ____________________________________________________________
Authorized Signature _____________________________________________________
City/State/Zip ____________________________________________________________

5. AUTHORIZATION

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.

Exhibitor’s Authorized Signature ________________________ Date ________________________

FOR AUSA STAFF ONLY—DO NOT COMPLETE

Account #: ________________________  Order #: ________________________
Total Cost: ________________________  ACCTG: ________________________
Signature, AUSA Staff: ____________________________________________________________

Booth Assigned: ________________________
Booth Dimensions: ________________________ Booth sq ft: ________________________
Date: ________________________
SHOW MANAGEMENT
The exhibition is organized and managed by AUSA. Any matters not covered in these Rules and Regulations are subject to the interpretation of the AUSA, and all exhibitors must abide by their decisions. Exhibitors must comply with the Walter E. Washington Convention Center protocols & procedures. The Show Management shall have full power to interpret and decide any and all matters arising by reason of the show 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.

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. All exhibitors applying for exhibit space must be an active National Partner of AUSA. Exceptions will be made by on a case by case basis at the discretion of the AUSA Meetings Department.

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 time 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 7, 2018 for the final inspection of the exhibit hall by Show Management. Dismantle may not begin until after 5:00 PM on Wednesday, October 10, 2018. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions within its booth. All demonstrators or other promotional activities must be confined to the limits of the exhibit space. Show Management reserves the right to inspect the quality of the appearance of each booth prior to show opening. Where necessary, masking drape will be placed to cover unsightly wires, unfinished back walls, etc. at the exhibitor’s expense.

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. Each exhibitor is responsible for keeping their aisles near their exhibit space free of congestion caused by demonstrations or other promotions within their booth. All demonstrators or other promotional activities must be confined to the limits of the exhibit space. Show Management reserves the right to inspect the quality of the appearance of each booth prior to show opening. Where necessary, masking drape will be placed to cover unsightly wires, unfinished back walls, etc. at the exhibitor’s expense.

REUSE/SUBLEASING OF EXHIBIT SPACE
Exhibitors may not assign, sublease or otherwise share all or any 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, with the express written consent of AUSA. This prohibition will be strictly enforced.

BOOTH CANCELLATION & REDUCTION POLICY
Friday, March 2, 2018: 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, May 4, 2018: No refunds will be given for cancellations or reductions of booth spaces after this date.

FOOD AND BEVERAGE
Exhibitor distribution of food and beverages for consumption in the building is allowed. The Walter E. Washington Convention Center reserves the right to purchase, prepare and provide all food and beverage items. Popcorn is not allowed on the show floor.

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 be 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 liability for any damage to the facility’s floor, 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, its Board, members, staff, and representatives, The Walter E. Washington Convention Center harmless from 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 or property adjacent thereto occasioned by any act, neglect, or wrongdoing of the exhibitor or any of its officers, agents, representatives, guests or employees, invitees or other persons permitted by the exhibitor upon the premises, and the exhibitor will at its own cost and expense defend and protect AUSA, The Walter E. Washington Convention Center against any and all such claims or damages.

TRADEMARKS
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/videoscriptor, 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 phone is prohibited during any of 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/videoscriptor to photograph or film the exhibit from outside the perimeter of the booth.

EXHIBITOR AND AFFILIATE FACILITY USE
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 & Exposition without the permission of Show Management. Good taste and conformity to the purposes of the meeting must prevail. Showing of equipment or product presentations to registered members or guests of AUSA by exhibiting firms other than on the exhibit floor during the stated hours 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. In addition, violation of any of these Rules and Regulations by the exhibitor or his or her employees or agents shall be cause for the immediate withdrawal of any exhibitor from future exhibits. Product display or presentation space that fails to comply with the rules of Show Management reserves the right to refuse to admit and eject from the exhibit building any objectionable or undesirable person or persons. The use of sideshows tactics or other unsavory methods considered by AUSA to be objectionable are expressly prohibited in the exhibit area and in any meeting room.

STORAGE
The exhibitor should make arrangements with the contractor decorated for storage of packing boxes and crates during the exhibition. AUSA assumes no responsibility for damage or loss of packing boxes or crates.

SOUND DEVICES AND LIGHTING & OTHER PRESENTATION DEVICES
Public address, sound producing, or amplification devices that project sound must be kept at a conversational level and must not interfere with other exhibitors. Any form of attention-getting devices or presentations of any length must be conducted when crowds obstruct aisles or infringe upon another exhibitor’s display. AUSA reserves the right to restrict the use of glaring lights or objectionable lighting effects.

HANDOUT MATERIALS, GIVE-AWAYS AND PRIZE DRAWINGS
Promotional giveaways and exhibitor prize drawings will be permitted. All materials and prizes must have prior approval by AUSA. All hand-out materials are expected to be of professional nature. Distribution of advertising materials and souvenirs must be consistent with the exhibitor’s booth. Canvassing or distribution of advertising material or souvenirs in the exhibit hall by representatives of non-exhibiting firms is strictly forbidden. Selling of merchandise on the exhibit floor is strictly prohibited. AUSA reserves the right to disallow any material that it believes to be inappropriate.

SOLICITATION OF EXHIBITORS
No persons will be permitted in the exhibit hall for the purpose of soliciting advertising or other exhibit space without the express written permission of AUSA.
ARMY Magazine

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

Is your company selling to the defense industry? ARMYS 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 63,278 average monthly circulation, it is also be distributed to attendees at the Annual Meeting and Exposition.

AUSANews

AUSANews is the Association’s new digital monthly publication.

AUSA Bulletin and Five 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:

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Association for the United States Army
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