ASSOCIATION OF THE UNITED STATES ARMY INSTITUTE OF LAND WARFARE

2018 GLOBAL FORCE SYMPOSIUM & EXPOPOSITION
A Professional Development Forum

26–28 MARCH 2018
The Von Braun Center | Huntsville, Alabama

EXHIBITOR & SPONSORSHIP PROSPECTUS

Educate | Inform | Connect
The 2018 AUSA ILW Global Force Symposium & Exposition is a three-day event that will include presentations from the Office of the Assistant Secretary of the Army (Acquisition, Logistics and Technology), the United States Army Materiel Command, and the United States Army Training and Doctrine Command.

This symposium will explore the capabilities outlined in the Army Operating Concept and how the force transforms from being adaptive to driving innovation for Force 2025 and beyond. Special guest presentations coupled with panel discussions from our senior military and industry leaders will address critical points of acquisition, research and development, and partnering between military and industry. For the Army, this means restructuring military-industrial programs. The Army must take a hard look at its acquisition processes, with an eye towards the future, to maintain a competitive overmatch against potential adversaries.
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### Key Contacts

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**SPONSORSHIPS**  
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Mark Wolf, Corporate Member Program Manager & Army Reserve Affairs | 703-907-2648 | MWolf@ausa.org

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

**OFFICIAL HOUSING BUREAU**  
CMR: Housing will open on 17 October 2017 at 1200 ET | 855-971-2295
Global Force Delivers

**Access** to more than 5,000 attendees including key leaders from the Army, DoD, academia and worldwide defense industry.

**Exclusive Exhibit Hall Hours** offering uninterrupted networking time. Sessions are not scheduled during specific times, eliminating any competition with the Exhibit Hall.

**Explore** hundreds of exhibitors and thousands of brands.

**Insight** into new issues the armed forces are facing and discover how to make your company part of their solution.

**Redstone Arsenal** is conveniently located just 20 minutes from the Von Braun Center and is a Federal Center of Excellence focused on Joint Warfighters, the F.B.I., NASA, and other federal officers, growing its strategic impacts, and ready to seize opportunities of the future. The base supports a government and contractor workforce that averages 36,000-40,000 personnel daily.

**Quality Leads** from Army and Joint Commands who are interested in using your products and/or services to improve their day-to-day operations.
Attendee Demographics

5,000+ attendees joined AUSA for the 2017 ILW Global Force Symposium & Exposition.

2017 Global Force Military Attendees had ranks such as:

- **25%** Junior Enlisted (E-1 through E-4) and Non-Commissioned Officers (E-5 through E-9)
- **7%** Warrant Officers (CWOs)
- **10%** Company Grade Officers (O1 through O3)
- **58%** Field Grade Officers (O4-O10)

Demographics by region:
- Alabama 48%
- South 32%
- Midwest 7%
- West 7%
- Northeast 5%
- International 1%

Attendee vs. Exhibitor:
- Exhibitors 39%
- Attendees 61%
# DoD & Army Participation

The AUSA ILW Global Force Symposium & Exposition attracts a robust and diverse group of participants including **more than 1,000 government personnel** from various U.S. Army and DoD organizations including:

## Army Acquisition Organizations

**Office of the Assistant Secretary of the Army (ALT)**
- Program Executive for Enterprise Information Systems
- Program Executive Office for Ammunition
- Program Executive Office for Aviation
- Program Executive Office for Combat Support and Combat Service Support
- Program Executive Office for Command, Control, Communications-Tactical
- Program Executive Office for Ground Combat Systems
- Program Executive Office for Intelligence, Electronic Warfare and Sensors

## Army Materiel Command

- Logistics Support Activity (LOGSA)
- U.S. Army Aviation and Missile Life Cycle Management Command (AMCOM)
- U.S. Army Contracting Command
- U.S. Army Security Assistance Command (USASAC)
- U.S. Army Sustainment Command (ASC)
- Tank-Automotive & Armaments Command (TACOM)
- Joint Munitions Command (JMC)
- Research, Development and Engineering Command (RDECOM)

## Army Training and Doctrine Command (TRADOC)

- U.S. Army Command and General Staff College
- U.S. Army Aviation Center of Excellence
- Combined Arms Support Command (CASC)
- Communications Electronics Life Cycle Management Command (CECOM)
- Surface Deployment & Distribution Command (SDDC)

## U.S. Army Research Development and Engineering Command (RDECOM)

- U.S. Army Aviation & Missile Research Development & Engineering Center (AMRDEC)
- U.S. Army Research Laboratory
- U.S. Army Tank Automotive Research, Development and Engineering Center (TARDEC)

## Also including:

- Defense Logistics Agency
- Missile Defense Agency (MDA)
- United States Transportation Command (USTRANSCOM)
- U.S. Army Corps of Engineers
- U.S. Army Forces Command (FORSCOM)
- U.S. Army Space and Missile Defense Command (SMDC)
- NASA Marshall Space Flight Center
- Army Corps of Engineers Energy Center
Housing

Please make your room reservations at our official conference hotels, where we have negotiated contracts on your behalf to give you the best value and price. By doing so, you help ensure our ability to continue to offer affordable housing at future meetings.

AUSA has recently been notified that some attendees are being solicited by an unauthorized company trying to obtain credit card information by phone and email to secure housing accommodations at this conference. All information regarding housing accommodations is available on the AUSA website. AUSA will not contact you by phone or email requesting credit card information. If you have any questions, please visit the AUSA Housing Customer Support Center at ausagf.cmrushelp.com

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<tr>
<th>HOTEL</th>
<th>ADDRESS</th>
<th>SGL RATE 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Candlewood Suites Huntsville Research Park</td>
<td>550 Sparkman Drive, Huntsville, AL 35816</td>
<td>Prevailing Per Diem</td>
</tr>
<tr>
<td>DoubleTree Suites by Hilton Huntsville South</td>
<td>6000 Memorial Parkway SW, Huntsville, AL 35802</td>
<td>$179.00</td>
</tr>
<tr>
<td>Embassy Suites Huntsville Hotel &amp; Spa</td>
<td>800 Monroe Street SW, Huntsville, AL 35801</td>
<td>TBD</td>
</tr>
<tr>
<td>Element</td>
<td>6810 Governors West NW, Huntsville, AL 35806</td>
<td>$169.00*</td>
</tr>
<tr>
<td>Hampton Inn &amp; Suites Huntsville Research Park</td>
<td>7010 Cabella Drive, Huntsville, AL 35806</td>
<td>$134.00*</td>
</tr>
<tr>
<td>Hilton Garden Inn Huntsville/Redstone Arsenal</td>
<td>301 Boulevard South, Huntsville, AL 35802</td>
<td>$159.00*</td>
</tr>
<tr>
<td>Hilton Garden Inn Huntsville/Space Center</td>
<td>4801 Governor’s House Drive, Huntsville, AL 35805</td>
<td>$172.00*</td>
</tr>
<tr>
<td>Holiday Inn Huntsville Research Park</td>
<td>5903 University Drive, Huntsville, AL 35806</td>
<td>$131.00*</td>
</tr>
<tr>
<td>Home2 Suites by Hilton Huntsville/Research Park Area</td>
<td>7010 Cabella Drive, Huntsville, AL 35806</td>
<td>$134.00*</td>
</tr>
<tr>
<td>Homewood Suites by Hilton Huntsville Downtown</td>
<td>714 Gallatin Street, Huntsville, AL 35175</td>
<td>$129.00*</td>
</tr>
<tr>
<td>Huntsville Marriott</td>
<td>5 Tranquility Base, Huntsville, AL 35805</td>
<td>$205.00*</td>
</tr>
<tr>
<td>SpringHill Suites Huntsville Downtown</td>
<td>745 Constellation Place Drive, Huntsville, AL 35801</td>
<td>$189.00</td>
</tr>
<tr>
<td>The Westin Huntsville</td>
<td>6800 Governors West NW, Huntsville, AL 35806</td>
<td>$182.00*</td>
</tr>
</tbody>
</table>

Please note rates do not include 13% occupancy tax + $1.00 city surcharge. *Limited Per Diem rates available.

AUSA will be offering shuttle service to and from the above hotels (except Embassy Suites and SpringHill Suites) and the Von Braun Center.

On-Line: Housing will be open to everyone beginning at 1200ET 17 October 2017. To make your housing reservation online, 24 hours-a-day, 7 days-a-week, go to www.ausameetings.org/globalforce2018 and follow the link to housing.

Confirmations: Reservations booked online will be confirmed immediately. Reservations requested via fax, mail or email will be processed within three business days of receipt of your request.

Changes and Cancellations: Any and all changes (pending hotel availability) to existing reservations must be made through AUSA Housing, 928-263-8235 or toll free, 855-559- 2483. Any and all changes to reservations (pending hotel availability) must be made through AUSA Housing until 13 March 2018. Beginning 16 March you must contact your hotel directly.

Military/Government Rates: There are a limited number of rooms available at the military rate within the AUSA hotel block. They can be booked online or by calling AUSA Housing. However, the rate is only available to U.S. military/ government personnel, who must present government ID upon check-in for the rate to be honored.

Group Room Blocks: Room blocks of ten or more rooms may be requested online or by calling AUSA Housing directly. You will receive a confirmation email from AUSA Housing within five business days. If you do not receive a confirmation within five business days, please contact AUSA Housing at 928-263-8235 or toll free 855-559-2483. Groups are required to sign a Group Agreement, acknowledging terms and conditions, within two business days of date of issue.
2017 Exhibitors

4C North America
4K Solutions LLC
AAP Mobility Systems
Abaco Systems
Ace Electronic Defense Systems
ADS, Inc.
Advatech Pacific
AECOM
AEGis Technologies
Aerojet Rocketdyne
Aerovironment, Inc.
Affinity Wood Works
Alaska Structures
Alabama ESGR
All Points LLC
AM General, LLC
Amerex Defense
Ameripack Inc
Amphenol Fiber Systems International
Applied Companies
AR Modular RF
Army Historical Foundation
AT&T Global Business-Public Sector Solutions
Athens State University
Avon Protection Systems
BAE Systems
BakerHostetler LLP
BlueSky Mast
Boeing
BOH FPU Systems
Bohemia Interactive Solutions
Bosch Automotive Service Solutions Inc.
Breezer
Camber Corporation
Carnegie Mellon University
Software Engineering Institute
Cherokee National Red Wing
Cera Products
Cevians
Cobham
Compulink
Consortium Management Group
Contact Corporation
Crestwood Technology Group
Crystal Group Inc
Cubic / GATR Technologies
Curtiss-Wright
Defense Acquisition University
Defense Logistics Agency
Defense News & Army Times
DHL Express
DISTI
DLA Troop Support
DripDrop Hydration
DRS Technologies/Leonardo NA
Dynemax Inc
EaglePicher Technologies, LLC
ECS Case
Envision Innovative Solutions
Evert
EnerSys
Esterline Power Systems
Falmat Cable
FedBid, Inc
FEDITC
Federation of Genealogical Societies
Final Mile Logistics
Fischer Connectors
FLIR
GasTOPS
GE Aviation
General Atomics
General Dynamics
Georgia Tech Research Institute
Getac
Glenair Inc
GoLight, Inc.
Harris
HDT Global
Hewlett Packard Enterprise
Honeywell
Hortonworks
HP, Inc.
Hutchinson Industries
IAI North America
IBM
IHS Markit
INL Power
InLoop
Integration Innovation, Inc.
Invariant
ixblue Inc.
ITT Cannon
IntelliPower, Inc.
Jameson LLC
JHT Incorporated
John Deere
Kipper Tool
L3 Technologies
Leidos
Line-X
LiteFighter Systems
LMI
Lockheed Martin
Missile Defense Agency
ManTech International
Corporation
Marathon Targets
Marvin Group
Metova Federal, LLC.
Merrill Technologies Group
Military Battery Systems, Inc.
Military Cyber Professionals Association
Mistral Group
Mobile Power
Nammo Talley
National Industries for the Blind
Netlocity
NPPE dba National Police Ammunition
NCS Technologies
Northrop Grumman
Nova Electric
ONEIL
Orbital ATK
Orion Technologies
Oshkosh Defense
Osprea Logistics USA LLC
Palomar Display Products
PCC Aerostructures
Peck & Hale, L.L.C.
Perkins Technical Services, Inc
Physical Optics
Polaris Industries
ProModel Corporation
Protective Packaging Corp
QuinetiQ North America
Raytheon
Raytheon B2B Suite
Real Time Innovations
RedSeal Inc.
Revision Military
RGB Spectrum
Rhinelta
Roboteam
Rocky Research
Rogerson Kratos
RuggedReader Computers
SAIC
SAFT
SAP
Schaefer Electronics Inc
Scientific Research Corporation
SCI Technology, Inc.
Sea Box
ServiceNow, Inc
Seiler
Shakespeare/Rolatube
Shepherd Media
Shield Technologies
Sierra Nevada
Solar Stk
Solution One Industries
SourceAmerica
Spectra Technologies
Spectro Scientific
SPI-Connects
Squadron Defense Group
SRC, Inc.
Stanley Machining & Tool
STI Electronics, Inc.
SupplyCore
SureID, Inc.
SynQor, Inc.
Tactical Defense Media
Tactical Environmental Systems
Techni-Core Engineering
Teledyne Brown Engineering
Telos
Tennessee Valley Communities
Texton Systems
Times Microwave Systems
Themis Computer
Transshield
TrellisWare Technologies
Trideum
True North Enterprises
UFP Technologies
Ulti-Mate Connector Inc
Unifire
Untron Power Systems
University of Tennessee
USAA
V-ARMED
Vencore
Veterans United Home Loans
VT Miltope
Waldorf University
WES Technologies
Wind River
World Wide Technology
Wojskowe Zaklady Uzbrojenia
S.A.
Yulista
Zanfel Laboratories
ZMicro, Inc.
Zodiac Data Systems
## Booth Package

**Each 10’ x 10’ booth space comes with:**

- Unlimited Exhibit Hall ONLY registration badges.
- Complimentary listing and description (500 characters) in the printed Show Guide.
- Pre-Symposium attendee email list (for one-time use only) sent one week prior to the event.
- 8’ back drape and 3’ side drape.
- Complimentary listing on the Booth Locators placed throughout the Von Braun Center.

## Exhibitors may purchase Full Symposium Badges at the following rates:

<table>
<thead>
<tr>
<th>Category</th>
<th>Price per Badge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sustaining Members / National Partners</td>
<td>$550</td>
</tr>
<tr>
<td>Corporate Members / Community Partners</td>
<td>$600</td>
</tr>
<tr>
<td>Non-Members</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

Registration fees will increase onsite.

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## Exhibit Hall Hours

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday, 26 March</td>
<td>Exhibit Hall Open</td>
</tr>
<tr>
<td></td>
<td>1000 - 1830</td>
</tr>
<tr>
<td></td>
<td>Exclusive Exhibit Hall Hours</td>
</tr>
<tr>
<td></td>
<td>1730 - 1830</td>
</tr>
<tr>
<td>Tuesday, 27 March</td>
<td>Exhibit Hall Open</td>
</tr>
<tr>
<td></td>
<td>1000 - 1730</td>
</tr>
<tr>
<td></td>
<td>Exclusive Exhibit Hall Hours</td>
</tr>
<tr>
<td></td>
<td>1030 - 1330</td>
</tr>
<tr>
<td>Wednesday, 28 March</td>
<td>Exhibit Hall Open</td>
</tr>
<tr>
<td></td>
<td>1000 - 1330</td>
</tr>
</tbody>
</table>

*Hours are subject to change. All exhibitors will be notified of any changes.*
ASSOCIATION OF THE UNITED STATES ARMY INSTITUTE OF LAND WARFARE

GLOBAL FORCE SYMPOSIUM & EXPOSITION
A Professional Development Forum

Floor Plan

South Halls 1 & 2 and outdoor Exhibits
Global Force 2018 will feature more than 200 exhibitors. We want to help you stand out from the competition by offering sponsorship opportunities that will enhance your presence and visibility at this event.

- Maximize brand exposure to military and government attendees.
- Increase your booth traffic through targeted advertising options.

*AUSA recognizes multiple levels of support. All sponsorships are chosen individually, but may be added up to the listed sponsorship levels.*

**4 Star Sponsors**

- Recognition on the AUSA website
- Logo recognition on on-site signage
- Recognition in the General Session
- Recognition in the Show Guide
- One full page-advertisement in the Show Guide
- Gold Listing on digital Floor Plan
- Premium Listing in the Show Guide

**3 Star Sponsors**

- Recognition on the AUSA website
- Logo recognition on on-site signage
- Recognition in the General Session
- Recognition in the Show Guide
- Gold Listing on digital Floor Plan
- Premium Listing in the Show Guide

**2 Star Sponsors**

- Recognition on the AUSA website
- Logo recognition on on-site signage
- Recognition in Show Guide
- Premium Listing in the Show Guide

**1 Star Sponsor**

- Recognition on the AUSA website
- Logo recognition on on-site signage
- Recognition in Show Guide
- Premium Listing in the Show Guide
Sponsorship Opportunities

**Charging and Networking Lounge** $20,000
The Lounge will be a featured 20’x20’ island in East Hall located between the General Session and Registration, and South Hall. This lounge will be furnished and exclusively branded. Available to all attendees for the duration of the event, this space will be fully carpeted and furnished so that attendees will be able to relax, charge-up and network with their colleagues and leads. This space will include:
- Signage placed in the lounge
- Electric outlets for charging
- A/V monitor to play your content
- Opportunity to display promotional materials
- Recognition in the Show Guide

**Wellness Lounge and Walking Challenge** $20,000
Be the leader of our health and wellness initiative and sponsor the Wellness Lounge and Walking Challenge! The Wellness Lounge will be the hub for the Walking Challenge, where attendees can re-charge, and learn about health and wellness. Your sponsorship of this area and Walking Challenge will include:
- Signage placed in the lounge
- Electric outlets for charging
- A/V monitor to play your content
- Opportunity to display promotional materials
- Opportunity to distribute your branded tokens to lounge visitors
- Recognition in the Show Guide
- Recognition on all materials, printed and digital associated with the Walking Challenge

**Opening Reception** (exclusive) $20,000 (co-sponsorship) $10,000
This is the premiere social and networking event during the symposium, taking place in the exhibit hall directly after the conclusion of the general session. Sponsorship includes:
- Signage provided by AUSA recognizing the sponsors placed at the entrance to the exhibit hall, and near the food service stations and bars
- Cocktail napkins with your company logo used during the event (supplied by sponsor)
- Recognition during the General Session

**WiFi** $10,000
AUSA will offer free Wi-Fi access to participants during the event. The Wi-Fi sponsor will be able to define the landing page attendees see as they connect to the internet, along with branded signage throughout The Von Braun Center providing Wi-Fi access instructions. Attendees will need to reconnect to the internet after 15 minutes of inactive status, thus providing your company with additional exposure on the landing page.

**Shuttle Bus** $20,000
AUSA will run a shuttle bus service between Huntsville area hotels and The Von Braun Center. Your company logo will be placed on the shuttle bus schedule and signage. Sponsor is encouraged to work with the bus company for other branding opportunities.

**Headquarter Hotel Key Card** $10,000 (Embassy Suites)
Your custom graphics will appear on the key cards at the headquarter hotel, the Embassy Suites. Reach attendees as soon as soon as they check into their hotel. Sponsor must provide the key cards, and include the AUSA logo in the design. AUSA approval is required prior to production.
Sponsorship Opportunities

**Mobile App Sponsorship**  
$10,000  
Place your message at the fingertips of Global Force attendees as the sponsor of the mobile app. Sponsorship includes splash screen, promoted posts, push notifications, and more.

**Mobile App Promoted Post**  
$4,000  
(5 Available)  
As attendees use the mobile app, your mobile web ad will be front and center to drive traffic to your booth.

**Mobile App Push Notifications**  
$2,000  
(10 Available)  
Have a push notification message appear on the app to drive traffic to your booth.

**Morning Coffee Service**  
$6,000  
(3 Available)  
- Signage with your company logo provided by AUSA, placed near the food and beverage service stations  
- Cocktail napkins with your company logo used during the event (supplied by sponsor)  
- Recognition during the General Session

**Exhibit Hall Hanging Banners**  
$6,000  
Make a huge display in the exhibit hall by displaying your custom graphics on a 15’x15’ hanging banner. Sponsorship includes the production and rigging of the banner.

**Registration Page Sponsorship**  
$5,000  
(5 Available)  
Want to make a first impression at this year’s symposium? Your company will be one of the first attendees and exhibitors see when they register for Global Force 2018. Our registration page will feature five rotating banners.

**Refreshment Breaks**  
$5,000  
There are three morning refreshment breaks and two afternoon refreshment breaks during the course of the Symposium, all taking place in the exhibit halls. Sponsorship includes:  
- Signage with your company logo provided by AUSA, placed near the food and beverage service stations  
- Cocktail napkins with your company logo used during the event (supplied by sponsor)  
- Recognition during the General Session

**Business Center**  
$5,000  
(5 Available)  
Your company logo will be featured on signage inside, as well as, outside the Business Center. The Business Center is complimentary for all exhibitors and attendees and offers computer stations, small print jobs, etc.
Sponsorship Opportunities

**General Session Amenities**

$2,500 (per day)

This sponsorship includes signage placed in the session room acknowledging your company. The sponsor is asked to supply pens and pads/notebooks for attendees, which will be placed at each seat.

**Pop Up Meeting Room Sponsorship**

$1,500 (per day)

This sponsorship includes one sign with your logo outside the meeting room, and bottled water inside. The sponsor is encouraged to supply pens and pads/notebooks with their logo.

**Show Guide Sponsorships**

- Back Cover: $10,000
- Inside Front Cover: $9,000
- Inside Back Cover: $7,500
- Full Page: $5,000
- Page Runner: $4,000
- Company Logo on Cover (6 opportunities available): $4,000

**Floor Plan Sponsorship**

$5,000

Highlight your company on the printed Floor Plan included in the Show Guide. Your company will be highlighted in the exhibitor listing and your logo will be displayed clearly on the Floor Plan map. Logo and listing will also be displayed on the You Are Here Locators found in high traffic areas of the Von Braun Center.

**Show Guide Premium Listing**

$500

Upgrade your listing in the Exhibitor Description section of the Show Guide. This sponsorship includes your company’s logo and a box around your listing, helping you stand out from the others!
1 COMPANY INFORMATION

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

2 SPONSORSHIP OPPORTUNITIES

☐ Charging and Networking Lounge $20,000 $ ______________
☐ Wellness Lounge & Walking Challenge $20,000 $ ______________
☐ Shuttle Bus $20,000 $ ______________
☐ Opening Reception $20,000 $ ______________
☐ Opening Reception (Co-Sponsorship) $15,000 $ ______________
☐ Wifi $10,000 $ ______________
☐ Headquarter Hotel Key Card $10,000 $ ______________

MOBILE APP SPONSORSHIPS

☐ Mobile App $10,000 $ ______________
☐ Promoted Posts $4,000 $ ______________
☐ Push Notifications $2,000 $ ______________
☐ Morning Coffee Service $6,000 $ ______________
☐ Exhibit Hall Hanging Banners $6,000 $ ______________
☐ Registration Page Sponsorship $5,000 $ ______________
☐ Refreshment Breaks $5,000 $ ______________
☐ Business Center $5,000 $ ______________

☐ General Session Amenities $2,500 x ____ day(s) = $ ______________
☐ Pop Up Meeting Room Sponsorship $1,500 x ____ day(s) = $ ______________

Show Guide Sponsorships

☐ Back Cover $10,000 $ ______________
☐ Inside Front Cover $9,000 $ ______________
☐ Inside Back Cover $7,500 $ ______________
☐ Full Page $5,000 $ ______________
☐ Floor Plan Sponsorship $5,000 $ ______________
☐ Page Runner $4,000 $ ______________
☐ Company Logo on Cover $4,000 $ ______________
☐ Show Guide Premium Listing $500 $ ______________

3 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

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

☐ Credit Card
  o Visa           o MasterCard           o American Express

_________________________     _________________________
Card #                    CSV code

_________________________
Exp. date

_________________________
Name on card

_________________________
Authorized Signature

Billing Address

City/State/Zip

4 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.

Exhibitor’s Authorized Signature     Date
ASSOCIATION OF THE UNITED STATES ARMY INSTITUTE OF LAND WARFARE

GLOBAL FORCE SYMPOSIUM & EXPOSITION
A Professional Development Forum

EXHIBITOR CONTRACT
2018 GLOBAL FORCE SYMPOSIUM
26 - 28 March, 2018
Von Braun Center
Huntsville, AL

Fax: 703-243-2589

Lauren Hensley, Exhibit Sales Manager
Von Braun Center
26 - 28 March, 2018

1 EXHIBITOR CONTACT INFORMATION
(for show management correspondence)

Company Name:______________________________________________
Address:_______________________________________________________
City, State, Zip:________________________________________________
Website:_______________________________________________________
Contact:_______________________________________________________
Phone:________________________________________________________
Email:_________________________________________________________

2 EXHIBIT SPACE RATES AND PREFERENCES
Sustaining Member / National Partner ($45/ft²)
Corporate Member/ Community Partner ($55/ft²)
Non-Member ($70/ft²)
Outdoor Rate ($25/ft²)
Government ($19/ft²)

The numbered booths are hereby defined as specified on the floorplan. Non-island booths include eight-foot high back drape and 3-foot side drape. Refer to the exhibit hall floor plan at http://ausameetings.org/globalforce/ 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 in your request interferes with booth choices above.

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 on a first-come, first-served basis. 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. Payment is due NET 30 days from the Invoice date.

EXHIBIT COST
(cost per square foot) X (number of square feet) =

☐ 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 #

CSV code        Exp. Date        Billing Zip

Name on card

Authorized Signature

5 DISPLAY INFORMATION
1) Will you be bringing a vehicle or another piece of equipment weighing more than 25,000 pounds? ☐ YES ☐ NO
2) If yes, what are the number of wheels on the vehicle?
3) If yes, is the vehicle self-propelled? ☐ YES ☐ NO

6 AUTHORIZATION
Exhibitors agree to abide by the Global Force Symposium and Exposition 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 Sqft: ______________
Date: ____________________________
ASSOCIATION OF THE UNITED STATES ARMY

SHOW MANAGEMENT

The exhibition is organized and managed by AUSA. Any matters not covered in these Rules and Regulations are subject to the sole determination of AUSA, and all exhibitors must abide by their decisions. Exhibitors must comply with the Von Braun Center protocols & procedures. The Show Management shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of exhibitors and their employees.

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 or removal of any part 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 will be properly protected by Show Management's insurance policy. Failure to follow instructions may result in the closing of the 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 1700 on Sunday, 25 March 2018 will be forfeited by the exhibitors and their space may be resold, reassigned or used by the exhibit management without refund.

BOOTH CANCELATION POLICY

All exhibitors who cancel on or after 1 February 2018 will forfeit the full cost of their booth and AUSA will retain all monies paid.

RESALE/SUBLAESSING OF EXHIBIT SPACE

Exhibitors may not resell, sublet, assign or convey all or a portion of their exhibit space with any party except a wholly-owned subsidiary, a sister company 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. 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 and appearance of each exhibit prior to show opening. Where necessary, masking drape will be placed to cover unsightly wires, unfinished back walls, etc. at the exhibitor’s expense.

BOOK DESIGN

Each exhibitor will be provided with an official Exhibitor Services Manual. The Exhibitor Services Manual contains a description of the full type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, procedures and regulations contained in the Exhibitor Services Manual. Each exhibitor’s space will be provided with (1) identification sign. Linear booths will include 6” backdrop and (2) sidewalk drapes. The rear 6’ of linear space may contain items less than or equal to 8’ in height. Any items, props, signage, or decoration thereto located in the front 6’ of the booth may not exceed 4’ in height, measured from the exhibit hall floor. Island booths are restricted to 25’ in height. AUSA does not allow end cap booths (booths comprised of or encompassing a 10x20 space exposed to aisle on three sides). Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. In the sole opinion of Show Management, any exhibit that fails to conform to the Exhibitor Services Manual guidelines or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exhibition. All booths must be carpeted. Exhibiting companies are responsible for furnishing, carpeting, and cleaning their booths. Any booths not carpeted by 1700 on Sunday, 25 March 2018 will be closed by Show Management. All exhibits must comply with the public accommodation provisions of the Americans with Disabilities Act of 1991 (ADA). Any exhibit with raised flooring must be ramped.

CONDUCT & PURPOSE OF EXHIBITS

The conduct of the exhibition 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 the sale of specific exhibits that appear to it to be objectionable or inappropriate for the purpose of AUSA. Management reserves the right to require exhibitors to admit and exhibit from the exhibit building any objectionable or undesirable person or persons. The use of sidewalk tactics or other undefined methods considered by AUSA to be objectionable are expressly prohibited in the exhibition area and in any meeting room.

EXHIBIT STAFF REGISTRATION

Each booth space is pre-assigned Exhibit Hall Only registration. Full Symposium badges may be purchased for an additional fee noted on page 12 of the Prospectus. The full symposium badge allows entrance to all sessions and the exhibit hall during set-up, dismantle, and regular show hours. The hall-only registration will grant access to the hall only, during installation, show hours and for dismantle. The official AUSA badge must be worn whenever a representative is in the exhibit hall. Each exhibit must be fully operational and in place during the open exhibit hours. Booths should be manned by company representatives who are qualified to discuss details of their company’s products or services.

STORAGE

The exhibitor should make arrangements with the contracted decorator for storage of packing boxes and crates during the set-up and dismantle times of the exhibit. Further instructions for handling of packing boxes or crates will be provided in the Exhibitor Services Manual.

SOURCE DEVICES AND LIGHTING & OTHER PRESENTATION DEVICES

Public address, sound producing, or amplification devices that project sound must not interfere with other exhibits. Any form of attention-getting devices or presentations of any length must be conducted concurrently with the presentation of an exhibitor’s rented booth space. Such presentations will be terminated when crowds obstruct aisles or infringe upon another exhibitor’s display. Show Management reserves the right to restrict the use of glaring lights or objectionable lighting effects. Show Management reserves the right to determine at any point sound or lighting effects constitutes interference with other shows and must be discontinued.

HANDOUT MATERIALS, GIVE-AWAYS AND PRICE 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 material or souvenirs in the exhibit hall by representatives of non-exhibiting firms is strictly forbidden. AUSA reserves the right to disallow any material that it believes to be inappropriate.

SOLICITATION OF EXHIBITORS

Exhibitors are discouraged from soliciting advertising or other exhibit space without the express written permission of AUSA.

FIRE, SAFETY AND HEALTH

The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health. All exhibit equipment and materials must be located within the booth. Only fireproof materials may be used in displays and the exhibitor must take all necessary fire precautions. No combustible material will be stored in or around exhibit booths.

LABOR

Rules and regulations for union labor are made by the local unions and may change at any time. Where union rules are required because of a collective bargaining requirement, it will be necessary for the exhibitor to comply with these regulations. Information regarding specific regulations that are applicable may be obtained from the official contractor. Displays, paintings, carpenters, electricians, and other skilled labor can be arranged through the official contractor (GES) at established rates. Labor order forms will be included in the Exhibitor Services Manual.

FOOD AND BEVERAGE

Exhibit distribution of food and beverages for consumption in the building is allowed. The Von Braun 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 provide for the safeguarding of his or her goods, materials, equipment and booth space at all times. AUSA will be held harmless in the loss of exhibit privileges for future shows. The Exhibit Hall Hours are tentative and subject to change.

PHOTOGRAPHING & FILMING OF EXHIBITS

Exhibitors may photograph or film their exhibit and others at their exhibit without the express written consent of AUSA. Employees or agents shall at the option of AUSA forfeit the exhibitor’s right to occupy space and such property or materials belonging to or distributed by any exhibitor. No exhibitor may use AUSA’s name or logo(s) without the express written consent of AUSA. 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 express 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 contractor, is expressly prohibited during the official hours of the show. Public address, sound producing, or amplification devices that project sound must not interfere with other exhibits.

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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 ARMU.

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

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

AUSA October Green Book Advertising

The Army Green Book, which is the October issue of ARMU 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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2018

SOFEX 2018
USA SECURITY & DEFENSE PAVILION
7 - 10 May 2018
King Abdullah I Air Base | Amman, Jordan

2018 AUSA ILW LANPAC
SYMPHOSIUM & EXPOSITION
22 - 24 May 2018
Sheraton Waikiki | Honolulu, HI

EUROSATORY 2018
USA SECURITY & DEFENSE PAVILION
11 - 15 June 2018
Viparis Nord Villepinte | Paris, France

2018 AUSA ILW ARMY MEDICAL
SYMPHOSIUM & EXPOSITION
July 2018
San Antonio, TX

2018 AUSA ANNUAL
MEETING & EXPOSITION
8-10 October 2018
Walter E. Washington Convention Center | Washington, D.C.