OUR NATIONAL PARTNERSHIP OFFERS EXCEPTIONAL OPPORTUNITIES

AUSA IS YOUR PROFESSIONAL EDGE

WWW.AUSA.ORG/NATIONALPARTNERS

ASSOCIATION OF THE UNITED STATES ARMY

PROGRAM MANAGER
Lynette Nichols
lnichols@ausa.org
2019 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 U.S. ARMY

The Association of the United States Army is a nonprofit, educational and professional development association serving America’s Total Army, our Soldiers, Army civilians, and their families; our industry partners, and supporters of a strong national defense. AUSA provides a voice for the Army, supports the Soldier, and honors those who have served in order to advance the security of the nation.

AUSA educates its members, the public, industry, and Congress about the critical nature of land warfare and the Army’s central role in national defense.

AUSA informs its members, our communities, and Congress about issues affecting America’s Army and the Soldiers who serve in the Regular Army, Army National Guard, and Army Reserve.

AUSA connects the Army to the American people at the national, regional, and chapter levels.

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.
## WHAT’S INSIDE

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## KEY CONTACTS

### EXHIBITS
Natalie Norris, CEM, Exhibits Manager | 703-236-2921 | NNorris@ausa.org

### SPONSORSHIPS
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Mark Wolf | Community Partner Program Manager | 703-907-2648 | MWolf@ausa.org

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

### OFFICIAL HOUSING BUREAU
Housing will open 7 May 2019 at 1200 ET | 855-971-2295
## WHY EXHIBIT?

**CONNECT WITH OVER 29,000 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 a world of strategic competition.

**MEET HIGH QUALITY LEADS AND INTERNATIONAL CONTACTS** in your booth and throughout the entire meeting.

**ATTEND EXCLUSIVE, WORLD-CLASS VIP RECEPTIONS AND EVENTS** with 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 IN 2017: 29,734

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
<th>Exhibitors</th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,301</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19,433</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

Of 19,433 Attendees, 37% were active military / 63% civilian

<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 O6)</td>
<td>60%</td>
<td>40%</td>
</tr>
</tbody>
</table>

### INTERNATIONAL INFO / DELEGATIONS

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Registrants:</td>
<td>6%</td>
</tr>
<tr>
<td>Total: 2,843</td>
<td></td>
</tr>
<tr>
<td>Attendees: 2,255</td>
<td>72%</td>
</tr>
<tr>
<td>Exhibitors: 588</td>
<td>28%</td>
</tr>
</tbody>
</table>

### INDUSTRY BY ROLE

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

### MILITARY BY RANK

<table>
<thead>
<tr>
<th>Rank</th>
<th>Active</th>
<th>Retired</th>
</tr>
</thead>
<tbody>
<tr>
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<td>60%</td>
<td>40%</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:
WILL YOU JOIN US IN 2019?

*Over 700 exhibitors were on the floor at the 2018 AUSA Annual Meeting, including:*

3M Company  
4FRONT Solutions, LLC  
Accenture Federal Services  
Adobe  
Advantech Corp.  
AECON  
Aerojet Rocketdyne  
Ampoint  
Airborne Systems  
AIRBUS  
AirTronic USA, LLC  
Amerex Defense  
American Military University  
American Red Cross  
Amphenol  
APPi  
Applied Companies  
AR Modular RF  
Arconic  
Army Women’s Foundation  
Arlington National Cemetery  
ArmorWorks Enterprises, LLC  
Army Emergency Relief  
Army Women’s Foundation  
ASA(ALT)  
Aviation Procurement Systems  
B.E. Meyers & Co., Inc.  
BAE Systems  
Ball Aerospace  
Barrett Communications  
Beacon Design By Chemart  
BJG Electronics, Inc  
BlueSky Mast, Inc  
Boeing  
Bose Corporation  
Breezer Holdings  
Bren-Tronics, Inc.  
Brighton Cromwell, LLC  
BRTRC Federal Solutions  
CamelBak Products, LLC  
CAMSS Shelters  
Canon U.S.A, Inc.  
Carson Industries  
Caterpillar, Inc.  
Cera Products, Inc.  
CIRCOR Aerospace, Inc.  
Codan US Inc.  
CodeMettle, LLC  
Combined Systems, Inc.  
Compulink  
Daniel Defense  
Defence Science Institute  
DefendTex  
Defense Logistics Agency  
Defense Technology Foundation  
Deloitte  
Department of Veteran Affairs  
DHL Express  
Dillon Aero  
Dräger, Inc  
DTC Communications, Inc.  
DX Korea  
Dynamit Nobel Defence  
DynCorp International  
EIZO Rugged Solutions  
Elbit Systems of America  
Electro Optic Systems  
Endgame  
ESI Motion  
Esterline  
Exide Technologies  
Exxelia  
Faun Trackway USA, Inc.  
Fedbid, Inc.  
Final Mile Logistics  
FIS Blue  
FoldAR  
GE Aviation  
General Kinetics  
General Motors  
Gentex Corporation  
Gerber  
Glock, Inc.  
GSI International, Inc.  
Harris Corporation  
HBD Industries Inc.  
HDT Global  
Hendrickson  
Heroes Linked  
Honeywell Aerospace  
Hutchinson  
i3System  
IBM  
IMI Systems, Ltd.  
IntiSitu Inc.  
InteliPower  
International Armored Group  
Intevac Photonics  
Iridium Communications  
John Deere  
Juniper Systems, Inc.  
Karem Aircraft, Inc.  
KDH Defense Systems, Inc.  
Kencoa Aerospace  
Kollmorgen  
Kord Defence  
Krauss Maffei Wegmann  
Kuwait Resources House  
KVH Industries, Inc.  
L3 Technologies  
Laser Technology, Inc.  
Leatherman  
Leidos  
LiteFighter Systems, LLC  
Lockheed Martin Corporation  
LTC Partners  
MAC Aerospace Corporation  
Mack Defense, LLC  
Manitowoc  
ManTech  
Mercury Systems  
Michelin North America, Inc.  
Microsoft  
MiLDef, Inc.  
Military Officers Association of America (MOAA)  
Minelab Electronics  
Missile Defense Agency  
Moog, Inc.  
MTU  
NADIC  
National Armaments Consortium  
National Defense Corp  
Navistar Defense, LLC  
Navy Federal Credit Union  
Night Vision Devices  
Nikola Defense  
Nobles Worldwide, Inc.  
Northrop Grumman Corporation  
NovAtel  
Operation Live Well  
Optical Cable Corporation  
ORBIT International  
Oshkosh Defense  
OTTO Engineering  
Pacific Northwest Defense Coalition  
PacStar  
Panasonic  
Pelican Products  
Perkins Technical Services, Inc.  
Photons  
Plasan  
Polartec  
Precision Products, Inc.  
Princeton Identity  
Profense LLC  
PsychArmor Institute  
Pursuit Defense Technologies  
Quantico Tactical  
Ramco Systems Corporation  
RIX Industries  
Roshel Defence Solutions  
Safran Optics  
Safeguard  
Schroth Safety Products LLC  
SCI  
Sofradir-EC  
SourceAmerica  
Standard Armament, Inc.  
Stanley Black & Decker  
SupplyCore, Inc.  
Systel, Inc.  
TenCate Protective Fabrics  
Textron Corporation  
Texton Systems  
The Heritage Foundation  
Topflight Components  
Transfield, Inc.  
U.S. Army  
U.S. Army Fisher Houses  
U.S. Army Soldier For Life  
U.S. Army Training and Doctrine Command  
U.S. Department of Veterans Affairs  
URETEK USA  
V5 Systems  
Victorinox AG  
VT Group  
VT Miltope  
West-Mark, Inc.  
Wilcox Industries Corp.  
WolfSSL  
ZeroBase Energy, LLC  
ZMicro, Inc.  

This is a partial list. To see a complete list of exhibitors, visit our website!
**EXHIBIT HALL RATES**

<table>
<thead>
<tr>
<th>Rate Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Partner</td>
<td>$54 per square foot</td>
</tr>
<tr>
<td>Government</td>
<td>$19 per square foot</td>
</tr>
</tbody>
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**EXHIBIT HALL HOURS**

- **Monday, 14 October**
  - 0900 – 1700
- **Tuesday, 15 October**
  - 0900 – 1700
- **Wednesday, 16 October**
  - 0900 – 1700

**BOOTH PACKAGE**

- Unlimited Exhibitor Badges allowing access to all forums, and access to the floor during set-up, dismantle, and show hours.
- 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.
**HALL FEATURES & PAVILIONS**

**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, Japan, Korea, Norway, Poland, and Switzerland.**

**Small Business Pavilion - Limited Space!**
In an effort to support organizations 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 features 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 FamilyReadiness@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 brings together major companies from throughout the country to profile their services and provide employment opportunities for transitioning Soldiers, our veterans, and family members.

**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.

- Center for Women’s Veterans
- Department of Labor
- Department of Veterans Affairs Benefits
- National Cemetery Administration
- VA Homeless Outreach
- Vet Center
- Veteran Affairs ID Card
- Veteran Employment Services 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 at 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 capstone 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 event is attended by Army leadership, AUSA members, and industry partners.
OPPORTUNITIES FOR SPONSORSHIP

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

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 2019 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 2019 Annual Meeting Sponsorship Program, contact Gaye Hudson at GHudson@ausa.org

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

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

PRESIDENT’S RECEPTION SPONSORSHIP
(Exclusive Opportunity)

$50,000

Show your support for the Annual Meeting by sponsoring the official opening social event – the President’s Reception, which will be on Monday, 14 October from 1830-2015 in the Ballroom of the Walter E. Washington Convention Center. 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 (digital and printed).
• Recognition on the AUSA website.
• Recognition in the Show Guide.
• Sponsor may provide branded paper products (napkins, glasses).

ESCALATOR BRANDING SPONSORSHIPS
Contact us for availability and pricing!

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 will be featured on high-traffic escalator runs.

EVENT MOBILE APP SPONSORSHIPS

Attendees and exhibitors will be opening the event app frequently to navigate and plan their Annual Meeting experience, which makes this an excellent place to deliver time-sensitive announcements. What better way to show your support of AUSA and the Annual Meeting, and move your message to everyone in attendance! Exclusive and a-la-carte opportunities are available.

• Premiere Sponsorship – $30,000
• Promoted Post – $10,000
• Push Notifications – $5,000

OUTDOOR BANNER SPONSORSHIPS

$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. Your investment includes the production and rigging of the banner.
**SPONSORSHIP OPPORTUNITIES**

**BATTLE CHALLENGE SPONSORSHIPS**

*The Challenge is on!*

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

- Premiere Battle Challenge Sponsor – $30,000
- Start/Finish Line Sponsor – $24,000
- Tag Your Shot Social Media Sponsor – $15,000
- Perimeter Banners – $5,000 ea. or 5 for $20,000

**EXHIBIT HALL NETWORKING LOUNGE**

$40,000

Promote 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 net 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.
- Carpet tile with your logo.
- Hanging signage identifying your company as the sponsor.
- Opportunity to display/distribute promotional materials.
- Recognition in the Show Guide.
- Recognition on the Floor Map.

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

HOTEL KEY CARD SPONSORSHIP

Your logo and message will be imprinted on each key card used in hotels with the largest AUSA room blocks. Key cards provide exposure multiple times each day – every time attendees enter or leave their rooms. The key cards 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 color logo and be approved by AUSA prior to production.

**AVAILABLE HOTELS:**

- **MARRIOTT MARQUIS (Headquarter Hotel)**
  - $25,000
- **RENAISSANCE WASHINGTON, D.C.**
  - $20,000
- **GRAND HYATT**
  - $15,000

**INTERNATIONAL MILITARY VIP RECEPTION**

$40,000

Network with senior leaders from around the world. 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 this event recognizing your support. Sponsor can provide paper products for further branding. Over 600 attendees are expected.

**HALL B ROTUNDA NETWORKING AND CHARGING LOUNGE**

$25,000

(This opportunity will have a limited number of sponsors)

Promote your presence by helping enhance everyone’s networking experiences! AUSA is pleased to offer a new networking and charging lounge in the Hall B Rotunda. This space bridges the gap between the Hall A and B Concourses. This area is heavily traversed by people making their way to the exhibit halls below, and the meeting space above. The lounge is highly visible and located at the bottom of busy escalators. The lounge includes a huge video monitor, which will play content of up to five sponsors in a loop. This lounge will be open to all attendees during the meeting from 0700-1700 each day.

- Recognition on signage (digital and printed).
- Recognition on the AUSA website.
- Recognition in the Show Guide.
SPONSORSHIP OPPORTUNITIES

INTERNATIONAL MILITARY LOUNGE $20,000

The International Military Lounge is the designated gathering place for VIPs from around the world 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.

COMMUNITY PARTNER LUNCHEON $12,000

This luncheon honors our Community Partners and their many contributions to the chapters’ programs to support Soldiers and Families. The luncheon is 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 reserved for your company or Army designees.
- Opportunity to provide a company brochure or small token for the attendees.

ARMY CIVILIAN LUNCHEON $12,000

This luncheon will honor government civilians and recognize the regional Department of the Army Civilian of the Year winner. It will be held at the Marriott Marquis Hotel. Previous speakers include the Under Secretary of the Army, 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 reserved for your company or Army designees.
- Opportunity to provide a company brochure, or small token for the attendees.

INTERNATIONAL MILITARY BREAKFAST $12,000

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.
SPONSORSHIP OPPORTUNITIES

MG ROBERT G. MOORHEAD GUARD/RESERVE BREAKFAST $12,000
Held on Monday morning of the meeting, this event 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 reserved for your company or Army designees.
• Opportunity to provide a company brochure, or a small token for the attendees.

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.

ROT C LUNCHEON $12,000
This luncheon is for ROTC cadets, ROTC cadre and invited guests and will be held at the Marriott Marquis Hotel. 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 reserved for your company or Army designees.
• Opportunity to provide a company brochure, or a small token for the attendees.
SPONSORSHIP OPPORTUNITIES

WARRANT OFFICERS BREAKFAST
$10,000

This breakfast features a high-level guest speaker who discusses issues of critical importance to the United States Army Warrant Officer Community. The anticipated number of attendees is 200. 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 reserved for your company or Army designees.
- Opportunity to provide a company brochure, or small token for the attendees.

CHARGING LOUNGE
$10,000

These 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 ten lounges. Assignment of lounge location is based on sponsor request, and fulfilled on a first-come, first-served basis.

WI-FI (5 Opportunities)
$10,000

AUSA will offer free Wi-Fi access during the event. Attendees will be able to access the Internet from all public areas outside the exhibit hall and meeting rooms 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 Annual Meeting attendees during the show.
SPONSORSHIP OPPORTUNITIES

ON-LINE REGISTRATION BANNER  $5,000
Want to make a great 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. The registration page will feature a scrolling banner utilizing your artwork, with five possible positions.

POP-UP MEETING ROOM  $4,000 (per day)
AUSA will manage five 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, as well as notebooks with their logo, which will be available to attendees outside the meeting rooms. This sponsorship will reach an estimated 300 people per day.

EXHIBIT HALL BANNER  $10,000
Limited availability - reserve yours today!
With over 600 exhibits and 29,000 attendees, visibility is a key component to your success at one of the world's largest land warfare expositions. We offer large 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 artwork, company logo, and booth number will be prominently displayed and printed at approximately 15×15'. Sponsorship includes the production and rigging of the banner.
SHOW GUIDE & MAP SPONSORSHIPS

The Show Guide will contain an alphabetical listing of all exhibitors as well as product and service descriptions and complete contact information for each organization. The Show Guide will be available 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.

**BELLY BAND**  
$18,000

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

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

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

**FULL PAGE AD**  
$7,500
Move your message to our attendees by sponsoring a full page in our guide, featuring your artwork.

**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.

**SHOW GUIDE PAGE RUNNER**  
$6,000
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.

**FLOOR MAP SPONSORSHIPS**

This sponsorship is an effective way to highlight your participation at the exposition. The printed map will be distributed to all participants (29,000 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 the following:
1. Company logo placed adjacent to the printed floor map.
2. A directional arrow from your logo to your display space.
3. A color entry, highlighted on the exhibitor list.
Your investment in this sponsorship will drive traffic to your booth!

**PRINTED FLOOR MAP/LOCATOR**  
$7,500

**PRINTED FLOOR MAP BACK COVER**  
$15,000
Your full color artwork/ad will be featured on the back cover of the map.
1 COMPANY INFORMATION

Company Name: _______________________________________________________
Address: _____________________________________________________________
City, State, Zip: _______________________________________________________
Website: _____________________________________________________________
Contact: ______________________________________________________________
Phone: ________________________________________________________________
Email: _________________________________________________________________

2 SPONSORSHIP OPPORTUNITIES

☐ President’s Reception $50,000 $ ______________
☐ Escalator Branding Contact AUSA $ ______________

MOBILE APP SPONSORSHIPS

☐ Mobile App Premiere Sponsorship $30,000 $ ______________
☐ Mobile App Promoted Post $10,000 $ ______________
☐ Mobile App Push Notifications $5,000 $ ______________
☐ Outdoor Banner $50,000 $ ______________

BATTLE CHALLENGE SPONSORSHIPS

☐ Premiere Battle Challenge Sponsor $30,000 $ ______________
☐ Start/Finish Line Sponsor $24,000 $ ______________
☐ Tag Your Shot Social Media Sponsor $15,000 $ ______________
☐ Perimeter Banners $5,000 each or 5 for $20,000 $ ______________
☐ Exhibit Hall Networking Lounge $40,000 $ ______________
☐ Hotel Key Card - Marriott Marquis $25,000 $ ______________
☐ Hotel Key Card - Renaissance $20,000 $ ______________
☐ Hotel Key Card - Grand Hyatt $15,000 $ ______________
☐ International Military VIP Reception $40,000 $ ______________
☐ Hall B Networking/Charging Lounge $25,000 $ ______________
☐ International Military Lounge $20,000 $ ______________
☐ Community Partner Luncheon $12,000 $ ______________
☐ Army Civilian Luncheon $12,000 $ ______________
☐ International Military Breakfast $12,000 $ ______________
☐ MG Robert G. Moorhead Guard/Reserve Breakfast $12,000 $ ______________
☐ ROTC Luncheon $12,000 $ ______________
☐ Military Family Forum $10,000 $ ______________
☐ Warrant Officers Breakfast $10,000 $ ______________
☐ Wi-Fi $10,000 $ ______________
☐ Charging Lounge $10,000 $ ______________
☐ Exhibit Hall Banner $10,000 $ ______________
☐ On-line Registration Banner $5,000 $ ______________
☐ Pop-Up Meeting Room $4,000 (per day) $ ______________

SHOW GUIDE & MAP SPONSORSHIPS

☐ Belly Band $18,000 $ ______________
☐ Back Cover Ad $12,000 $ ______________
☐ Inside Front Cover Ad $10,000 $ ______________
☐ Inside Back Cover Ad $9,000 $ ______________
☐ Full Page Ad $7500 $ ______________
☐ Front Cover Logo $7000 $ ______________
☐ Show Guide Page Runner $6,000 $ ______________
☐ Premium Listing $500 $ ______________
☐ Floor Map and Locator $7500 $ ______________
☐ Printed Floor Map Back Cover $15,000 $ ______________

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. Please note: failure to meet production deadlines will result in additional fees. 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

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.

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 ($54/ft²)
   Government ($19/ft²)

   The numbered booths are hereby defined as specified on the floorplan. Non-island booths include eight-foot high back drapes and 3-foot side drapes. Refer to the exhibit hall floor plan at ausameetings.org/2019annualmeeting 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 request interferes with booth choices above.

3. DISPLAY INFORMATION

   Are you planning on bringing a vehicle? □ YES □ NO
   If yes:
   How many vehicles will be displayed? ________________________________
   What is the weight and dimensions of your vehicle(s)? ________________________________
   Is the vehicle(s) self propelled? ________________________________
   Will you require any specialized equipment for unload/reload? ________________________________

   *Note: please be aware that displaying a vehicle(s) indoors you will need to follow the Fire Marshal requirements towards fuel levels, battery contact connection, etc. This information will be provided in full detail in the Exhibitor Manual for this event once released.

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.

   Full payment is due by 1 March 2019. For space booked after 1 March 2019, payment will be due NET 30 from the invoice date.

   $ ______________
   (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
     ○ Visa ○ MasterCard ○ American Express
     Card # ________________________________________________
     CSV code Exp. Date Billing Zip ________________________________
     Name on card ________________________________________________
     Authorized Signature _________________________________________

5. BOOTH CANCELLATION/DOWNSIZE PENALTIES

   On or before Friday, 1 March 2019 - 100% refund minus 10% deposit
   After Friday, 1 March 2019: 50% refund minus 10% non-refundable fee
   On or after Friday, 3 May 2019 - No refunds

6. AUTHORIZATION

   Exhibitors agree to abide by the Rules and Regulations for this event, 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. 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: ________________________________
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, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of exhibitors. Each exhibitor, for and in behalf of itself and its staff, volunteers, agents, and others 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

Shall be a Management designated time for the installation of a booth prior to the show opening and for its removal after the conclusion of the show. Under no circumstances will the addition to or removal of any portion of an exhibit be permitted during show hours. All booths must remain intact until the close of the show. Installation must occur only during the installation times designated in the official exhibit schedule. All booths must be properly and completely installed and checked weekly according to the schedule published in the Exhibitor Services Manual for the final inspection of the exhibit hall by Show Management. Dismantle may not begin until the published times end. Each exhibit must remain on display for the total length of the show. The Show Hall is open to the public during installation and dismantling hours and it is the exhibitor's responsibility to provide for the public's safety. Booth space will be scheduled in accordance with the Exhibitor Services Manual provided 60 days before the start of the show.

FAILURE TO OCCUPY SPACE

Space not occupied by 5:00 PM on the evening before the exhibit hall opens will be forfeited by the exhibitors and their space may be re-located, reallocated or used by the exhibit management without refund.

PAYMENT FOR BOOTH SPACE

Exhibit space will be assigned by AUSA based on a company's Order of Merit. Once AUSA receives your completed contract, exhibit space will then be assigned. A minimum 12% non-refundable deposit is due with the Exhibitor Contract. Exhibitors whose booths are not paid in full in accordance with the Guidelines for the use of the Walter E. Washington Convention 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. Each exhibitor, for and in behalf of itself and its staff, volunteers, agents, and others to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with preceding sentence.

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 clear of congestion caused by demonstration equipment or other equipment. All boxes and other merchandising, promotional 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 tape will be placed to cover unsightly wires, unfinished back walls, etc. at the exhibitor's expense.

BOOT DESIGN

Each exhibitor will be provided with an official Exhibitor Services Manual. The Exhibitor Services Manual content describes in full the type and arrangement of exhibit space and the standard equipment provided by Show Management for the space assigned. All booths must be arranged and constructed in accordance with guidelines, provisions, and limitations contained in the Exhibitor Services Manual. Each exhibitor's space will be provided with (1) identification sign. Linear booths will include B' backdrap & (2) sidewall drapes. The rear 5' of linear space may contain items less than or equal to 6' in height. Any items, props, signage, or combination thereof that are located in the first 5' of the booth may not exceed 4' in height, measured to the floor. Exhibition 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). Multi-Level Booths (Double Decker). There is an additional $25.00 per square foot for all multi level booth displays. AUSA reserves the right to remove from the exhibit floor the use of a camera cell phone is prohibited during the above mentioned hours. Only the exhibitor may grant permission to have its exhibit photographed, videotaped, or an audio presentation taped, during exhibit hours. No exhibitor shall deny any reasonable request from Show Management or the official photographer/video-goer to photograph or film the exhibit from the perimeter of the booth.

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/video-goer, is expressly prohibited during setup, dismantling and non-exhibit hours. Individual cameras will not be allowed on the exhibit floor. The use of a camera cell phone is prohibited during the above mentioned hours. Only the exhibitor may grant permission to have its exhibit photographed, videotaped, or an audio presentation taped, during exhibit hours. No exhibitor shall deny any reasonable request from Show Management or the official photographer/video-goer to photograph or film the exhibit from 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.

VIOATIONS

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 at the option of AUSA forfeit the exhibitor's right to occupy space and such exhibitor shall forfeit to AUSA all monies paid or due. Upon evidence of violation, AUSA may take possession of the space occupied by the exhibitor, and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages that AUSA may incur thereby.

SEVERABILITY

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

EXHIBITOR SERVICES MANUAL

A full list of the display rules and regulations will be included in the Exhibitor Services Manual.

CONTACT

For more information or if you have questions, please email exhibits@ausa.org.
discuss details of their company's products or services.

A representative is in the Walter E. Washington Convention Center. Each exhibit must be fully operational and functional. Displays and demonstrations. Products or services exhibited must be pertinent to the attendees' professional interests. Booths are restricted to 25' in height. AUSA does not allow end cap booths (booths comprised of or encompassing more than one side wall, i.e., double decker). AUSA reserves the right to restrict the use of glaring lights or objectionable lighting effects.

The exhibitor should make arrangements with the contracted decorator for storage of packing boxes and crates after the show. Space not occupied by 5:00 PM on the evening before the exhibit hall opens will be forfeited by the exhibitors and will be assigned to other exhibitors.

For more information or if you have questions, please email exhibits@ausa.org.

AUSA Community Partnerships provide...

- A local chapter ready to assist your efforts
- Meaningful recognition in your community
- A network of 3000+ pro-Army businesses
- Low-cost local advertising opportunities
- Army information, great discounts, and more

JOIN TODAY AT WWW.AUSA.ORG/COMMUNITY

If your organization supports America’s Army, we can help.