

ASSOCIATION OF THE UNITED STATES ARMY
2016 SPONSORSHIP
OPPORTUNITIES



www.USA.org/ausameetings

2016 Sponsorship Opportunities





A USA has a vibrant program of Domestic Symposia and Expositions, Hot Topics, Networking Breakfasts, International Events, as well as our Annual Meeting and Exposition – the largest land warfare exposition and professional development forum in North America.

AUSA Sponsorship Opportunities are designed to help maximize your visibility, enhance your brand identity, and provide a convenient way to distribute information regarding your organization's products, services and capabilities at important AUSA/Army events. The variety of events and sponsorships offered give the sponsor the opportunity to increase brand visibility with large targeted audiences.

Participation in the AUSA Sponsorship Program is one of the best ways to earn Order-of Merit List (OML) points. The OML is used to establish the order in which our Sustaining Member Companies select their exhibit space at the Annual Meeting.

Calendar of Events





January 14	AUSA ILW Hot Topics Army Aviation Arlington, Virginia	May 24 - 26	AUSA ILW LANPAC Symposium & Exposition Sheraton Waikiki Honolulu, Hawaii
January 21	AUSA ILW Breakfast Arlington, Virginia	June TBD	AUSA ILW Breakfast Arlington, Virginia
February 11	AUSA ILW Hot Topics Army Air and Missile Defense Arlington, Virginia	June 2	AUSA ILW Hot Topics Army Sustainment Arlington, Virginia
February TBD	AUSA ILW Breakfast Arlington, Virginia	June 13 – 17	Eurosatory The United States Security & Defense Pavilion Paris-Nord Villepinte Paris, France
March 31	AUSA ILW Hot Topics Army Installation Management Arlington, Virginia	July 14	AUSA ILW Hot Topics Army Networks Arlington, Virginia
March TBD	AUSA ILW Breakfast Arlington, Virginia	July TBD	AUSA ILW Breakfast Arlington, Virginia
March 15 – 17	AUSA ILW Global Force Symposium & Exposition Von Braun Center Huntsville, Alabama	September 22	AUSA ILW Hot Topics Army Medical Arlington, Virginia
April TBD	AUSA ILW Breakfast Arlington, Virginia	September TBD	AUSA ILW Breakfast Arlington, Virginia
April 18 – 21	DSA 2016 The United States Security & Defense Pavilion Defense Services Asia PWTC Kuala Lumpur, Malaysia	October 3 – 5	AUSA Annual Meeting & Exposition Walter E. Washington Convention Center Washington, DC
May TBD	AUSA ILW Breakfast Arlington, Virginia	November TBD	AUSA ILW Breakfast Arlington, Virginia
May 9 – 12	SOFEX 2016 The United States Security & Defense Pavilion Special Operations Forces Exhibition & Conference King Abdullah I Airbase Amman, Jordan	November TBD	AUSA ILW Hot Topics Army Cyber Arlington, Virginia
		December TBD	AUSA ILW Hot Topics Army Contracting Arlington, Virginia

AUSA ILW Hot Topics Series



HOT TOPICS

Arlington, Virginia

Army Aviation

January 14

Army Air and Missile Defense

February 11

Army Installation Management

March 31

Army Sustainment

June 2

Army Networks

July 14

Army Medical

September 22

Army Cyber

November TBD

Army Contracting

December TBD



ILW HOT TOPICS SERIES

AUSA is pleased to continue its Hot Topics Series. Introduced in 2014, these one-day events focus on key topics impacting our Army and the defense industry, and have been well-attended and well received by our Industry Partners and Army Leadership.

These events provide the unique opportunity to network with key leaders from the Army, DoD and Congress. Sponsorship of a Hot Topic offers a unique opportunity to market your products and services, and move your message to key leaders in the Army, DoD and Congress. Each sponsorship is exclusive and available on a first-come, first-served basis.

Your investment in this exclusive sponsorship is \$10,000 per event. In return each sponsor will receive the following:

- Four Registrations (valued at \$2,200)
- Reserved seating for four attendees
- Recognition in the Program
- Recognition on signage
- Recognition on the website, marketing materials and registration forms
- Opportunity to provide amenities for the attendees
- Opportunity for a chair drop of printed materials
- Recognition in news articles published by AUSA regarding the event

2016 is the inaugural year of the AUSA Conference Center, located at the AUSA headquarters building in Arlington, Virginia. This state of the art facility will provide an intimate and dynamic setting for the exchange of ideas and networking with the Army staff, defense industry executives and congressional staff at our Hot Topics, ILW Breakfast events, and Rogers Strategic Issues Series Lectures.

AUSA ILW Rogers Strategic Issues

AUSA ILW ROGERS STRATEGIC ISSUES FORUMS



AUSA's Institute of Land Warfare (ILW) hosts the Rogers Strategic Issues Forums throughout the year. This important landpower strategy lecture series is named for General Bernard W. Rogers, 28th Chief of Staff of the Army, to honor this outstanding Soldier, scholar and diplomat. General Rogers was also a long-time supporter of AUSA, serving on our Council of Trustees for many years.

Held once a quarter, this lecture series features keynote addresses by senior leaders in the uniformed services, the Department of State, academia and think tanks, providing them with the opportunity to speak about critical issues affecting land forces and strategy.

The timing of the lectures is synchronized with Washington, D.C. area visits by and availability of such speakers.

Attendance is by invitation only to individuals who are shapers of opinion, legislation and influence. The events,

which take place at the AUSA headquarters in Arlington, Virginia, are open to the media. This outreach concept is modeled after similar lectures at Brookings, CSIS, Heritage and the Council on Foreign Relations.

Each event begins at 5:30 p.m. with a catered reception. The program runs from 6 to 7 p.m., including an opportunity near the end of the presentation for guests to ask questions.

Past speakers have included General Carter Ham, USA (then Commander, U.S. Africa Command), Admiral James "Sandy" Winnefeld, USN (then Vice Chairman, Joint Chiefs of Staff), General John Abizaid, USA Ret. (former Commander, U.S. Central Command), Ambassador Ken Adelman (former Ambassador to the United Nations) and Lieutenant General Jay Garner, USA Ret. (former Assistant Vice Chief of Staff, Army).

Your investment in this exclusive sponsorship is \$15,000, per event. In return each sponsor will receive the following:

- Reserved seating for your attendees
- Recognition in the Program
- Recognition on signage
- Opportunity to provide amenities for the attendees
- Opportunity to distribute printed materials to the attendees
- Your company's name and logo printed on all invitations and communications related to the event
- Recognition in news articles published by AUSA regarding the event



ILW BREAKFAST SPONSORSHIP

AUSA's Institute of Land Warfare (ILW) Directorate hosts a breakfast series in the Washington D.C. area every month (except for October and December). High-ranking officers, congressional staffers, DoD officials and representatives from the defense industry gather at these informal events to network and hear military leaders present topics of interest.

A coffee hour preceding the breakfast allows attendees to discuss subjects of importance to their companies. Seating is unassigned and questions are accepted from the audience at the end of the presentation. Previous speakers have included the Chairman of the Joint Chiefs of Staff, the Secretary of the Army and the Chief of Staff of the Army. Don't miss this unique opportunity to network with the key decision-makers in the Army.

Your investment in this exclusive sponsorship is \$9,500, per event. In return each sponsor will receive the following:

- Two signs, one with your company's name and logo welcoming guests to this event, and another that will be displayed in the room where the breakfast is held
- Your company's name and logo will be featured on the registration website and on all registration forms
- A seat at the head table reserved for one member of your company, free-of-charge
- A table in the front of the room at the event reserved for ten company employees, free of charge
- Recognition in the news articles published by AUSA about the event
- Opportunity to place your printed materials and/or tokens on each of the tables in the room where the breakfast is held



International Events

USA Security and Defense Pavilions

A USA is appointed the official U.S. agent for the USA Security and Defense Pavilions at three premier trade shows in 2016. All shows are supported by the U.S. Government, officially certified by the U.S. Department of Commerce and endorsed by the U.S. Department of Defense and the American Embassies in the countries in which they take place. The USA Security and Defense Pavilion value added package of services includes VIP receptions, match-making support between exhibitors and end users, networking opportunities, business lounge services, escorted VIP military delegations, meeting rooms and much more.

SOFEX 2016

Special Operations Forces Exhibition & Conference
King Abdullah I Airbase
Amman, Jordan
May 9 – 12

ausameetings.org/sofex/sponsorships

Eurosatory

Paris-Nord Villepinte
Paris, France
June 13 – 17

ausameetings.org/eurosatory/sponsorships

DSA 2016

Defense Services Asia
PWTC
Kuala Lumpur, Malaysia
April 18 – 21

ausameetings.org/dsa2016/sponsorships/





These cost-effective opportunities will enhance your presence and help your company stand out! All sponsors will be featured in the USA Security and Defense Pavilion Official Show Guide.

1. USA SECURITY AND DEFENSE PAVILION EXHIBITORS LOUNGE/SPEAKERS CORNER SPONSOR (10)

Sponsor investment: \$1,500

The lounge serves as the central meeting point for USA Pavilion participants, and is used for presentations by senior Army leaders, Department of the Army officials and DoD representatives. The Speakers Corner will feature presentations by military and government leaders and attracts attendees to the Pavilion. Signage with your logo will be prominently displayed.

2. USA SECURITY AND DEFENSE PAVILION OFFICIAL SHOW GUIDE

The Show Guide includes a listing of all USA Security and Defense Pavilion participants, a company description and complete contact information for each exhibitor. Show guides are available at the USA Security and Defense Pavilion to show participants.

a. USA SECURITY AND DEFENSE PAVILION SHOW GUIDE COVER (4)

Sponsor investment: \$2,500

Your company's logo is placed on the cover of the Show Guide.

b. USA SECURITY AND DEFENSE PAVILION SHOW GUIDE PAGE RUNNER (2)

Sponsor investment: \$2,500

Your company's logo is placed at the bottom (footer) of each page in the guide. This is a unique opportunity for multiple appearances.

c. USA SECURITY AND DEFENSE PAVILION SHOW GUIDE ADVERTISEMENT (MULTIPLE)

Sponsor investment: \$4,000

Your full-color company ad is placed prominently in the interior of the Show Guide.

d. USA SECURITY AND DEFENSE PAVILION SHOW GUIDE PREMIUM LISTING (MULTIPLE)

Sponsor investment: \$500

Your full-color company logo accompanies your listing in the Show Guide.

3. OFFICIAL U.S. EXHIBITOR'S RECEPTION (MULTIPLE)

Sponsor investment: \$7,500

AUSA works in cooperation with the U.S. Embassy to deliver an excellent opportunity to network with key visitors, including Army leaders, DoD representatives, U.S. exhibiting firms, U.S. Department of Commerce officials, foreign dignitaries and the U.S. Ambassador's staff.

Sponsorship exposure includes:

- Signage placed at the entrance to the reception identifying your firm as a sponsor
- Signage placed in the USA Security and Defense Pavilion recognizing your firm as a sponsor
- Company logo on sponsor page in Show Guide



Domestic Symposia & Expo

AUSA ILW Global Force Symposium & Exposition

Von Braun Center, Huntsville, Alabama, March 15 - 17

There are several opportunities to be featured that will fit every budget and marketing plan. All sponsorships are offered on a first-come, first-served basis; payment must be received prior to the event.

All sponsors who invest more than \$500 will be featured on the Sponsor thank you page in the official Symposium Program and Exhibitor Catalog.

1. NETWORKING LOUNGE

Sponsor investment: \$17,500

Enhance your Global Force 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 attendees during exhibit hall hours on all three days of the meeting. This 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 in a 400 nsf space. This space will also include the following:

- Signage placed in the Networking Lounge
- Hanging signage identifying your company as the sponsor of the lounge
- Opportunity to display/distribute promotional materials at the Networking Lounge
- Recognition in the Exhibitor Catalog/Program/Show Guide/Map
- Refreshments may be ordered and provided by sponsor at their discretion

2. EXHIBIT HALL GRAPHICS SPONSORSHIP (10)

Sponsor investment: \$5,000 each

We offer large output graphics printed on vinyl banners in full color. Your company logo and booth number will be prominently displayed and printed at approximately 10' X 10'.

3. SYMPOSIUM PROGRAM AND EXHIBITOR CATALOG SPONSORSHIPS

AUSA will produce a combined Symposium Program and Exhibitor Catalog featuring the agenda, a fold out floor plan of the exhibits, and an alphabetical listing of all exhibitors as well as product and service descriptions and complete contact information for each exhibiting organization. This printed guide will be distributed to each attendee and exhibitor, serving as the exclusive guide to the symposium and exposition. (2015 attendance exceeded 5,000) In addition this publication will be posted on our website, and will serve as a valuable resource to attendees long after the Symposium and Exposition concludes.

- a) The **Floor Plan Sponsorship** is an effective way to highlight your participation at the exposition. The fold out printed map is the centerpiece of the Exhibitor Catalog/Program. In addition, the map graphic will be used on "You Are Here" locators strategically placed in high traffic areas. The Floor Plan Sponsorship includes your company logo placed on the perimeter of the floor plan, a directional arrow from your logo to your display space, color highlighted display space on the floor plan and a color highlighted entry in the exhibitor list.

Multiple opportunities available.

Sponsor investment: \$5,000

ausameetings.org/globalforce/sponsorships/



- b) The **Full-Page Advertisement Sponsorship** is a highly effective way to move your message to a large audience. Your full-color company ad will be placed prominently in the interior of the Catalog/Program.

Multiple opportunities available.

Sponsor investment: \$5,000

- c) The **Cover Sponsorship** features your company logo on the front cover – **only six available!**

Sponsor investment: \$4,000

- d) The **Page Runner Sponsorship** features your company logo at the bottom (footer) of each page in the show guide – **only two available!**

Sponsor investment: \$4,000

- e) The **Premium Listing Sponsorship** will feature your company logo in color and your listing highlighted with a box drawn around your description. All exhibitors will have the opportunity to be listed in our catalog, so why not upgrade your listing and make it stand out?

Sponsor investment: \$500

4. CHARGING STATION

Sponsor investment: \$5,000 each

Charging Stations provide attendees with a convenient way to charge their mobile devices without leaving the conference area or show floor and give you, the sponsor a creative way to capture the attendee's attention. Each kiosk has multiple charging tips for the most popular cell phones and portable devices including iPhone, Android, Blackberry and iPads too! The LCD monitor provides the opportunity for customized content and the billboard areas are highly visible for branding sponsorships. Cost is per station and there are potential locations for five or more stations.

5. POP-UP MEETING ROOM SPONSORSHIP

Sponsor investment: \$1,500 per day

AUSA will manage a meeting room for attendees to reserve space for "Pop-Up" meetings. This sponsorship includes one sign with your logo outside the meeting room, and bottled water and sodas inside the room. The sponsor is encouraged to supply pens and pads/notebooks with their logo.

6. GENERAL SESSION AMENITIES

Sponsor investment: \$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.

7. MORNING COFFEE SERVICE (3)

Sponsor investment: \$6,000 each

- Signage provided by AUSA, placed near the food service stations
- Cocktail napkins with your company logo used during the event (supplied by sponsor)
- Recognition during the General Session

8. REFRESHMENT BREAKS (5)

Sponsor investment: \$5,000 each

There are three morning refreshment breaks and two afternoon refreshment breaks during the course of the Symposium, all taking place in the exhibit hall. Sponsorship includes:

- Signage provided by AUSA, placed near the food service stations
- Cocktail napkins with your company logo used during the event (supplied by sponsor)
- Recognition during the General Session

9. OPENING RECEPTION

TUESDAY, 15 MARCH (4)

Sponsor investment: \$20,000

This is the premiere social and networking event during the symposium, taking place in the exhibit halls 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

Domestic Symposia & Expo

GLOBAL FORCE - continued

10. ATTENDEE PACKET STUFFER

Sponsor investment: \$5,000

Symposium participants and Exhibitors receive an attendee packet that contains the Symposium Program and Exhibitor Catalog, floor plan and other relevant printed materials. Your printed materials will be included in each attendee packet, and signage will be placed in the Registration area with your logo identifying your company as sponsor of the Attendee Packet. ***This is an exclusive opportunity.***

11. HOTEL KEY CARD SPONSORSHIP EMBASSY SUITES HOTEL

Sponsor investment: \$10,000

What better way to reach attendees than to have your logo handed to them when they check in at their hotel?

This is an exclusive opportunity.

Sponsor Benefits:

- Brand visibility to thousands of meeting attendees!
- Recognition in the Exhibitor Catalog and Program on the sponsor thank you pages
- Recognition on the sponsor thank you page on our 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

12. SHUTTLE BUS SPONSORSHIP

Sponsor investment: \$10,000

AUSA will run a shuttle bus service between Huntsville area hotels and the Von Braun Center. As a sponsor, your logo will be featured on all directional signage produced by AUSA for the Shuttles. In addition, the sponsor is encouraged to coordinate with the bus company to brand the buses as allowed. ***This is an exclusive opportunity.***

13. BUSINESS CENTER SPONSORSHIPS (4)

Sponsor investment: \$5,000

AUSA will operate a small business center adjacent to the registration area in the South Hall. There will be laptop computers, and a printer/scanner copier set up for the use of attendees and exhibitors to check email, small print jobs, etc. The room will feature signage identifying the sponsors. Sponsors may also furnish printed collateral for the room.

14. WI-FI SPONSORSHIP

Sponsor investment: \$10,000

AUSA will offer free Wi-Fi access to Global Force participants during the event. Attendees will be able to access the internet from all public areas outside the exhibit hall and meeting rooms at the Von Braun Center. As a Wi-Fi Sponsor you can define the landing pages that attendees will see as they connect to the internet. Your logo will also be featured on signage throughout the Von Braun Center advertising the Wi-Fi access instructions. This is a great opportunity to reach a large targeted audience, brand your organization, and move your message to attendees during the show. ***This is an exclusive opportunity.***





AUSA ILW LANPAC Symposium & Exposition

Sheraton Waikiki, Honolulu, Hawaii, May 24 - 26

All sponsorships are offered on a first-come, first-served basis; payment must be received prior to the event.

All sponsors who invest more than \$500 will be featured on the Sponsor thank you page in the official Symposium Program and Exhibitor Catalog.

AUSA is pleased to offer a variety of sponsorships for the 2016 LANPAC Symposium and Exposition, all of which will enhance your company's presence at the event. All sponsorships are offered on a first-come, first-served basis; payment must be received prior to the event.

1. NETWORKING LOUNGE

Sponsor investment: \$15,000

Enhance your LANPAC presence by helping enhance everyone's networking experiences! AUSA is pleased to offer an exclusive opportunity to host a Networking Lounge, which will be accessible to all attendees. The lounge will be open to all attendees during exhibit hall hours on all three days of the meeting. This 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 in a 400 nsf space. This space will also include the following:

- Signage placed in the Networking Lounge
- Opportunity to display/distribute promotional materials at the Networking Lounge
- Recognition in the Exhibitor Catalog/Program/Show Guide/Map
- Refreshments may be ordered and provided by sponsor at their discretion



2. SYMPOSIUM PROGRAM AND EXHIBITOR CATALOG SPONSORSHIPS

AUSA will produce a combined Symposium Program and Exhibitor Catalog featuring the agenda, a fold out floor plan of the exhibits, and an alphabetical listing of all exhibitors as well as product and service descriptions and complete contact information for each exhibiting organization. This printed guide will be distributed to each attendee and exhibitor, serving as the exclusive guide to the symposium and exposition. In addition this publication will be posted on our website, and will serve as a valuable resource to attendees long after the event concludes. There are several opportunities to be featured in this publication that will fit every budget and marketing plan. ****Special pricing is available for local Hawaiian businesses****

ausameetings.org/lanpac/sponsorships

Domestic Symposia & Expo

LANPAC - continued

- a) The **Floor Plan Sponsorship** is an effective way to highlight your participation at the exposition. The fold out printed map is the centerpiece of the Exhibitor Catalog/Program. The Floor Plan Sponsorship includes your company logo placed on the perimeter of the floor plan, a directional arrow from your logo to your display space, color highlighted display space on the floor plan and a color highlighted entry in the exhibitor list.
Multiple opportunities available.
Sponsor investment: \$2,500
- b) The **Full-Page Advertisement Sponsorship** is a highly effective way to move your message to a large audience. Your full-color company ad will be placed prominently in the interior of the Catalog/Program.
Multiple opportunities available.
Sponsor investment: \$4,000
- c) The **Cover Sponsorship** features your company logo on the front cover – only six available!
Sponsor investment: \$4,000
- d) The **Page Runner Sponsorship** features your company logo at the bottom (footer) of each page in the show guide – only two available!
Sponsor investment: \$4,000
- e) The **Premium Listing Sponsorship** will feature your company logo in color and your listing highlighted with a box drawn around your description. All exhibitors will have the opportunity to be listed in our catalog, so why not upgrade your listing and make it stand out!
Sponsor investment: \$500

3. CHARGING STATION

Sponsor investment: \$5,000 each

Charging Stations provide attendees with a convenient way to charge their mobile devices without leaving the conference area or show floor and give you, the sponsor a creative way to capture the attendee's attention. Each kiosk has multiple charging tips for the most popular cell phones and portable devices including iPhone, Android, Blackberry and iPads too! Cost is per station and there are potential locations for five or more stations.

4. GENERAL SESSION AMENITIES

Sponsor investment: \$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. What better way to reach all conference attendees?

5. MORNING COFFEE SERVICE (3)

Sponsor investment: \$5,000 each

- Signage provided by AUSA, placed near the food service stations
- Cocktail napkins with your company logo used during the event (supplied by sponsor)
- Recognition during the General Session





6. REFRESHMENT BREAKS (3)

Sponsor Investment: \$5,000 each

There are three morning refreshment breaks and two afternoon refreshment breaks during the course of the Symposium, all taking place in the exhibit hall. Sponsorship includes:

- Signage provided by AUSA, placed near the food service stations
- Cocktail napkins with your company logo used during the event (supplied by sponsor)
- Recognition during the General Session

7. AFTERNOON NETWORKING RECEPTION (2)

Sponsorship investment: \$7,500 each

While the General Session is in recess, attendees and exhibitors will have the opportunity to network in the exhibit hall for 2 hours, while enjoying a variety of food and beverage. Sponsorship includes:

- Signage provided by AUSA, placed near the food service stations
- Cocktail napkins with your company logo used during the event (supplied by sponsor)
- Recognition during the General Session

8. OPENING RECEPTION

TUESDAY, 24 MAY

Four Sponsorships available

Sponsor Investment: \$5,000

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

9. ATTENDEE PACKET STUFFER

Exclusive sponsorship

Sponsor Investment: \$5,000

Symposium participants and Exhibitors receive an attendee packet that contains the Symposium Program and Exhibitor Catalog, floor plan and other relevant printed materials. Your printed materials will be included in each attendee packet, and signage will be placed in the Registration area with your logo identifying your company as sponsor of the Attendee Packet. This is an exclusive opportunity.

10. HOTEL KEY CARD SPONSORSHIP – SHERATON WAIKIKI

What better way to reach attendees than to have your logo handed to them when they check in their hotel?

Exclusive sponsorship

Sponsor Investment: \$7,500

Sponsor Benefits:

- Brand visibility to thousands of meeting attendees!
- Recognition in the exhibitor catalog and program on the sponsor thank you pages
- Recognition on the sponsor thank you page on the 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 provided logo and be approved by AUSA prior to production

AUSA Annual Meeting & Ex

AUSA Annual Meeting & Exposition

Walter E. Washington Convention Center, Washington, DC, October 3 - 5

SPECIAL SPONSORSHIP RECOGNITION

AUSA will recognize sponsors who reach certain levels of sponsorship investment. This is a way to highlight our most committed sponsors by showcasing their logos on meter board signage placed at each entrance to the Exhibit Halls and in the registration area. Sponsors will also receive recognition on the AUSA Website and in the Exhibitor Catalog. The levels are:

Four-Star Sponsor	\$60,000
Three-Star Sponsor	\$50,000
Two-Star Sponsor	\$40,000
One-Star Sponsor	\$30,000

All sponsorships are offered on a first-come, first-served basis; payment must be received prior to the event.

CONNECT WITH ARMY SENIOR LEADERS

1. MG ROBERT G. MOORHEAD GUARD/RESERVE BREAKFAST (1)

Sponsor investment: \$10,000

Held on Monday morning, the MG Robert G. Moorhead Guard/Reserve Breakfast recognizes outstanding chapter efforts in support of Reserve Component Soldiers and Families. Previous speakers have included the Commanding General, U.S. Army Forces Command and the Sergeant Major of the Army. Sponsorship exposure includes:

- Signage identifying your firm as the breakfast sponsor placed near the entrance and adjacent to the speaker's podium
- Complimentary head-table seat for your designated representative
- Complimentary table with seating for ten of your company or Army designees
- Opportunity to provide a company brochure or small token for each attendee

2. DEPARTMENT OF THE ARMY CIVILIAN LUNCHEON (1)

Sponsor investment: \$10,000

The Department of the Army Civilian 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 have included the Under Secretary of the Army and Commanding General, U.S. Army Africa Command. The anticipated number of attendees is 300.

Sponsorship exposure includes:

- Signage identifying your firm as the luncheon sponsor placed near the entrance and adjacent to the speaker's podium
- Complimentary head-table seat for your designated representative
- Complimentary table with seating for ten company employees or Army designees
- Opportunity to provide a company brochure or small token for each attendee

ausameetings.org/annual



REACH A LARGE AUDIENCE

3. ROTC LUNCHEON - 100th Anniversary 1916-2016 (1)

Sponsor investment: \$10,000

A luncheon for ROTC cadets, ROTC cadre and invited guests will be held at the Marriott Marquis Hotel in Washington, D.C. The event recognizes junior and senior ROTC cadets from across the country with awards and scholarships. The luncheon features an address by a senior Army Commander and entertainment by Down Range 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. Sponsorship exposure includes:

- Signage identifying your firm as the luncheon sponsor placed near the entrance and adjacent to the speaker's podium
- Complimentary head-table seat for your designated representative
- Complimentary table with seating for ten of your company or Army designees
- Opportunity to provide a company brochure or small printed piece for attendee

4. CORPORATE MEMBER LUNCHEON (1)

Sponsor investment: \$10,000

This luncheon honors the Corporate Members and their many contributions to the chapters' programs to support Soldiers and Families. The luncheon will be held at the Marriott Marquis Washington, D.C. Hotel. Previous speakers have included the Commanding General, U.S. Army Materiel Command and the Commanding General, U.S. Joint Forces Command. Sponsorship exposure includes:

- Signage identifying your firm as the luncheon sponsor placed near the entrance and adjacent to the speaker's podium
- Complimentary head-table seat for your designated representative

- Complimentary table with seating for ten company employees or Army designees
- Opportunity to provide a company brochure or small printed piece for each attendee

5. MILITARY FAMILY FORUM SPONSORSHIP (Multiple)

Sponsor investment: \$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.

- 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 at each seat

6. MILITARY FAMILY SENIOR SPOUSE LUNCHEON SPONSORSHIP

Sponsor investment: \$5,000

The AUSA Family Readiness Directorate brings together Army Spouse Senior Leadership to discuss the issues of the day regarding the Military Family. The Sponsorship includes:

- Signage identifying your firm as the luncheon sponsor placed near the entrance and adjacent to the speaker's podium
- Complimentary head-table seat for your designated representative
- Complimentary table with seating for ten company employees
- Opportunity to provide a company brochure, small printed piece and/or a small token at each seat

AUSA Annual Meeting & Ex

BUILD BOOTH TRAFFIC

7. EXHIBITOR CATALOG PAGE RUNNER SPONSORSHIP (2)

Sponsor investment: \$5,000 each

The Exhibitor Catalog will contain an alphabetical listing of all exhibitors' as well as product and service descriptions and complete contact information for each exhibiting organization. The catalog will be distributed to all attendees, including senior Army leaders and representatives from 27 international delegations representing out Allied military organizations. The Exhibitor Catalog will serve as a valuable resource to attendees long after the Annual Meeting concludes. Sponsorship includes your company logo at the bottom of each page in the catalog, approximately 100 appearances.

8. EXHIBITOR CATALOG COVER SPONSORSHIP (6)

Sponsor investment: \$7,000 each

Sponsorship will be featured on the front cover of the catalog and include a full color company logo, tagline and booth number.

9. EXHIBITOR CATALOG PREMIUM LISTING

Sponsor investment: \$500

Make your listing stand out! Drive traffic to your booth! It is as easy as uploading your company logo when you enter your catalog listing. Take advantage of this opportunity to enhance your presence in the catalog.

10. PRINTED FLOOR PLAN/SHOW GUIDE SPONSORSHIP (42)

Sponsor investment: \$7,000 each

The Annual Meeting Floor Plan Sponsorship is an effective way to highlight your participation at the exposition. The printed map will be distributed to all participants and will serve as a guide to the Annual Meeting exhibits. In addition, the map graphic will be used on fourteen "You Are Here" kiosks strategically placed on the show floor and in high traffic areas throughout the event. The Annual Meeting Floor Plan Sponsorship includes your company logo placed adjacent to the printed floor plan, a directional arrow from your logo to your display space, color highlighted display space on the floor plan and a color highlighted entry in the exhibitor list.

11. WI-FI SPONSORSHIP (5)

Sponsor investment: \$10,000 each

AUSA will offer free Wi-Fi access to Annual Meeting participants during the event. Attendees will be able to access the internet from all public areas 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.

12. EISENHOWER RECEPTION SPONSORSHIP (1)

Sponsor investment: \$25,000

The Eisenhower Reception, held on the second day of the meeting, will take place in Exhibit Halls A, B, C, D & E and precedes the Dwight David Eisenhower Luncheon. The reception is open to all attendees. As the Eisenhower Reception Sponsor your firm will receive signage strategically placed throughout the exhibit halls recognizing your support.



INCREASE BRAND AWARENESS

13. NETWORKING LOUNGES

Sponsor investment: \$35,000

Enhance your presence by helping enhance everyone's networking experiences! AUSA is pleased to offer a limited number of Networking Lounges in a variety of locations on the Exhibit Hall Floor. These lounges will be open to all attendees during exhibit hall hours on all three days of the meeting. This 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 in a 400 nsf space. This space will also include the following:

- A charging station with your signage prominently displayed
- Signage placed in the Networking Lounge
- Carpet tile in the lounge with your logo
- Hanging Signage identifying your company as the sponsor of the lounge
- Opportunity to display/distribute promotional materials at the Networking Lounge
- Recognition in the Exhibitor Catalog
- Recognition in the Show Guide/Floor Map
- Refreshments may be ordered and provided by sponsor at their discretion

14. HOTEL KEY CARD SPONSORSHIP

a. Marriott Marquis (Headquarters Hotel)

Sponsor investment: \$25,000

b. Renaissance Washington D.C. Hotel

Sponsor investment: \$20,000

c. Grand Hyatt

Sponsor investment: \$15,000

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, which will be provided by AUSA. Key card must be approved by AUSA prior to production

Sponsor Benefits:

- Brand visibility to thousands of meeting attendees!
- Recognition in the exhibitor catalog and program on the sponsor thank you pages
- Recognition on the sponsor thank you page on the website

15. EXHIBIT HALL GRAPHICS SPONSORSHIP (30)

Sponsor investment: \$6,500

With over 600 exhibits and over 28,000 attendees, visibility is a key component to your success at one of the world's largest land warfare expositions. We now offer large output graphics printed on vinyl banners in full color. Banners will be hung on the west wall of Exhibit Halls A and B and on the north and south walls of Exhibit Halls D and E. Your company logo and booth number will be prominently displayed and printed at approximately 15' X 15'.

16. CHARGING STATIONS AND LOUNGES

Sponsor investment: \$7,500

Charging Stations and Lounges provide attendees with a convenient way to charge their mobile devices without leaving the conference area or show floor and give you, the sponsor a creative way to capture the attendee's attention. All Lounges and kiosks have multiple charging tips for the most popular cell phones and portable devices including iPhone, Android, Blackberry and iPads too! A/V monitors provide the opportunity for your content to be displayed. Formats vary. There are multiple opportunities.

17. POP-UP MEETING ROOM SPONSORSHIP (3)

Sponsor investment: \$3,000 per day

AUSA will manage a meeting room for attendees to reserve space for "Pop-Up" meetings. This sponsorship includes one sign with your logo outside the meeting room, and bottle water and sodas inside the room. The sponsor is encouraged to supply pens and pads/notebooks with their logo.

AUSA Annual Meeting & Ex

CONNECT WITH OUR INTERNATIONAL ATTENDEES

18. INTERNATIONAL MILITARY VIP RECEPTION (3)

Sponsor investment: \$15,000

Network with senior leaders from key foreign land warfare forces. Attendees are invited by the U.S. Army Chief of Staff and represent over 25 countries. Senior leaders from the U.S. Army, including the Chief of Staff are in attendance. At the reception your firm will receive signage strategically placed throughout the event recognizing your support.

19. INTERNATIONAL MILITARY VIP BREAKFAST (1)

Sponsor investment: \$10,000

An excellent opportunity for one-on-one conversations with foreign army commanders and their representatives. At the breakfast your firm will receive signage strategically placed throughout the room recognizing your support.

20. INTERNATIONAL MILITARY VIP LOUNGE

Sponsor investment: \$20,000

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



Have an idea about a sponsorship you don't see here?

Contact Gaye Hudson, ghudson@ausa.org, to share your idea, and customize your sponsorship package!

Exposition



Please contact Gaye Hudson at 703.907.2401 or ghudson@ausa.org to discuss sponsorship opportunities.



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