



AUSA

ILW GLOBAL FORCE SYMPOSIUM & EXPOSITION

SPONSORSHIP BENEFITS

GLOBAL FORCE 2017 expects 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 the symposium.

- 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 **\$25,000**
Equal or greater than \$25,000

- Logo and hyperlink on symposia website
- Logo on onsite signage
- 1 full page-advertisement in the Show Guide
- 4 Star Recognition Floor Sticker in front of booth
- Gold Floor Plan Listing on digital floor plan map
- Premium Listing in the Show Guide

★★★ 3 STAR SPONSORS **\$20,000**
Equal or greater than \$20,000

- Logo and hyperlink on symposia website
- Logo on onsite signage
- Gold Floor Plan Listing on digital floor plan map
- 3 Star Recognition Floor Sticker in front of booth
- Premium Listing in the Show Guide

★★ 2 STAR SPONSORS **\$15,000**
Equal or greater than \$15,000

- Logo and hyperlink on symposia website
- Logo on onsite signage
- 2 Star Recognition Floor Sticker in front of booth
- Premium Listing in the Show Guide

★ 1 STAR SPONSOR **\$10,000**
Equal or greater than \$10,000

- Logo and hyperlink on symposia website
- Logo on onsite signage
- 1 Star Recognition Floor Sticker in front of booth
- 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. Attendees can meet at this central location for networking and add a boost to their electronics. This lounge will be exclusively branded by your sponsorship. This lounge will be furnished and exclusively branded.

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.*

OPENING RECEPTION **\$20,000**

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

(Four opportunities available)

WATER BOTTLES & WATER STATIONS **\$15,000**

Want to make a splash at this year's symposium? Dive into this thirst quenching sponsorship that provides attendees with six water stations during the symposium. Each water station will have your company name on it and will be seen by all thirsty attendees. Your company's branded water bottles will be available near registration and totebag pickup for all attendees to take. Water bottle cost is not included in the sponsorship. Water bottles must be provided by the sponsor, and AUSA must approve the product and design.

WIFI **\$10,000**

AUSA will offer free Wi-Fi access to participants during the event. 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.

HEADQUARTER HOTEL KEY CARD (EMBASSY SUITES) **\$10,000**

Your custom graphics will appear on the hotel key cards for the 2017 Headquarter Hotel, the Embassy Suites. Reach attendees as soon as soon as they check into their hotel. Sponsor must provide the Key Cards, which must have the AUSA logo incorporated in the design. AUSA approval is required prior to production.

MORNING COFFEE SERVICE **\$6,000**

- 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

REGISTRATION PAGE SPONSORSHIP **\$5,000**

Want to make a first impression at this year's symposium? Your company will be one of the first companies attendees and exhibitors see when they register for Global Force 2017. Our registration page will feature five rotating banners.

EXHIBIT HALL HANGING BANNERS **\$5,500**

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.



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SPONSORSHIP OPPORTUNITIES

REFRESHMENT BREAKS **\$5,000**

There are three (3) morning refreshment breaks and two (2) 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**

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.

(Multiple opportunities available)

ATTENDEE PACKET STUFFER **\$5,000**

Take your message directly to attendees by placing your company flyer in each conference tote bag. Expose your latest product or publication, or entice attendees to visit your booth in the exhibit hall.

GENERAL SESSION AMENITIES **(PER DAY) \$2,500**

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 **(PER DAY) \$1,500**

This sponsorship includes one sign with your logo outside the "Pop-Up" meeting room, and bottled water and sodas inside the room. 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	\$4,000

(6 opportunities available)



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 exhibitor listing in the Exhibitor Description section of the Show Guide to display your company's logo (in color) and have your listing stand out from the others!