

# 2013 AUSA

## ANNUAL MEETING AND EXPOSITION

A Professional Development Forum



## SPONSORSHIP OPPORTUNITIES

**21-23 OCTOBER 2013**

Walter E. Washington Convention Center, Washington, D.C.

**[www.ausaannualmeeting.org](http://www.ausaannualmeeting.org)**



## Why Should You Be An Annual Meeting Sponsor?

*“Largest land warfare exposition  
in North America”*

*“Correct target audience  
for your business”*

*A variety of networking opportunities  
and social events in the Nation’s Capital*

### ► OPEN FORUM

Open forum for attendees to interact and participate in discussions with leaders from the Army, DoD, industry, academia, and international representatives. Professional development including seminars and special presentations on the War on Terrorism, the Army’s Transformation to the Future Force, LandWarNet, Expeditionary Actionable Intelligence and other issues affecting today’s Army.

**Get involved.**  
**Be part of the discussion.**

## CONFERENCE PARTICIPANTS INCLUDE:

### OVER 30,000

military, government, and industry professionals that directly support U.S. Army operations worldwide.

### KEY LEADERS

responsible for the research, development, and acquisition to resource America’s Army.

### INTERNATIONAL LEADERS

Foreign dignitaries, Military attaches and industry representatives involved in global defense initiatives.

### CAPITOL HILL

key Congressional Members and Staffers involved in decisions critical to the Defense Industry.

## Are you looking for a way to make your company stand out among the crowd?

**H**eld every October in Washington D.C., the AUSA Annual Meeting & Exposition is one of the largest land warfare expositions and professional development forums in the world. Attended by top industry decision-makers, foreign dignitaries, the Army Chief of Staff, Secretary of the Army, and other senior Army, Department of Defense and congressional professionals, this forum presents the ideal opportunity to increase brand awareness and establish your company as an industry leader.

The Annual Meeting consists of informative presentations, panel discussions on pertinent military and national security subjects, workshops and important AUSA business meetings. The three-day event includes over 600 industry and military exhibits, and is attended by a highly targeted 30,000 attendees. The event provides a unique opportunity to showcase defense industry products and services to key Army and Department of Defense decision-makers, discover new developments in defense technology and meet with colleagues from the world-wide defense community. Don't miss your opportunity to sponsor this outstanding event and grow your business!

### Current offerings:

#### 1. Email Kiosk Sponsorship (1)

**Sponsor investment: \$35,000.00**

Your company name and logo will be featured on the AUSA email kiosks. With six locations throughout the Walter E. Washington Convention Center and 36 total stations, the AUSA E-Mail Kiosks are the official attendee internet and email access points. This sponsorship is a great way to support Soldiers while promoting your firm at the Annual Meeting. Each email kiosk station will feature your company logo identifying your firm as the sponsor. You can customize the start page to deliver your company message. All equipment is included.

#### 2. Wi-Fi Sponsorship (5)

**Sponsor investment: \$10,000.00 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.

#### 3. FX Interactive Floor Plan Sponsor (4)

**Sponsor investment: \$5,000.00 each**

Accessed through the AUSA website, the Annual Meeting interactive floor plan uses the latest online technology to present information that attendees need before the event. Exhibitor contact information, product and service details, live exhibitor email links, and the ability to designate favorite exhibitors are all great ways to share the information attendees need to maximize their time on the show floor. As the FX Interactive Floor Plan Sponsor your company logo will appear on the online floor plan. In addition, your logo graphic will become a clickable link that will send visitors to any URL you designate.



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## 4. Exhibit Hall Graphics Sponsorship (30)

**Sponsor investment: \$5,000.00 each**

With over 600 exhibits and 30,000 attendees, visibility is a key component to your success at one of the world's largest land warfare expositions. We offer large output graphics printed on vinyl banners in full color. Banners will be hung on the west wall of Exhibit Halls A, B & C and on the north wall of Exhibit Halls D & E. Your company logo and booth number will be prominently displayed and printed at approximately 12' X 12'.

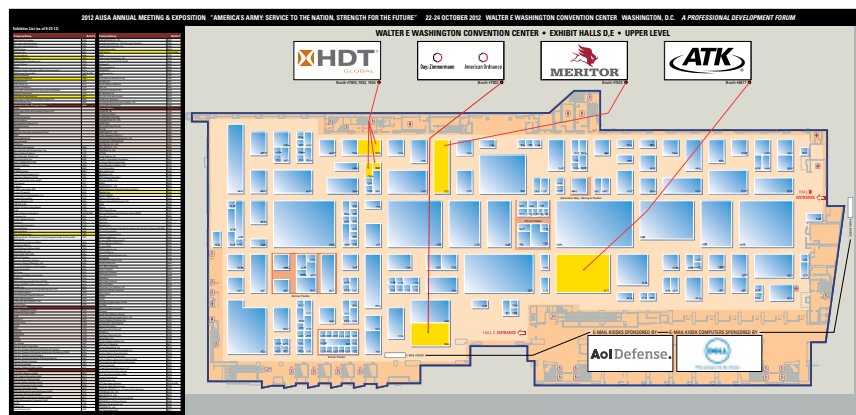


(Exhibit Hall Graphics)

## 5. Printed Floor Plan/Show Guide Sponsorship (42)

**Sponsor investment: \$5,000.00 each**

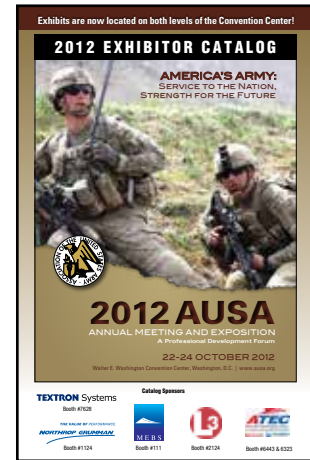
The Annual Meeting Floor Plan sponsorship is an effective way to highlight your participation at the exposition. The printed map will be distributed to all participants and will serve as a guide to the Annual Meeting exhibits. In addition, the map graphic will be used on fourteen “*You Are Here*” kiosks 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.



(Printed Floor Plan)

## 6. Exhibitor Catalog

- a. **Page Runner Sponsorship (2)** **Sponsor investment: \$3,000.00 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 our 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 300 appearances. Sponsorship will include your company logo, tagline and booth number.
- b. **Cover Sponsorship (6)** **Sponsor investment: \$3,000.00 each**  
Sponsorship will be featured on the front cover of the catalog and include a full-color company logo, tagline and booth number.



## 7. Eisenhower Reception Sponsorship (1) **Sponsor investment: \$20,000.00**

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.

## 8. International Military VIP Reception (1) **Sponsor investment: \$10,000.00**

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. At the reception your firm will receive signage strategically placed throughout the event recognizing your support.

## 9. International Military VIP Breakfast (1) **Sponsor investment: \$10,000.00**

An excellent opportunity for one-on-one conversations with foreign army commanders and their representatives. Senior leaders from the U.S. Army, including the Chief of Staff are in attendance. At the breakfast your firm will receive signage strategically placed throughout the room recognizing your support.

## 10. MG Robert G. Moorhead Guard/Reserve Breakfast (1) **Sponsor investment: \$7,500.00\*\***

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 speakers 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 each table

\*\* Reduction in price from 2012

# 2013 AUSA ANNUAL MEETING SPONSORSHIP OPPORTUNITIES

## 11. Department of the Army Civilian Luncheon (1)

**Sponsor investment: \$7,500.00\*\***

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 Renaissance Washington D.C. 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 speakers 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 each table

## 12. ROTC Luncheon (1)

**Sponsor investment: \$7,500.00\*\***

A luncheon for ROTC cadets, ROTC cadre and invited guests will be held at the Renaissance Hotel in Washington, D.C. The event recognizes junior and senior ROTC cadets from across the country with awards and scholarships. The luncheon features an address by a senior Army Commander and entertainment by Downrange from the U.S. Army Band, Pershing's Own. Previous speakers have included the Commanding General, U.S. Army Materiel Command and the Commanding General, U.S. Army Training and Doctrine Command. The anticipated number of attendees is 400. Sponsorship exposure includes:

- Signage identifying your firm as the luncheon sponsor placed near the entrance and adjacent to the speakers 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 each table

## 13. Corporate Member Luncheon (1)

**Sponsor investment: \$7,500.00\*\***

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 Renaissance 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 speakers 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 each table

\*\* Reduction in price from 2012



## 2013 AUSA ANNUAL MEETING AND EXPOSITION SPONSORSHIP OPPORTUNITIES

DEADLINE TO SUBMIT FORM FRIDAY, 6 SEPTEMBER 2013

Company Name:			
Contact Name:		Booth Number:	
Address:			
City:	State:	Zip Code:	
Phone:	Fax:	E-Mail:	

Fax or email to **Gaye Hudson** at  
(703) 243-2589 or ghudson@ausa.org

**Please select from the following sponsorship(s). No credit cards will be charged until sponsorships are confirmed. Sponsorships are limited and available on a first-come, first-served basis.**

<p><b>SHOW GUIDE/FLOOR PLAN</b></p> <p><input type="checkbox"/> Forty-two (42) available on a first-come, first-served basis <b>\$5,000.00 each</b></p> <p><b>EXHIBITOR CATALOG</b></p> <p><input type="checkbox"/> Front Cover Sponsorship, six (6) available <b>\$3,000.00 each</b></p> <p><input type="checkbox"/> Page Runner Sponsorship, two (2) available <b>\$3,000.00 each</b></p> <p><b>EISENHOWER RECEPTION</b></p> <p><input type="checkbox"/> One (1) available on a first-come, first-served basis <b>\$20,000.00 (exclusive offer)</b></p> <p><b>EXHIBIT HALL GRAPHICS</b></p> <p><input type="checkbox"/> Thirty (30) available <b>\$5,000.00 each</b></p> <p><b>E-MAIL KIOSKS</b></p> <p><input type="checkbox"/> One (1) available <b>\$35,000.00</b></p> <p><b>INTERNATIONAL MILITARY VIP RECEPTION</b></p> <p><input type="checkbox"/> One (1) available on a first-come, first-served basis <b>\$10,000.00</b></p>	<p><b>INTERNATIONAL MILITARY VIP BREAKFAST</b></p> <p><input type="checkbox"/> One (1) available on a first-come, first-served basis <b>\$10,000.00</b></p> <p><b>WI-FI SPONSOR</b></p> <p><input type="checkbox"/> Five (5) available on a first-come, first-served basis <b>\$10,000.00 each</b></p> <p><b>FX ONLINE INTERACTIVE FLOOR PLAN SPONSOR</b></p> <p><input type="checkbox"/> Four (4) available on a first-come, first-served basis <b>\$5,000.00 each</b></p> <p><b>MG ROBERT G. MOORHEAD GUARD/RESERVE BREAKFAST</b></p> <p><input type="checkbox"/> One (1) available on a first-come, first-served basis <b>\$7,500.00</b></p> <p><b>DEPARTMENT OF THE ARMY CIVILIAN LUNCHEON</b></p> <p><input type="checkbox"/> One (1) available on a first-come, first-served basis <b>\$7,500.00</b></p> <p><b>ROTC LUNCHEON</b></p> <p><input type="checkbox"/> One (1) available on a first-come, first-served basis <b>\$7,500.00</b></p> <p><b>CORPORATE MEMBER LUNCHEON</b></p> <p><input type="checkbox"/> One (1) available on a first-come, first-served basis <b>\$7,500.00</b></p> <p><b>Total:</b> _____</p>
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Payment Using Credit Card:		
Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Amex <input type="checkbox"/>		
Card Number:		Exp. Date
Company name		
Card Holder Name: (please print)		Signature:
Billing Address:		
City:	State:	Zip Code:
DEADLINE TO SUBMIT FORM FRIDAY, 6 SEPTEMBER 2013		



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