

2014 AUSA



Annual Meeting & Exposition

A PROFESSIONAL DEVELOPMENT FORUM

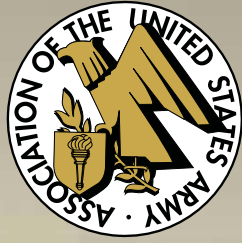
Sponsorship Opportunities



13-15 OCTOBER 2014

WALTER E. WASHINGTON CONVENTION CENTER, WASHINGTON, D.C.

WWW.AUSA.ORG



WHY SHOULD YOU BE AN ANNUAL MEETING SPONSOR?

▶ Largest Defense Trade Show in North America

▶ Increase your brand visibility to key decision-makers and large targeted audience

▶ A variety of networking opportunities and social events in the Nation's Capital

Open forum for attendees to interact and participate in discussions with leaders from the Army, DoD, industry, academia, and international organizations. 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.

CONFERENCE PARTICIPANTS INCLUDE:

Over 28,000

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.

New premium sponsorships provide exclusive branding opportunities.

DON'T MISS YOUR OPPORTUNITY TO SPONSOR THIS OUTSTANDING EVENT AND GROW YOUR BUSINESS!

Held every October in Washington, D.C., the AUSA Annual Meeting & Exposition is one of the largest landpower expositions and professional development forums in North America. 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 500 industry and military exhibits, and over 28,000 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 worldwide defense community.

New Exclusive Premium Sponsorships

AUSA is pleased to offer new premium sponsorships, designed to showcase your company's partnership and participation with AUSA, while providing exclusive branding opportunities. Take your participation in the largest defense trade show in North America to the next level by investing in one of these opportunities.

These new sponsorships offer four different levels of bundled sponsorships which includes items not available separately: carpet tile logos, elevator wraps, recognition on meter board signage at entrances, and recognition at the Opening Ceremony. Each level is exclusive.

Four-Star Sponsor

\$100,000.00

- Eisenhower Reception Sponsor
- Networking Lounge
- Graphic Banner in Grand Lobby or Meeting Room Lobby
- Meter Boards at entrance to all Exhibit Halls
- Exhibit Hall Graphic Banner
- Carpet Tile w/Logo strategically placed
- Elevator Wrap – Elevators leading to Exhibit Hall
- Charging Station in the Meeting Room Lobby
- Recognition on the Web (FX Map), Exhibitor Catalog, Floor Map

Three-Star Sponsor

\$60,000.00

- Sponsor of Luncheon or Breakfast (Corporate, Army Civilian, ROTC, or Guard & Reserve Breakfast)
- Graphic Banner in Concourse or Exhibit Hall
- Meter Board at entrance to all Exhibit Halls
- Carpet Tile w/Logo strategically placed
- Elevator Wrap - Elevators leading to Ballroom
- Charging Station in the Grand Lobby/Registration Area
- Recognition on the Web, Exhibitor Catalog, Floor Map and at Opening Ceremony

Two-Star Sponsor

\$30,000.00

- Charging Station in Concourse
- Graphic Banner in Concourse or Exhibit Hall
- Meter Board at entrances to all Exhibit Halls
- Recognition on the Web, Exhibitor Catalog, Floor Map and at Opening Ceremony

One-Star Sponsor

\$15,000.00

- Meter Board at entrance to all Exhibit Halls
- Ad in Army Magazine
- Recognition on the Web, Exhibitor Catalog, Floor Map and at Opening Ceremony



New à la carte Sponsorships

Charging Station:

Sponsor Investment: \$5,000.00

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.

Pop-Up Meeting Room Sponsorship (3)

Sponsor Investment: \$3,000.00 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.

Military Family Forum Sponsorship (4)

Sponsor Investment: \$10,000.00

- 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

Military Family Senior Spouse Luncheon Sponsorship

Sponsor Investment: \$5,000.00

- 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
- Opportunity to provide a company brochure, small printed piece and/or a small token at each seat

Returning à la carte Sponsorships

Networking Lounges

Sponsor Investment: \$30,000.00

Enhance your presence by helping enhance everyone's networking experience. 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 sq ft 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

Wi-Fi Sponsorship (5)

Sponsor Investment: \$10,000.00

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 and meeting rooms outside the exhibit halls 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.

FX Interactive Floor Plan Sponsor (4)

Sponsor Investment: \$5,000.00

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.

Exhibit Hall Graphics Sponsorship (30)

Sponsor Investment: \$5,000.00

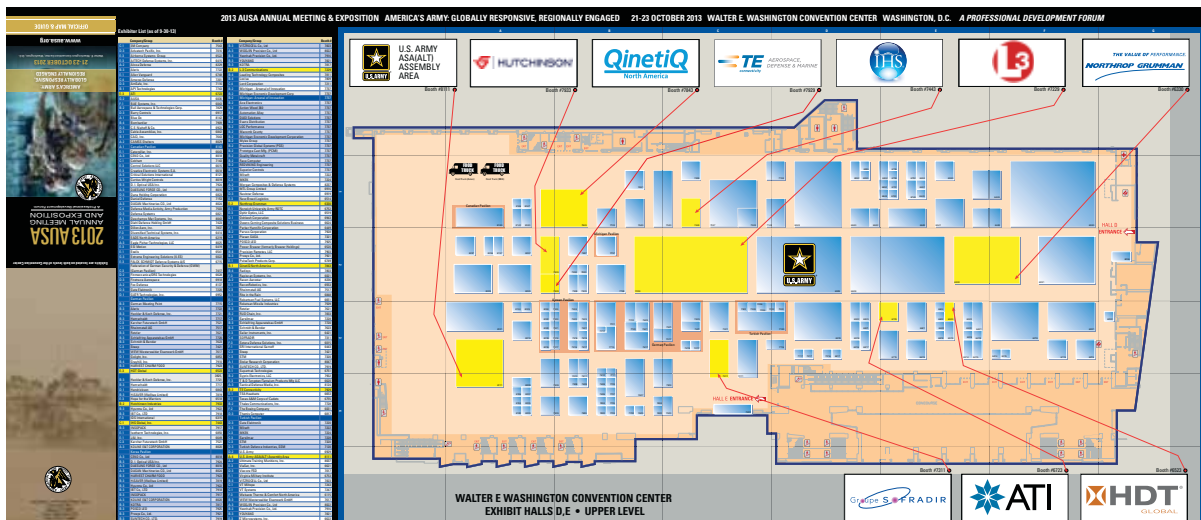
With over 500 exhibits and over 28,000 attendees, visibility is a key component to your success at one of the world's largest land warfare expositions. We now offer large output graphics printed on vinyl banners in full color. Banners will be hung on the west wall of Exhibit Halls A and B and on the 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'.



Annual Meeting Printed Floor Plan/Show Guide Sponsorship (42)

Sponsor Investment: \$5,000.00

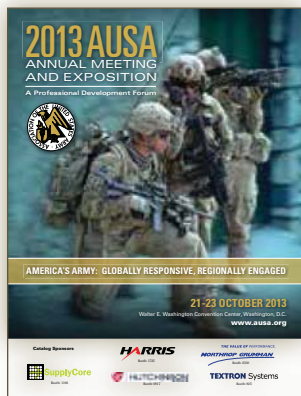
The Annual Meeting Floor Plan sponsorship is an effective way to highlight your participation at the exposition. The printed map will be distributed to all participants and will serve as a guide to the Annual Meeting exhibits. In addition, the map graphic will be used on fourteen "You Are Here" kiosks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





ANNUAL MEETING EXHIBITOR CATALOG

The Annual Meeting 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.



Page Runner Sponsorship (2)

Sponsor Investment: \$5,000.00

Sponsorship includes your company logo at the bottom of each page in the catalog. Sponsorship will include your company logo, tagline and booth number.

Cover Sponsorship (6)

Sponsor Investment: \$3,000.00

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

Premium Listing in the Exhibitor Catalog

Sponsor Investment: \$500.00

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.

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 Annual Meeting attendees. As the Eisenhower Reception Sponsor your firm will receive signage strategically placed throughout the exhibit halls recognizing your support.

International Military VIP Reception (1)

Sponsor Investment: \$15,000.00

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.

International Military VIP Breakfast (1)

Sponsor Investment: \$10,000.00

This event provides 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.

MG Robert G. Moorhead Guard/Reserve Breakfast (1)

Sponsor Investment: \$10,000.00

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 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, small printed piece and/or a small token at each seat

Department of the Army Civilian Luncheon (1)**Sponsor Investment: \$10,000.00**

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 Marriott Marquis 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 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, small printed piece and/or a small token at each seat

ROTC Luncheon (1)**Sponsor Investment: \$10,000.00**

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 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 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, small printed piece and/or a small token at each seat

Corporate Member Luncheon (1)**Sponsor Investment: \$10,000.00**

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 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 of your company or Army designees
- Opportunity to provide a company brochure, small printed piece and/or a small token at each seat

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Deadline to Submit Form: Monday, 1 September 2014

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.

New Exclusive Premium Sponsorships

- ☐ Four-Star Sponsor **\$100,000.00**
- ☐ Three-Star Sponsor **\$60,000.00**
- ☐ Two-Star Sponsor **\$30,000.00**
- ☐ One-Star Sponsor **\$15,000.00**

New à la carte Sponsorships

- ☐ Charging Station, Sponsor Investment: **\$5,000.00**
- ☐ Pop-Up Meeting Room Sponsorship (3)
Sponsor Investment: **\$3,000.00 per day**
- ☐ Military Family Forum Sponsorship (4)
Sponsor Investment: **\$10,000.00**
- ☐ Military Family Senior Spouse Luncheon Sponsorship
Sponsor Investment: **\$5,000.00**

Returning à la carte Sponsorships

- ☐ Networking Lounges, Sponsor Investment: **\$30,000.00**
- ☐ Wi-Fi Sponsorship (5), Sponsor Investment: **\$10,000.00**
- ☐ FX Interactive Floor Plan Sponsor (4)
Sponsor Investment: **\$5,000.00**
- ☐ Exhibit Hall Graphics Sponsorship (30)
Sponsor Investment: **\$5,000.00**
- ☐ Annual Meeting Printed Floor Plan/Show Guide
Sponsorship (42), Sponsor Investment: **\$5,000.00**

- ☐ Page Runner Sponsorship (2)
Sponsor Investment: **\$5,000.00**
- ☐ Cover Sponsorship (6)
Sponsor Investment: **\$3,000.00**
- ☐ Premium Listing in the Exhibitor Catalog
Sponsor Investment: **\$500.00**
- ☐ Eisenhower Reception Sponsorship (1)
Sponsor Investment: **\$20,000.00**
- ☐ International Military VIP Reception (1)
Sponsor Investment: **\$15,000.00**
- ☐ International Military VIP Breakfast (1)
Sponsor Investment: **\$10,000.00**
- ☐ MG Robert G. Moorhead Guard/Reserve Breakfast (1)
Sponsor Investment: **\$10,000.00**
- ☐ Department of the Army Civilian Luncheon (1)
Sponsor Investment: **\$10,000.00**
- ☐ ROTC Luncheon (1)
Sponsor Investment: **\$10,000.00**
- ☐ Corporate Member Luncheon (1)
Sponsor Investment: **\$10,000.00**

Payment Using Credit Card:

☐ Visa ☐ MasterCard ☐ Amex

Card Number: _____ Exp. Date: _____

Company Name: _____

Card Holder Name (please print: _____ Signature: _____

Billing Address: _____

City: _____ State: _____ Zip Code: _____