

# AUSA ANNUAL MEETING AND EXPOSITION

WASHINGTON, D.C. | 8-10 OCTOBER 2018

**BECOME A  
SPONSOR  
and EARN  
YOUR STARS!**

## AUSA recognizes multiple levels of support.

Star Sponsorship levels equal the total amount invested in the 2018 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*

## PRESIDENT'S RECEPTION

(Exclusive Opportunity) **\$50,000**

Show your support for the Annual Meeting by sponsoring the kick-off social event of the meeting – the President's Reception. 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
- Recognition on the AUSA website
- Recognition in the Show Guide
- Sponsor may provide branded paper products (napkins, glasses)

## OUTDOOR BANNER

**\$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. The AUSA logo (provided by AUSA) must be incorporated into the design. Your investment includes the production and rigging of the banner.

[ausameetings.org/2018annualmeeting](http://ausameetings.org/2018annualmeeting)

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## NETWORKING & CHARGING LOUNGE \$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 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 Show Guide/Floor Map

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

## HOTEL KEY CARD SPONSORSHIP

MARRIOTT MARQUIS (HEADQUARTERS HOTEL) **\$25,000**  
RENAISSANCE WASHINGTON, D.C. **\$20,000**  
GRAND HYATT **\$15,000**

Your logo and message will be imprinted on each key card used in hotels with the largest AUSA room blocks. Keys provide exposure multiple times each day – every time attendees enter or leave their rooms. The keys 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 2 color logo and be approved by AUSA prior to production.

## MOBILE APP SPONSORSHIPS:

### PREMIERE APP SPONSORSHIP **\$30,000**

Place your message at the fingertips of Annual Meeting attendees as the sponsor of the mobile app. Sponsorship includes splash screen, promoted posts, push notifications, and more.

### MOBILE APP PROMOTED POST

(5 Available) **\$10,000**

As attendees use the app your web ad will be front and center to drive traffic to your booth.

### MOBILE APP PUSH NOTIFICATIONS

(10 Available) **\$5,000**

Have a push notification message appear on the app to drive traffic to your booth.

## NEW! ESCALATOR BRANDING SPONSORSHIPS

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 can be featured on high-traffic escalator runs. Contact Gaye Hudson for availability and pricing.

## INTERNATIONAL MILITARY VIP RECEPTION

**\$30,000**

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. Sponsor may provide paper products for further branding. Over 800 attendees are expected.

## INTERNATIONAL MILITARY LOUNGE **\$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 Show Guide as a sponsor.

## COMMUNITY PARTNERS LUNCHEON **\$10,000**

This luncheon honors the Community Partners and their many contributions to the chapters' programs to support Soldiers and Families. The luncheon will be 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 with seating for ten of your company or Army designees.
- Opportunity to provide a company brochure or small token for the attendees.



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## ARMY CIVILIAN LUNCHEON

**\$10,000**

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, as well as Commanders from U.S. Army 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 with seating for ten of your company or Army designees.
- Opportunity to provide a company brochure, or small token for the attendees.

## INTERNATIONAL MILITARY BREAKFAST **\$10,000**

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.

## MG ROBERT G. MOORHEAD GUARD/ RESERVE BREAKFAST

**\$10,000**

Held on Monday morning of the meeting, 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. 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 with seating for ten of 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.



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## ROTC LUNCHEON

**\$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 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 with seating for ten of your company or Army designees.
- Opportunity to provide a company brochure, or small token for the attendees.

## WI-FI

**\$10,000**

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, meeting rooms and 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.



## CHARGING LOUNGE

**\$7,500**

Charging 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 people 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 5- 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 the potential for as many as 10 lounges. Assignment of Lounge location is based on sponsor request, and fulfilled on a first-come, first-served basis.



## EXHIBIT HALL BANNER

**\$7,500**

With over 600 exhibits and 26,000 attendees, visibility is key 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 15x15'. Sponsorship includes the production and rigging of the banner.

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## ON-LINE REGISTRATION BANNER **\$5,000**

Want to make a 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 for their badge. The registration page will feature a scrolling banner utilizing your artwork, with five possible positions.

## POP-UP MEETING ROOM **(Per day) \$3,000**

AUSA will manage five co-located 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/notebooks with their logo, which will be available to attendees in the common area outside the meeting rooms. This sponsorship will reach an estimated 300 people per day.



## BATTLE CHALLENGE SPONSORSHIP OPPORTUNITIES

### ***THE CHALLENGE IS ON!***

AUSA is pleased to bring the **Battle Challenge** to the AUSA Annual Meeting and Exposition!

The Challenge will take place during exhibit hall hours in Hall C of the Walter E. Washington Convention Center.

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

The Battle Challenge is the newest action sport to be created by On•Target Challenge, producers of the internationally renowned Firefighter Combat Challenge. Over the last 24 years, more than 400 Firefighter Combat Challenges have been held throughout the U.S. and world with televised coverage on ESPN, ESPN2, NBC Sports, A&E, CBS Sports and ABC. In addition, On•Target has created and produced other military and first responder skills competitions: the Marine Corps Super Squad Challenge, the Army Ranger Challenge, the World SWAT Challenge, and the LEOPARD (Law Enforcement Officer Performance And Reaction Drill).

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## PREMIERE BATTLE CHALLENGE SPONSOR

(Exclusive) **\$30,000**

- Premiere banner location on the top of the rope climb
- Two banners on either side of the rope climb
- Five 7 foot banners on the perimeter of course
- Branded water coolers for the challenge sponsor may provide branded water bottles to give away.
- Logo on all directional signage to the Battle Challenge
- Online recognition
- Printed Show Guide Sponsor thank you



## START/FINISH LINE SPONSOR

(Exclusive) **\$25,000**

- One double sided banner above the clocks on the start/finish line
- Two 7 foot banners on the perimeter
- Logo on directional signage to the Battle Challenge
- Online recognition
- Printed Show Guide Sponsor thank you



## TAG YOUR SHOT SOCIAL MEDIA SPONSOR

(Exclusive) **\$15,000**

- Branded banner in all tag your shot photos taken of all competitors
- Two 7 foot banners on the perimeter
- Mentioned/tagged in every social media post by the Battle Challenge during the event

**#TAGYOURSHOT**



## PERIMETER BANNERS – 3'X7'

**\$5,000 EACH or 5 FOR \$20,000**

(36 available positions)



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## SHOW GUIDE & MAP SPONSORSHIPS

### BACK COVER

**\$12,000**

Move your message to our attendees by sponsoring the back cover of our guide, featuring your artwork.

### INSIDE FRONT COVER

**\$10,000**

Move your message to our attendees by sponsoring the inside front cover of our guide, featuring your artwork.

### INSIDE BACK COVER

**\$9,000**

Move your message to our attendees by sponsoring the inside back cover of our guide featuring your artwork.

### INTERIOR FULL PAGE AD

**\$7,000**

Move your message to our attendees by sponsoring a full page in our guide, featuring your artwork.

### SHOW GUIDE PAGE RUNNER

**\$6,000**

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

### FRONT COVER LOGO

**\$7,000**

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

### PRINTED FLOOR MAP BACK COVER

**\$15,000**

Your ad will be featured on the back cover/fold of the printed floor map.

### PRINTED FLOOR MAP/LOCATOR

**\$7,000**

The Annual Meeting Floor Map sponsorship is an effective way to highlight your participation at the exposition. The printed map will be distributed to all participants (26,000 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. The Annual Meeting Floor Map 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. Your investment in this sponsorship will drive traffic to your booth!

