

# AUSA ANNUAL MEETING AND EXPOSITION

WASHINGTON, D.C. | 14-16 OCTOBER 2019

## BECOME A SPONSOR and EARN YOUR STARS!



### AUSA recognizes multiple levels of support.

Earn your stars by choosing any of the listed sponsorships. Star Sponsorship Levels equal the total amount invested into the 2019 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*

For more details on AUSA's 2019 Annual Meeting Sponsorship Program, contact Gaye Hudson at [GHudson@ausa.org](mailto:GHudson@ausa.org)

### PRESIDENT'S RECEPTION SPONSORSHIP (Exclusive Opportunity) **\$50,000**

Show your support for the Annual Meeting by sponsoring the official opening social event – the President's Reception, which will be on Monday, 14 October from 1830-2015 in the Ballroom of the Walter E. Washington Convention Center. 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 (digital and printed)
- Recognition on the AUSA website
- Recognition in the Show Guide
- Sponsor may provide branded paper products (napkins, glasses)

### EVENT MOBILE APP SPONSORSHIPS

Attendees and exhibitors will be opening the event app frequently to navigate and plan their Annual Meeting experience, which makes this an excellent place to deliver time-sensitive announcements. What better way to show your support of AUSA and the Annual Meeting, and move your message to everyone in attendance! Exclusive and a-la-carte opportunities are available.

- Premiere Sponsorship – **\$30,000**
- Promoted Post – **\$10,000**
- Push Notifications – **\$5,000**

[ausameetings.org/2019annualmeeting](http://ausameetings.org/2019annualmeeting)

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## ESCALATOR BRANDING SPONSORSHIPS CONTACT US FOR AVAILABILITY AND PRICING!

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 will be featured on high-traffic escalator runs.

## EXHIBIT HALL NETWORKING LOUNGE \$40,000

Promote 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 400 net square foot 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. This space will also include the following:

- A charging station with your signage prominently displayed
- Signage
- Carpet tile with your logo
- Hanging signage identifying your company as the sponsor
- Opportunity to display/distribute promotional materials
- Recognition in the Show Guide
- Recognition on the Floor Map

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

## HOTEL KEY CARD SPONSORSHIP

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

### Available Hotels:

MARRIOTT MARQUIS (Headquarter Hotel)	\$25,000
RENAISSANCE WASHINGTON, D.C.	\$20,000
GRAND HYATT	\$15,000

## INTERNATIONAL MILITARY VIP RECEPTION \$40,000

Network with senior leaders from around the world. 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. Your firm will receive signage strategically placed throughout this event recognizing your support. Sponsor can provide paper products for further branding. Over 600 attendees are expected.

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## HALL B ROTUNDA NETWORKING AND CHARGING LOUNGE **\$25,000**

(This opportunity will have a limited number of sponsors)

Promote your presence by helping enhance everyone's networking experiences! AUSA is pleased to offer a new networking and charging lounge in the Hall B Rotunda. This space bridges the gap between the Hall A and B Concourses. This area is heavily traversed by people making their way to the exhibit halls below, and the meeting space above. The lounge is highly visible and located at the bottom of busy escalators. The lounge includes a huge video monitor, which will play content of up to five sponsors in a loop. This lounge will be open to all attendees during the meeting from 0700-1700 each day.

- Recognition on signage (digital and printed)
- Recognition on the AUSA website
- Recognition in the Show Guide



## INTERNATIONAL MILITARY LOUNGE **\$20,000**

The International Military Lounge is the designated gathering place for VIP's from around the world 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 PARTNER LUNCHEON **\$12,000**

This luncheon honors our Community Partners and their many contributions to the chapters' programs to support Soldiers and Families. The luncheon is 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 reserved for your company or Army designees (up to ten)
- Opportunity to provide a company brochure or small token for the attendees

## ARMY CIVILIAN LUNCHEON **\$12,000**

This 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 include the Under Secretary of the Army, as well as Commanders from U.S. Army Major 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 reserved for your company or Army designees (up to ten)
- Opportunity to provide a company brochure, or small token for the attendees

# AUSA ANNUAL MEETING AND EXPOSITION

## INTERNATIONAL MILITARY BREAKFAST \$12,000

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 \$12,000

Held on Monday morning of the meeting, this event 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 reserved for your company or Army designees (up to ten)
- Opportunity to provide a company brochure, or a small token for the attendees

## CADET LUNCHEON \$12,000

This luncheon is for ROTC cadets, ROTC cadre and invited guests and will be held at the Marriott Marquis Hotel. 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 reserved for your company or Army designees (up to ten)
- Opportunity to provide a company brochure, or 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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## WARRANT OFFICERS BREAKFAST **\$10,000**

This breakfast features a high-level guest speaker who discusses issues of critical importance to the United States Army Warrant Officer Community. The anticipated number of attendees is 200.

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 reserved for your company or Army designees (up to ten)
- Opportunity to provide a company brochure, or small token for the attendees

## WI-FI (5 Opportunities) **\$10,000**

AUSA will offer free Wi-Fi access 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.

## CHARGING LOUNGE **\$10,000**

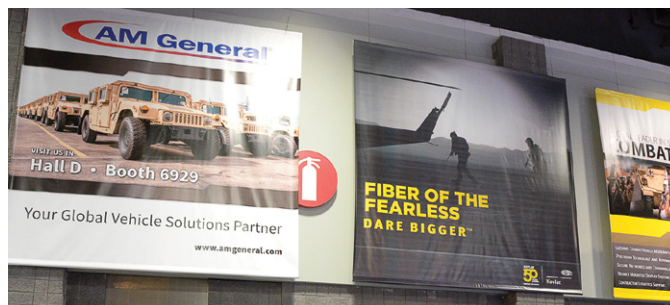
These lounges provide the ultimate charging experience! Charging Lounges are offered in high-traffic areas in the convention center outside of the exhibit halls, where your target audience is making their way to the exhibit halls, educational forums, meetings and social functions. The key feature of the lounge is an 80" monitor which continuously plays your audio visual/digital marketing message (max five 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 a potential for as many as ten lounges. Assignment of lounge location is based on sponsor request, and fulfilled on a first-come, first-served basis.



## EXHIBIT HALL BANNER **\$10,000**

Limited availability - reserve yours today!

With over 600 exhibits and 29,000 attendees, visibility is a key component to your success at one of the world's largest land warfare expositions. We offer large 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 artwork, 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 great 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. The registration page will feature a scrolling banner utilizing your artwork, with five possible positions.

## POP-UP MEETING ROOM (per day) \$4,000

AUSA will manage five 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, as well as notebooks with their logo, which will be available to attendees outside the meeting rooms. This sponsorship will reach an estimated 300 people per day.

## SHOW GUIDE & MAP SPONSORSHIPS

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

### BELLY BAND \$18,000

### BACK COVER AD \$12,000

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

### INSIDE FRONT COVER AD \$10,000

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

### INSIDE BACK COVER AD \$9,000

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

### FULL PAGE AD \$7,500

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

### FRONT COVER LOGO \$7,000

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

### SHOW GUIDE PAGE RUNNER \$6,000

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.

### FLOOR MAP SPONSORSHIPS

This sponsorship is an effective way to highlight your participation at the exposition. The printed map will be distributed to all participants (29,000 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.

This sponsorship includes the following:

1. Company logo placed adjacent to the printed floor map
2. A directional arrow from your logo to your display space
3. A color entry, highlighted on the exhibitor list.

Your investment in this sponsorship will drive traffic to your booth!

### PRINTED FLOOR MAP/LOCATOR \$7,500

### PRINTED FLOOR MAP BACK COVER \$15,000

Your full color artwork/ad will be featured on the back cover of the map.