



## 2010 AUSA ANNUAL MEETING SPONSORSHIP OPPORTUNITIES

NEW SPONSORSHIP

### **Wi-Fi Sponsor**

AUSA will offer free Wi-Fi access to Annual Meeting participants during the 3-day event. Attendees will be able to access the internet from all public areas 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.

***Wi-Fi Sponsor - \$10,000.00 (5 available)***

NEW SPONSORSHIP

### **FX Interactive Floor Plan Sponsor**

Our Annual Meeting interactive floor plan uses the latest online technology to present information that attendees need before the meeting. Exhibitor contact information, product and service details, live exhibitor e-mail 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 an FX Interactive Floor Plan Sponsor your company logo will appear on the online floor plan. In addition, your logo graphic becomes a clickable file that will send visitors to any URL you designate.

***FX Interactive Floor Plan Sponsor - \$10,000.00 (4 available)***

### **E-Mail Kiosk Sponsor**

Put your company name and logo on the AUSA E-Mail Kiosks. With 5 locations throughout the Walter E. Washington Convention Center and 48 total stations the 2010 AUSA E-Mail Kiosks will be the only official attendee internet and e-mail access points. It's a great way to support soldiers while promoting your firm at the Annual Meeting. Each E-Mail Kiosk station will feature your company logo identifying your firm as the sponsor. You can customize the start page to deliver your company message.

***E-Mail Kiosk Sponsor - \$35,000.00 (all equipment supplied by AUSA)***

### **Exhibit Hall Graphics Sponsor**

With over 500 exhibits and more than 33,000 attendees, visibility is a key component to your success at the world's largest land warfare exposition and the 112<sup>th</sup> largest exposition on the planet. This year we will offer large output graphics printed on vinyl substrate in full color. Banners will be hung on the West wall of Exhibit Halls A&B adjacent to the Hall A&B escalators. Your company logo and booth number will be prominently displayed and printed at approximately 12'x12'.

***Exhibit Hall Graphics Sponsor - \$5,000.00 each (availability limited by space)***

### **Annual Meeting Printed Floor Plan Sponsor**

The Annual Meeting Floor Plan sponsorship is an effective way to highlight your participation at this year's event. The printed map will be distributed to all attendees and includes a guide to the Exhibit Halls as well as a Washington, D.C. City Map that will serve as a directory to Annual Meeting hotels, local restaurants, the D.C. Metro Rail system and local points-of-interest. In addition, the map will be used in approximately 8 "**You Are Here**" kiosks strategically placed on the show floor.

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 Printed Floor Plan - \$5,000.00 each (limited availability)***

### **Annual Meeting Exhibitor Catalog Sponsor**

The Annual Meeting Exhibitor Catalog will contain an alphabetical listing of all exhibitors as well as product and service descriptions and complete contact information. 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.

In addition to industry exhibitor information, the catalog will contain descriptions and contact information for each of the government and military displays. Approximately 25% of the 500 total exhibits at the Annual Meeting will be military/government displays.

There will be no advertisements in the Exhibitor Catalog. Sponsorships will include company logo, tagline and booth number. Cover sponsorships will be full-color and interior sponsorships will be 2-color. The interior page runner sponsorship includes your company logo and booth number at the bottom of each page in the catalog, approximately 120 appearances.

***Annual Meeting Exhibitor Catalog Sponsor - \$3,000.00 each (6 available)***

### **Eisenhower Reception Sponsor**

The Eisenhower Reception will be held on Tuesday, 26 October in exhibit halls A, B & C, 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.

***Eisenhower Reception Sponsor - \$10,000.00 (1 available, exclusive offer)***

### **International Military VIP Reception Sponsor**

Held on the first night of the Annual Meeting prior to the President's Reception, the International Military VIP Reception is an excellent opportunity to network with senior leaders from key foreign land warfare forces. Attendees are invited by the U.S. Army Chief of Staff and include representatives from over 25 countries. As the sponsor for the event your firm will receive signage outside and inside the reception recognizing your support. You may also supply cocktail napkins with your company logo.

***International Military VIP Reception Sponsor - \$7,500.00 (exclusive offer)***

### **International Military VIP Breakfast Sponsor**

Held on the second morning of the Annual Meeting, the International Military VIP Breakfast will provide an opportunity for one-on-one conversation with over 25 foreign land force commanders and their key procurement executives. Senior leaders from the U.S. Army are also in attendance. As the sponsor for this important function your firm will receive signage outside and inside the event recognizing your support. You may also supply cocktail napkins with your company logo.

***International Military VIP Breakfast Sponsor - \$7,500.00 (exclusive offer)***

***All sponsorship opportunities are on a first-come, first-served basis***

***Deadline to request 2010 Annual Meeting sponsorships is Friday, 10 September, 2010.***

If you have questions regarding Annual Meeting sponsorship opportunities, please contact:

Mary Wille – Coordinator – AUSA Exhibits & Sponsorships  
(703) 851-3083 mobile, (703) 907-2659 desk  
mwille@ausa.org

or

Rand Meade, Manager – AUSA Exhibits & Sponsorships  
(571) 332-6977 mobile, (703) 907-2678 desk  
rmeade@ausa.org

**2010 AUSA Annual Meeting  
25-27 October, 2010  
Walter E. Washington Convention Center, Washington DC**

**DEADLINE TO SUBMIT  
FORM FRIDAY,  
10 SEPTEMBER 2010**

*A Professional Development Forum*

**Official Sponsorship Reply Form**

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

Fax to **Mary Wille** at **(703) 243-2589**.

**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.**

<b>SHOW GUIDE/FLOOR PLAN</b>
<input type="checkbox"/> Floor Plan sponsorship, available on a first-come, first-served basis <b>\$5,000.00 each</b>
<b>EXHIBITOR CATALOG</b>
<input type="checkbox"/> Front Cover Sponsorship six (6) available <b>\$3,000.00 each</b>
<input type="checkbox"/> Page Runner Sponsorship two (2) available <b>\$3,000.00 each</b>
<b>EISENHOWER RECEPTION</b>
<input type="checkbox"/> Eisenhower Reception sponsorship, one (1) available on a first-come, first-served basis <b>\$10,000.00</b>
<b>EXHIBIT HALL GRAPHICS</b>
<input type="checkbox"/> Exhibit Hall Graphics sponsorship, limited availability, <b>\$5,000.00 each</b>
<b>E-MAIL KIOSKS</b>
<input type="checkbox"/> E-mail Kiosk sponsorship, exclusive opportunity, <b>\$35,000.00</b>
<b>INTERNATIONAL MILITARY VIP RECEPTION</b>
<input type="checkbox"/> International Military VIP Reception sponsorship, one (1) available on a first-come, first-served basis <b>\$7,500.00</b>
<b>INTERNATIONAL MILITARY VIP BREAKFAST</b>
<input type="checkbox"/> International Military VIP Breakfast sponsorship, one (1) available on a first-come, first-served basis <b>\$7,500.00</b>
<b>WI-FI SPONSOR</b>
<input type="checkbox"/> Wi-Fi sponsorship, (5) available on a first-come, first-served basis <b>\$10,000.00 each</b>
<b>FX INTERACTIVE FLOOR PLAN SPONSOR</b>
<input type="checkbox"/> Online Interactive Floor Plan sponsorship, (4) available on a first-come, first-served basis <b>\$10,000.00 each</b>
<b>Total:</b> _____

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:

**DEADLINE TO SUBMIT FORM FRIDAY, 10 SEPTEMBER 2010**