



## ASSOCIATION OF THE UNITED STATES ARMY

2425 WILSON BOULEVARD, ARLINGTON, VIRGINIA 22201-3385 (703) 841-4300

26 October 2011

MEMORANDUM TO: Military/Government Organizations

FROM: Rand Meade  
AUSA Manager, Exhibits & Sponsorships

SUBJECT: 2012 AUSA ILW Winter Symposium & Exposition

The Association of the United States Army's Institute of Land Warfare (AUSA ILW), presents the 2012 AUSA ILW Winter Symposium & Exposition, to be held 22-24 February at the Greater Fort Lauderdale/Broward County Convention Center, Fort Lauderdale, Florida. The theme for this year's event will be **"America's Army: Decisive Force."**

The three-day event will include participation from the U.S. Army Materiel Command (AMC), the U.S. Army Training and Doctrine Command (TRADOC), the Office of the Assistant Secretary of the Army for Acquisition, Logistics and Technology (ASA(ALT)) and the U.S. Army Research, Development and Engineering Command (RDECOM).

A central focus of the symposium will be the Army's progression towards transforming while conducting combat operations. Special emphasis will be devoted to the indispensable role that our industry partners provide to the U.S. Army, especially through collaborative research and development initiatives. Guest presentations and panel discussions will provide a myriad of information as regards the direction and progress of balancing our resources, equipment, personnel, doctrine, and training to provide the essential protective umbrella that our nation deserves.

The Army has made a substantial investment of time and resources to focus on how best to do business and accomplish the mission of defending the citizens of the United States while simultaneously fulfilling our international commitments. The presentations at the 2012 AUSA ILW Winter Symposium will highlight the efforts that AMC, TRADOC, the ASA(ALT), and other Army organizations have made towards transforming the Army while supporting our soldiers in current operations.

Support to our soldiers will be balanced, focused, and technologically superior to any Army in the world. Senior Army, DoD and Industry leaders will provide dialog and information on the progress of our efforts to modernize and sustain the force, and more importantly, win on any battlefield.

A key objective of the AUSA ILW Winter Symposium will be to provide an open forum for attendees to interact and participate in discussions about the Army modernization efforts and the immediate and future needs of our soldiers in the 21<sup>st</sup> century strategic environment. Participants will be available for challenging questions from the audience.

The agenda will include the top military leadership from the Active Army/Reserve Components; civilian executives of the Department of the Army/Defense; Joint Force Commanders, and influential captains of Industry.

The purpose of this memorandum is to alert all Military/Government organizations of the opportunity to exhibit during the three-day symposium. There are (1,000) 10'x10' booths available

on a first-come, first-served basis. Individual display spaces can be combined to form larger exhibit space based on 10'x10' increments. Government display space is available at \$19.00 per square foot. The Military/Government exhibit space contract follows this memorandum. Please use the floor plan included with this memorandum to indicate your desired booth location. Be sure to include four choices, as your first choice may not be available.

We hope that you will make plans to exhibit at this important AUSA/Army event. You may also check the AUSA homepage at [www.ausa.org](http://www.ausa.org) for updates to the symposium agenda.

If you have questions or need more information, please contact me at (703) 907-2678, or e-mail [RMeade@ausa.org](mailto:RMeade@ausa.org). You may also contact Mrs. Mary Wille, the AUSA Coordinator, Exhibits & Sponsorships at (703) 907-2659 or via e-mail at [mwille@ausa.org](mailto:mwille@ausa.org).

Rand Meade  
Manager, Exhibits & Sponsorships  
Association of the U.S. Army



**PLEASE READ BACK BEFORE SIGNING**  
 ASSOCIATION OF THE UNITED STATES ARMY  
 APPLICATION AND CONTRACT FOR  
**GOVERNMENT EXHIBIT SPACE**  
 AT THE 2012 AUSA ILW WINTER SYMPOSIUM & EXPOSITION  
 22-24 FEBRUARY 2012  
 GREATER FT. LAUDERDALE/BROWARD COUNTY CONVENTION CENTER  
 FT. LAUDERDALE, FLORIDA

Please complete this Exhibit Space Application and send the signed contract to: Mary Wille, AUSA Coordinator, Exhibits & Sponsorships, 2425 Wilson Blvd., Arlington, VA 22201. Tel: 703-907-2659; FAX: 703-243-2589.

Military Organization Name: \_\_\_\_\_ Date: \_\_\_\_\_  
 Exhibit Manager's Name: \_\_\_\_\_ Tel: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Manager's Mailing Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State \_\_\_\_\_ Zip: \_\_\_\_\_  
 E-mail: \_\_\_\_\_

**SIGNATURE OF MILITARY ORGANIZATION'S EXHIBIT MANAGER:** \_\_\_\_\_

**NOTE: Signed contracts are binding and will be the only official means of reserving space. Informal requests, either written or oral, will not be honored. Space is assigned on a first-come, first-served basis. Exhibitors with an outstanding balance on display space may not be allowed to occupy their booth.**

We have read the Exhibit Information printed on the reverse side of this Application and Contract for Exhibit Space and agree to abide by these and any additional rules deemed necessary by AUSA and published after the contract is signed. **CONTRACT DEADLINE IS 1 FEBRUARY 2012.**

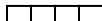

INDOOR space requested: (Failure to list four different choices will result in AUSA making determination)	TOTAL SQ. FT.	VALUE
FIRST CHOICE: _____	_____	at \$19/SqFt: \$ _____
SECOND CHOICE: _____	_____	at \$19/SqFt: \$ _____
THIRD CHOICE: _____	_____	at \$19/SqFt: \$ _____
FOURTH CHOICE: _____	_____	at \$19/SqFt: \$ _____
OUTDOOR EQUIPMENT SPACE REQUESTED: _____	_____	at \$ 19/SqFt: \$ _____

We understand that if requested space is not available, we may be assigned to other space comparable in size. Final space assignment will be noted below when application is accepted.

THE PRODUCTS OR SERVICES WE PLAN TO DISPLAY ARE: (Failure to state items may delay contract acceptance).

\_\_\_\_\_

\_\_\_\_\_

SELECT CHOICE OF BOOTH CONFIGURATION (Using four (4) booths as an example (Check one only) 1. \_\_\_\_\_  2. \_\_\_\_\_ 

Once contract has been processed and booth assigned, an invoice for full payment will be sent to each exhibitor. Payment instructions will be contained within the invoice and payments may be made by check, credit card or electronic transfer. We understand and agree that NO REFUNDS WILL BE MADE FOR SPACE CANCELLED AFTER 6 JANUARY 2012. REFUNDS FOR SPACE CANCELLED PRIOR TO 6 JANUARY WILL BE CONTINGENT UPON THE RESALE OF THIS SPACE.

**SPECIAL INSTRUCTIONS:** INDICATE HERE EXACTLY HOW YOU WISH YOUR MILITARY ORGANIZATION TO APPEAR ON THE EXHIBITORS' LIST INCLUDING PUNCTUATION. IN CASES WHERE MORE THAN ONE ORGANIZATION OCCUPIES THE SAME SPACE, AUSA WILL INDICATE MULTIPLE OCCUPANCY, BUT ONLY IF REQUESTED. OTHERWISE, THE MILITARY ORGANIZATION PURCHASING THE SPACE WILL BE SHOWN.

\_\_\_\_\_

\_\_\_\_\_

(Use separate sheet of paper if needed)

**THIS SPACE FOR AUSA USE ONLY – DO NOT WRITE BELOW THIS LINE**

AUSA hereby accepts the application and the following exhibit space is assigned:

Contract/Payment Received: \_\_\_\_\_

Indoor Booth Assigned: \_\_\_\_\_ COST: \$ \_\_\_\_\_

For the purpose of identification ONLY, the following single number should be used by you and GES to identify your booth assignment: \_\_\_\_\_. Please use this number anytime you refer to your booth,

BALANCE DUE: \$ \_\_\_\_\_

Date: \_\_\_\_\_ Signed: \_\_\_\_\_

## **DATES AND HOURS OF EXHIBITS**

Wednesday, 22 February 1100-2000  
Thursday, 23 February 0830-1800  
Friday, 24 February 0830-1330

## **ADMISSION**

Admission to the exhibit hall will be limited to AUSA invited guests, including foreign dignitaries, and others who have an identifiable relationship to the United States Army. All visitors will be registered and badged.

## **BOOTH EQUIPMENT**

The price in this agreement includes a booth consisting of a fabric backdrop 8' in height, divider rails 3' in height and a standard display sign 44" long bearing the Exhibitor's name and booth number.

## **ADDITIONAL SERVICES AND SHIPPING AT EXHIBITOR'S EXPENSE**

Information regarding shipping instructions; cost of special booth furniture; labor and carpenters; receiving, handling and storage of crates; special electrical connections, lighting fixtures, etc., will be sent to you with our **Exhibitor Services Kit approximately 60 days prior to move-in.**

## **INSTALLATION AND DISMANTLING**

The installation and dismantling schedule will be included in the exhibitor services kit.

## **BOOTH SPACE COST – MILITARY RATE**

The cost of each 10' x 10' booth is \$1,900.00 (\$19.00 per square foot). You will be charged for the total square footage within the area assigned to you, based upon 100 square foot increments. Second Tier Space at \$5.00 per square foot useable Space. Outdoor equipment display space at \$19.00 per square foot.

## **ASSIGNMENT AND PAYMENT OF SPACE**

Exhibit space will be allocated by AUSA. It is understood and agreed that **NO REFUNDS WILL BE MADE FOR SPACE CANCELLED AFTER 6 JANUARY 2012. REFUNDS FOR SPACE CANCELLED PRIOR TO 6 JANUARY 2012 WILL BE CONTINGENT UPON THE RESALE OF THIS SPACE.**

## **RESALE/SUBLEASING OF EXHIBIT SPACE**

Exhibitors may not assign, sublease of otherwise share all or a portion of their exhibit space with any party except a wholly-owned subsidiary, a sister corporation or a company represented by an exhibitor and registered as such with AUSA, without the express written consent of AUSA. This prohibition will be strictly enforced.

## **LIABILITY**

The Association of the United States Army, and the Broward County Convention Center, their management, and all organizations and individuals who are employed by them in connection with this Exhibition will not be responsible to Exhibitor and shall be held harmless by Exhibitor for damage or loss to Exhibitor property, or personal injury during the Exhibition Period resulting from the negligence of the Association of the United States Army and the Broward County Convention Center, their management, and all organizations and individuals who are employed by them in connection with this exhibition. Furthermore, the Exhibitor agrees to defend and hold harmless the Association of the United States Army and the Broward County Convention Center, their management and all organizations and individuals who are employed by them in connection with this exhibition from any liability for damages or loss of property or personal injury resulting from the activities of Exhibitor, regardless of negligence.

## **AUSA REGULATIONS**

- 1) Complete Show Rules & Regulations will be included in the Exhibitor Services Kit and will be mailed under separate cover.
- 2) Because of the tight time constraints, logistical problems and local union rules, AUSA has placed the overall supervision of the installation and dismantling of exhibits under Global Experience Specialists (GES), who have been designated the "Official Contractor". Individual Exhibitors may retain the services of GES at their own expense.

Exhibitors desiring to use display contractors other than the designated "Official Contractor" must obtain advance approval from AUSA. A written request must be presented by the Exhibitor to AUSA at least 30 days in advance of the first day of move-in and must include the name and address of the contractor, the name of the on-site supervisor, a certificate of insurance for the contractor, and a statement signed by the contractor that they will comply with AUSA's rules and regulations and cooperate with the official contractor, GES-(407) 856-0200,(Orlando, FL office).The Exhibitor Services Kit will be mailed by GES within 60 days of the event.

- 3) Display firms engaged by Exhibitors must comply fully with all rules and regulations listed by AUSA. Labor utilized by outside contractors must be drawn through GES and/or through the business agent of the appropriate union. It is the responsibility of the Exhibitor to ensure compliance.
- 4) AUSA reserves the right to relocate booths when in the best interest of the show.

## **UNION JURISDICTIONS**

To assist you in planning for your participation in the exhibition, we are certain you will appreciate knowing in advance that union labor may be required for installation and dismantling of your display. Florida is a right-to-work state. This means that any and/or all work done in your exhibit booth area can be performed by any full-time employee of your company. If you need additional help or want an outside contractor to supply labor, then you must use union labor.

**Stagehands Union** – Members of this union claim jurisdiction over all set-up and dismantling of exhibits including signs & carpet. As an Exhibitor, you will be pleased to know that when union labor is required, you may provide full-time company personnel to work along with them.

**Tippling** – GES requests that exhibitors not tip its employees. They are paid at an excellent wage scale denoting a professional status, and we feel that tipping is not necessary. This applies to all GES employees.

## **NO SALE CLAUSE**

To ensure full compliance with IRS rulings, Exhibitor will not make sales or solicit, or accept orders for any product or service including advertising space, in the exhibit halls or within other facilities of the exhibition.

## **FIRE REGULATIONS**

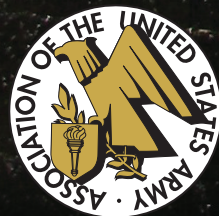
Federal and Local Fire Laws must be strictly observed. Wiring must comply with fire department and underwriters' rules. Aisles and fire exits cannot be blocked by exhibits. No decoration of paper, pine boughs, leafy decorations or tree branches are allowed. All muslin, velvet or any other cloth decoration must stand a flame proof test as prescribed by fire ordinance of Broward County, Florida.

## **AUSA SECURITY MEASURES**

The Association of the United States Army will provide watchmen to patrol the exhibit areas during the hours when the exhibits are closed. However, exhibitors are responsible for the security of their own exhibits. Additional security may be arranged for with a security agency, if exhibitor deems it necessary. (Exhibitor will inform AUSA of any such additional security measures).

## **CANCELLATION OF SHOW**

The performance of this agreement is subject to any circumstance making it illegal or impossible to hold the exhibit, including Acts of God, war, government regulations, disaster, strikes, civil disorder, or curtailment of transportation facilities. The Agreement may be terminated only for any one of the above reasons by written notice from the Association of the United States Army to the exhibitor. If AUSA must terminate this contract or exhibition (or any part thereof) due to the above mentioned circumstances, AUSA has the sole right to retain such part of the Exhibitor's rental fee as shall be required to recompense AUSA for expenses incurred up to the time such contingency occurred.



# Floor Plan

