Association of the United States Army’s Institute of Land Warfare

2018 ARMY AUTONOMY AND ARTIFICIAL INTELLIGENCE SYMPOSIUM AND EXPOSITION

A Professional Development Forum

28-29 November 2018
Cobo Center
Detroit, Michigan

www.ausa.org/autonomy

EXHIBITOR AND SPONSORSHIP PROSPECTUS
Don’t miss the opportunity to showcase your innovative products and services to industry and military at our Army Autonomy and Artificial Intelligence Symposium and Exposition!

**EXHIBIT BOOTH PACKAGE**

Each 10’x10’ booth space is equipped with:
- Unlimited Exhibit Hall ONLY registration badges
- Complimentary listing and description in Show Guide
- 8’ back drape and 3’ side drape

Exhibitors may purchase Full Symposium Badges

Pre-registration prices:
- National Partner - $550 per badge
- Community Partner/Individual Member - $600 per badge
- Government/Military Personnel - No Charge

Registration costs will increase onsite.

Visit www.ausa.org/autonomy for more information on registering.

**EXHIBITOR HALL HOURS**

<table>
<thead>
<tr>
<th>EXHIBITOR SET UP:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday, 27 November</td>
<td>1200 - 1700</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXHIBITOR HALL HOURS:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, 28 November</td>
<td>0930 - 1700</td>
</tr>
<tr>
<td>Thursday, 29 November</td>
<td>0930 - 1630</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXHIBITOR DISMANTLE:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, 29 November</td>
<td>1700 - 2200</td>
</tr>
</tbody>
</table>

**EXHIBITOR RATE**

- $25 per sq. ft.

**GOVERNMENT RATE**

- $19 per sq. ft.
FLOOR PLAN - COBO CENTER

AISLE 700

AISLE 600

AISLE 500

AISLE 400

AISLE 300

AISLE 200

AISLE 100

Michael Cerami, International Sales Manager | mcerami@ausa.org | 703-907-2413  WWW.AUSA.ORG/AUTONOMY
AUSA is pleased to offer a variety of corporate sponsorship opportunities at our Army Autonomy and Artificial Intelligence Symposium and Exposition, all which will increase your company’s visibility and positively enhance the attendee experience. All sponsorships are offered on a first-come, first-served basis. Payment must be received prior to the event to ensure proper logo placement.

**SPONSORSHIP OPPORTUNITIES**

**Networking and Charging Lounge**

$15,000

Boost your corporate presence while enriching the attendee networking experience. AUSA is pleased to offer an opportunity to host our Networking and Charging Lounge, accessible to all attendees during exhibit hall hours. This space will be fully carpeted and furnished with tables and chairs for attendees to sit and relax, as well as network, charge their mobile devices, and conduct business. The area will also feature an A/V monitor where your content will loop, for all attendees to see and hear. This space will also include the following:

- Signage placed in the Networking Lounge
- Multiple electric outlets for charging
- A/V Monitor to play your content
- Opportunity to display/promotional materials at the Networking Lounge

**Afternoon Networking Reception**

$7,500 (2 Opportunities)

While the General Session is in recess, attendees and exhibitors will have the opportunity to network in the exhibit hall for two hours, while enjoying a variety of food and beverages.

- Signage provided by AUSA, placed near the food service stations
- Cocktail napkins with your company logo used during the event (supplied by sponsor)
- Recognition during the General Session

**Exhibit Hall Hanging Banners**

$6,000

Have a huge presence in the exhibit hall by displaying your custom graphics on a 15’x15’ hanging banner. Sponsorship includes the production and rigging of the banner.

**Morning Coffee Service**

$5,000 each (2 Opportunities)

Coffee and light morning refreshments are available for attendees prior to the General Session. Sponsorship includes:

- Signage provided by AUSA, placed near the food service stations
- Cocktail napkins with your company logo used during the event (supplied by sponsor)
- Recognition during the General Session

**Refreshment Breaks**

$5,000 each (2 Opportunities)

When the General Session is in recess, there will be refreshment breaks in the exhibit hall. Sponsorship includes:

- Signage provided by AUSA, placed near the food service stations
- Cocktail napkins with your company logo used during the event (supplied by sponsor)
- Recognition during the General Session

**General Session Chair Drop**

$3,000 per day

AUSA will distribute your printed collateral on all the seats in the General Session Room. This is a great way to move your message to attendees, or invite them to your booth.

**General Session Amenities**

$2,500 per day

This sponsorship includes signage placed in the session room where all attendees gather, acknowledging your company. The sponsor is asked to supply pens and pads/notebooks for attendees, which will be placed on tables at the entrance to the General Session Room. What better way to reach all conference attendees?
SHOW GUIDE SPONSORSHIPS

AUSA will produce a Show Guide featuring the program agenda, exhibitor floor plan, and exhibitor service directory. This printed guide will be distributed to each attendee and exhibitor, providing a valuable networking resource during and long after the exposition. AUSA offers several opportunities to fit every budget and marketing plan.

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover Advertisement</td>
<td>$5,000</td>
</tr>
<tr>
<td>Features your full-color artwork</td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover Advertisement</td>
<td>$4,000</td>
</tr>
<tr>
<td>Features your full-color artwork</td>
<td></td>
</tr>
<tr>
<td>Inside Back Cover Advertisement</td>
<td>$3,000</td>
</tr>
<tr>
<td>Features your full-color artwork</td>
<td></td>
</tr>
<tr>
<td>Full-Page Advertisement</td>
<td>$3,000</td>
</tr>
<tr>
<td>A highly effective way to move your message to a large audience. Your full-color company ad will be placed prominently in the interior of the Show Guide. MULTIPLE OPPORTUNITIES AVAILABLE</td>
<td></td>
</tr>
<tr>
<td>Front Cover Sponsorship</td>
<td>$3,000</td>
</tr>
<tr>
<td>Features your company logo on the front cover</td>
<td>6 AVAILABLE</td>
</tr>
<tr>
<td>Page Runner Sponsorship</td>
<td>$3,000</td>
</tr>
<tr>
<td>Features your company logo at the bottom (footer) of each page in the Show Guide</td>
<td>2 AVAILABLE</td>
</tr>
<tr>
<td>Premium Listing Sponsorship</td>
<td>$500</td>
</tr>
<tr>
<td>Features your company logo in color and your listing highlighted with a box drawn around your description. All exhibitors will have the opportunity to be listed in our Show Guide, so why not upgrade your listing and make it stand out?</td>
<td></td>
</tr>
</tbody>
</table>

Gaye Hudson, Sponsorship Manager | ghudson@ausa.org | 703-907-2401

WWW.AUSA.ORG/AUTONOMY
## COMPANY INFORMATION

<table>
<thead>
<tr>
<th>Field</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Name</td>
<td></td>
</tr>
<tr>
<td>Address</td>
<td></td>
</tr>
<tr>
<td>City, State, Zip</td>
<td></td>
</tr>
<tr>
<td>Website</td>
<td></td>
</tr>
<tr>
<td>Contact</td>
<td></td>
</tr>
<tr>
<td>Phone</td>
<td></td>
</tr>
<tr>
<td>Email</td>
<td></td>
</tr>
</tbody>
</table>

## SPONSORSHIP OPPORTUNITIES

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Amount</th>
<th>Pledged</th>
</tr>
</thead>
<tbody>
<tr>
<td>Networking Lounge</td>
<td>$15,000</td>
<td></td>
</tr>
<tr>
<td>Afternoon Networking Reception</td>
<td>$7,500</td>
<td></td>
</tr>
<tr>
<td>Exhibit Hall Hanging Banners</td>
<td>$6,000</td>
<td></td>
</tr>
<tr>
<td>Morning Coffee Service</td>
<td>$5,000</td>
<td></td>
</tr>
<tr>
<td>Refreshment Breaks</td>
<td>$5,000</td>
<td></td>
</tr>
<tr>
<td>General Session Chair Drop</td>
<td>$3,000</td>
<td></td>
</tr>
<tr>
<td>General Session Amenities</td>
<td>$2,500</td>
<td></td>
</tr>
</tbody>
</table>

### Show Guide Sponsorships

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Amount</th>
<th>Pledged</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover Advertisement</td>
<td>$5,000</td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover Advertisement</td>
<td>$4,000</td>
<td></td>
</tr>
<tr>
<td>Inside Back Cover Advertisement</td>
<td>$3,000</td>
<td></td>
</tr>
<tr>
<td>Full-Page Advertisement</td>
<td>$3,000</td>
<td></td>
</tr>
<tr>
<td>Front Cover Sponsorship</td>
<td>$3,000</td>
<td></td>
</tr>
<tr>
<td>Page Runner Sponsorship</td>
<td>$3,000</td>
<td></td>
</tr>
<tr>
<td>Premium Listing Sponsorship</td>
<td>$500</td>
<td></td>
</tr>
</tbody>
</table>

## PAYMENT

Payment by credit card or check at the time of contract submission is preferred. Sponsorships may be invoiced and are payable within 30 days. If payment is not received, sponsor will forfeit their right to sponsor. All payments must be received prior to the event. Confirmation of sponsorships, along with any additional specifications, deadlines, etc., will be by email. Cancellation policy: no refunds.

**TOTAL: $**

- Check: Please make payable to Association of the United States Army. Mail to address listed above.
- Credit Card
  - Visa
  - MasterCard
  - American Express

**Card #**

Exp. date

Name on card

Authorized Signature

Billing Address

City/State/Zip

## AUTHORIZATION

This contract must be submitted with authorizing signature, agreeing to abide by all terms, conditions, and specifications, and to the commitment total tallied above. Any questions regarding a specific opportunity in advance of submission may be directed to AUSA Sponsorship Manager, contact information above.

Sponsor’s Authorized Signature

Date
EXHIBITOR CONTRACT

Company Name: ________________________________
Address: ______________________________________
City, State, Zip: ________________________________
Website: _____________________________________
Contact: _______________________________________
Phone: _______________________________________
Email: _______________________________________

EXHIBIT SPACE RATES AND PREFERENCES

Exhibit Rate ($25/sq. ft.)
Government Rate ($19/sq. ft.)

The numbered booths are hereby defined as specified on the floor plan. Non-island booths include eight-foot high back drape and three-foot side drape. Refer to the exhibit hall floor plan at www.ausa.org/autonomy and record your first three choices below. Booth spaces will not be granted unless a signed Exhibitor Contract and payment is received. Please list your booth selections:

<table>
<thead>
<tr>
<th>First choice</th>
<th>Second choice</th>
<th>Third choice</th>
</tr>
</thead>
</table>

Every effort will be made to accommodate your preference during booth assignment. You may be contacted if your booth preference interferes with booth choices above.

DISPLAY INFORMATION

Are you planning on bringing in a vehicle?  □ YES  □ NO

If yes:
How many vehicles will be displayed? ________________
What is the weight and dimensions of our vehicle(s)? ________________
Is the vehicle(s) self propelled? ________________
Will you require any specialized equipment for unload/reload? ________________

*Note: please be aware that displaying a vehicle(s) indoors you will need to follow the Fire Marshal requirements towards fuel levels, battery contact connection, etc. This information will be provided in full detail in the Exhibitor Manual for this event once released.

PAYMENT

Return this contract at your earliest convenience. Exhibit space is assigned on a first-come, first-served basis. Once AUSA receives your contract, exhibit space will be assigned. You may be contacted if your booth preference interferes with another earlier request. A minimum 10% non-refundable deposit is due with the Exhibitor Contract. All contracts without a payment will be considered incomplete and booth space will not be booked until a deposit has been received by AUSA. Full Payment is Due NET 30 days from invoice date.

EXHIBIT COST

$____ X ____ = _______
(cost per square foot) number of square feet

☐ 10% Deposit: ____________ ☐ Full Payment: ________________
☐ Check: Please make payable to AUSA. Mail to address listed above.
☐ Credit Card
  □ Visa  □ MasterCard  □ American Express

Card # __________________________
CSV Code ________________________
Exp. Date _________________________
Billing Zip Code _________________

Authorized Signature ________________
Name on card ________________________

BOOTH CANCELLATION/ DOWNSIZE PENALTIES

Before Monday, 3 September 2018 - 10 %
On or After Monday, 3 September 2018 - 100 %

AUTHORIZATION

Exhibitors agree to abide by the AUSA Army Autonomy and Artificial Intelligence Symposium and Exposition Exhibitor Rules and Regulations, a copy of which is enclosed in this document, made a part of this application and contract by reference, and fully incorporated herein. If this application and contract has not been received, properly signed, and accompanied by required payment as stated in the payment clause above, this application and contract may be declared null and void so that space may be reassigned. All applications must be signed in order to confirm booth reservations. We agree to abide by all rules and regulations governing the exposition as enclosed and which are a part of this application. Acceptance of this application by show management constitutes a contract.

Exhibitor’s Authorized Signature ________________________ Date ________________________

FOR AUSA STAFF ONLY—DO NOT COMPLETE

Account #: ________________________ Order #: ________________________
Total Cost: ________________________ ACCTG: ________________________
Signature, AUSA Staff: ________________________

Booth Assigned: ________________________
Booth Dimensions: ________________________ Booth Sqft: ________________________
Date: ________________________
SHOW MANAGEMENT

The exhibition is hosted and managed by AUSA. Any matters not covered in these Rules and Regulations are subject to the interpretation of the AUSA, and all exhibitors must abide by their decisions. Exhibitors must comply with the event venue protocols & procedures. The SHOW MANAGEMENT shall have full power to interpret these rules and regulations, and any decisions made, are brought to the notice of exhibitors. Each exhibitor, for himself and his employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with preceding provisions.

ASSIGNMENT OF BOOTH SPACE

Booths are assigned on a first-come, first-served basis. Applications without an authorized signature will be considered incomplete and will not be processed.

INSTALLATION AND DISMANTLE OF EXHIBITS

SHOW MANAGEMENT reserves the right to fix the time for the installation of a booth prior to the show opening, and for its removal after the conclusion of the show. Under no circumstances will the addition to or removal of any portion of an exhibit be permitted during show hours. All booths must remain intact until the close of the show. Installation must occur only during the installation times designated in the official exhibit schedule. All booths must be properly secured. Any booth removed or an exhibit removed of an exhibit may result in the loss of exhibit privileges for future shows. The Exhibit Hall Hours are tentative and subject to change. If the official exhibit hall schedule changes, all exhibitors will be notified. Each exhibitor will complete arrangements for removal of the booth or for their booth or for the material remaining in the booth space as agreed with the instructions provided in the Exhibitor Services Manual. No one under the age of 18 will be permitted on the exhibit floor during installation and dismantle hours. The full move in schedule will be provided in the Exhibit Services Manual, provided 45 days before the start of the show.

FAILURE TO OCCUPY SPACE

Space not occupied by 6:00 PM the evening before the exhibit hall open will be forfeited by the exhibitors and their space may be resold, reassigned or used by the management without refund.

PAYMENT FOR BOOTH SPACE

Exhibit space will be assigned by AUSA on a first-come, first-served basis. Once AUSA receives your completed contract for an exhibit space, the contract space will be assigned to you and the contract contract space will be paid in accordance with the instructions provided in the Exhibitor Services Manual. All booths must be furnished, carpeted, and cleaned by the exhibitor. AUSA reserves the right to inspect the quality of the appearance of each booth prior to show opening. Where an exhibit becomes objectionable, the exhibitor will be given 48 hours to correct the objectionable or undesirable person or persons. The taking of pictures, other than by the exhibitor, of the facility’s floor, walls, lighting fixtures, etc. as a result of exhibitor negligence. The exhibitor will abide by and observe all laws, rules, regulations and ordinances of any government authority and of the contracted facility. The exhibitor will pay and hold AUSA, its Board, Members, staff, and representatives, the event venue harmless from any and all damages, loss or liability of any kind whatsoever resulting from injuries to persons or property or damage to the facility’s floor, walls, lighting fixtures, etc. as a result of exhibitor negligence. The exhibitor will abide by and observe all laws, rules, regulations and ordinances of any government authority

ARRANGEMENT OF EXHIBITS

Any portion of an exhibit that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated booth space or for any reason becomes objectionable, must be immediately modified or removed by the exhibitor. Each exhibitor is responsible for keeping the aisles near their exhibit space free of congestion caused by demonstrations or other promotions within its booth. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. SHOW MANAGEMENT reserves the right to inspect the quality of the appearance of each booth prior to show opening. Where necessary, marking paint will be provided to cover unsightly wires, unfinished back walls, etc. at the exhibitor’s expense.

BOOTH DESIGN

Each exhibitor will be provided with an official Exhibitor Services Manual. The Exhibitor Services Manual contains information that describes in full the type and arrangement of exhibit space and the standard equipment provided by SHOW MANAGEMENT for booth construction. All booths space must be arranged and constructed in accordance with the instructions provided in the Exhibitor Services Manual. Each exhibitor’s space will be provided with (1) identification sign. Booths caps (booths comprised of or encompassing a 10x20 space exposed to aisle on three sides). SHOW MANAGEMENT reserves the right to inspect the quality of the appearance of each booth prior to show opening. Where necessary, marking paint will be provided to cover unsightly wires, unfinished back walls, etc. at the exhibitor’s expense.

EXHIBITOR SERVICES MANUAL

A full listing of our display rules and regulations will be included in the Exhibitor Services Manual.

SOLICITATION OF EXHIBITORS

No person will be permitted in the exhibit hall for the purpose of soliciting advertising or other exhibit space without the express written permission of AUSA.

LABOR

Rules and regulations for union labor are made by the local unions and may change at any time. Where union labor is required because of building or contractor requirements, it will be necessary for the exhibitor to coordinate with the local unions. Information regarding specific regulations that are permissible may be obtained from the official contractor. Displays, painters, carpenters, electricians, and other skilled labor can be arranged through the official contractor (ISES) at established rates. Labor order forms will be included in the Exhibitor Services Manual.

FOOD AND BEVERAGE

Exhibitor distribution of food and beverages for consumption in the building is allowed. The event facility reserves the right to prepare, purchase and provide all food and beverage items. Popcorn is not allowed on the show floor. The distribution of alcoholic beverages is permitted and must comply with the policies set forth by the event venue.

GENERAL LIABILITY, SECURITY & INSURANCE

AUSA makes no warranty, expressed or implied, that security measures will avert or prevent occurrences that may result in loss or damage to property or any party or persons. The exhibitor will be responsible and liable for the safety and security of persons and property in the exhibitor’s space or any part of the exhibit space, and the exhibitor will at its own cost defend and protect AUSA, the event venue against any and all such claims or demands.

RESALE/SUBLEASING OF EXHIBIT SPACE

Exhibitors may not assign, sublease or otherwise share all or a portion of their exhibit space with any party except a wholly-owned subsidiary, a sister company 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.

TRADEMARKS

AUSA will be held harmless for any trademark, trade name, copyright or patent infringement on any printed materials belonging to or distributed by any exhibitor. No exhibitor may use AUSA name or logo(s) without the written consent of AUSA.

PHOTOGRAPHING & FILMING OF EXHIBITS

Each exhibitor has control over the space it has rented and may prevent those considered its competitors from gaining access to, photographing, or videotaping its exhibit. The taking of pictures, other than by the official photographer, videographer, is expressly prohibited during setup, dismantling and non-exhibit hours. Individual cameras will not be allowed on the exhibit floor. The use of a camera phone is prohibited during the above mentioned hours. Only the exhibitor may grant permission to have its exhibit photographed, videotaped, or audio presentation taped, during exhibit hours. No exhibitor shall deny any reasonable request from SHOW MANAGEMENT or the official photographer/videographer to photograph or film the exhibit from outside the perimeter of the booth.

EXHIBITOR AND FACILITY FULACE Y

All public function space in the event venue is controlled by AUSA. No function space will be released for any purpose without the express written permission of AUSA.

VIOLATIONS

AUSA may at its discretion take away all or part of future exhibiting privileges for violations of the Rules and Regulations. Violations shall include, but not be limited to, the following: theft, fire, act of God, war, accident, or other force majeure. AUSA will be liable for injury to exhibitors or their employees or for damage to property in their custody, owned or controlled by them, which claims for damages, injury, etc., may be incident to or arise from, or be in any way connected with their use or occupation of display space, and exhibitors will indemnify and hold AUSA harmless from such claim. The exhibitor assumes all liability for any damage to the facility’s floor, walls, lighting fixtures, etc. as a result of exhibitor negligence. The exhibitor will abide by and observe all laws, rules, regulations and ordinances of any government authority and of the contracted facility. The exhibitor will pay and hold AUSA, its Board, Members, staff, and representatives, the event venue harmless from any and all damages, loss or liability of any kind whatsoever resulting from injuries to persons or property or damage to property in the exhibitor’s space or any part of the exhibit space, and the exhibitor will at its own cost defend and protect AUSA, the event venue against any and all such claims or demands.