2018 SPONSORSHIP OPPORTUNITIES

www.ausa.org/sponsorship-opportunities
The Association of the U.S. Army (AUSA) has a vibrant program of Domestic Symposia and Expositions, Hot Topics, Networking Breakfasts, International Events, as well as our Annual Meeting and Exposition – the largest land warfare exposition and professional development forum in North America.

AUSA Sponsorship Opportunities are designed to help maximize your visibility, enhance your brand identity, and provide a convenient way to distribute information regarding your organization’s products, services and capabilities at important AUSA/Army events. The variety of events and sponsorships offered give the sponsor the opportunity to increase brand visibility with large targeted audiences.

Participation in the AUSA Sponsorship Program is one of the best ways to earn Order-of-Merit List (OML) points. The OML is used to establish the order in which our National Partners select exhibit space at the Annual Meeting.
AUSA’s Institute of Land Warfare (ILW) hosts a breakfast series in the Washington D.C. area nine months out of the year. High-ranking officers, Congressional staffers, DoD officials and representatives from the defense industry gather at these informal events to network and hear military leaders present topics of interest.

A coffee hour preceding the breakfast allows attendees to discuss subjects of importance to their companies. Seating is unassigned and questions are accepted from the audience at the end of the presentation. Previous speakers have included the Chairman of the Joint Chiefs of Staff, the Secretary of the Army and the Chief of Staff of the Army. Don’t miss this unique opportunity to network with key decision-makers in the Army.

Your investment in this exclusive sponsorship is $9,500, per event. In return, each sponsor will receive the following:

- Digital Signage with your logo at the event
- Your company’s name and logo featured on the registration website and on all registration forms
- A seat at the head table reserved for one member of your company, free-of-charge. Complimentary reserved seating for ten additional attendees
- Opportunity to place your printed materials and tokens on each of the tables in the room where the breakfast is held
AUSA is pleased to continue its Hot Topics Series. These one-day events focus on key topics impacting our Army and the defense industry, and have been well-attended and received by our Industry Partners and Army Leadership.

These events provide the unique opportunity to network with key leaders from the Army, DoD and Congress. Sponsorship of a Hot Topic offers a unique opportunity to market your products and services, and move your message to key leaders.

**PAST HOT TOPICS INCLUDE:**

- Army Air and Missile Defense
- Army Installation Management
- Army Contracts
- Army Aviation
- Army Sustainment
- Army Networks
- Army Medical
- Army Cyber
- Army Platforms

Each sponsorship is exclusive and available on a first-come, first-served basis.

Your investment in this sponsorship is $10,000 per event. In return, each sponsor will receive the following:

- Four Registrations
- Reserved seating for four attendees
- Recognition in the Program
- Recognition on signage
- Recognition on the website, marketing materials and registration forms
- Opportunity to provide amenities to the attendees
- Opportunity for a chair drop of printed materials
HUNTSVILLE, ALABAMA  |  26 -28 MARCH 2018

Global Force 2018 expects more than 200 exhibitors. We want to help you stand out from the competition by offering sponsorship opportunities that will enhance your presence and visibility at the symposium.

- Maximize brand exposure to military and government attendees.
- Increase your booth traffic through targeted advertising options.

*AUSA recognizes multiple levels of support. All sponsorships are chosen individually, but may be added up to the listed sponsorship levels.*

### 4 STAR SPONSORS
$25,000

- Recognition on the AUSA website
- Logo recognition on on-site signage
- Recognition in the General Session
- Recognition in the Show Guide
- 1 full page-advertisement in the Show Guide
- Gold Listing on digital Floor Plan
- Premium Listing in the Show Guide

### 3 STAR SPONSORS
$20,000

- Recognition on the AUSA website
- Logo recognition on on-site signage
- Recognition in the General Session
- Recognition in the Show Guide
- Gold Listing on digital Floor Plan
- Premium Listing in the Show Guide

### 2 STAR SPONSORS
$15,000

- Recognition on the AUSA website
- Logo recognition on on-site signage
- Recognition in Show Guide
- Premium Listing in the Show Guide

### 1 STAR SPONSORS
$10,000

- Recognition on the AUSA website
- Logo recognition on on-site signage
- Recognition in Show Guide
- Premium Listing in the Show Guide
CHARGING AND NETWORKING LOUNGE $20,000

The Lounge will be a featured 20’x20’ island in East Hall located between the General Session, Registration, and South Hall. This lounge will be furnished and exclusively branded. Available to all attendees for the duration of the event, this space will be fully carpeted and furnished so that attendees will be able to relax, charge-up and network with their colleagues and leads. This space will include:

- Signage placed in the lounge
- Electric outlets for charging
- A/V monitor to play your content
- Opportunity to display promotional materials
- Recognition in the Show Guide

WELLNESS LOUNGE AND WALKING CHALLENGE $20,000

Be the leader of our health and wellness initiative and sponsor the Wellness Lounge and Walking Challenge! The Wellness Lounge will be the hub for the Walking Challenge, where attendees can re-charge, and learn about health and wellness. Your sponsorship of this area and Walking Challenge will include:

- Signage placed in the lounge
- Electric outlets for charging
- A/V monitor to play your content
- Opportunity to display promotional materials
- Opportunity to distribute your branded tokens to lounge visitors
- Recognition in the Show Guide
- Recognition on all materials, printed and digital associated with the Walking Challenge

SHUTTLE BUS $20,000

AUSA will run a shuttle bus service between Huntsville area hotels and the Von Braun Center. Your company logo will be placed on the shuttle bus schedule and signage. Sponsor is encouraged to work with the bus company for other branding opportunities.

OPENING RECEPTION (Exclusive) $20,000
(Exclusive) $20,000

This is the premiere social and networking event during the symposium, taking place in the exhibit hall directly after the conclusion of the general session. Sponsorship includes:

- Signage provided by AUSA recognizing the sponsors placed at the entrance to the exhibit hall, and near the food service stations and bars
- Cocktail napkins with your company logo used during the event (supplied by sponsor)
- Recognition during the General Session

WI-FI $10,000

AUSA will offer free Wi-Fi access to participants during the event. The Wi-Fi sponsor will be able to define the landing page attendees see as they connect to the Internet, along with branded signage throughout the Von Braun Center providing Wi-Fi access instructions. Attendees will need to reconnect to the Internet after 15 minutes of inactive status, thus providing your company with additional exposure on the landing page.

HEADQUARTERS HOTEL KEY CARD (Embassy Suites) $10,000

Your custom graphics will appear on the key cards for the headquarters hotel, the Embassy Suites. Reach attendees as soon as they check in. Sponsor must provide the key cards, and incorporate the AUSA logo in the design. AUSA approval is required prior to production.

MOBILE APP SPONSORSHIP $10,000

Place your message at the fingertips of attendees as the sponsor of the mobile app. Sponsorship includes splash screen, promoted posts, push notifications, and more.
MOBILE APP PROMOTED POST  
(5 Available) $4,000  
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) $2,000  
Have a push notification message appear on the app to drive traffic to your booth.

MORNING COFFEE SERVICE  
(3 Available) $6,000  
- Signage with your company logo provided by AUSA, placed near the food and beverage service stations  
- Cocktail napkins with your company logo used during the event (supplied by sponsor)  
- Recognition during the General Session

REGISTRATION PAGE SPONSORSHIP  
(5 Available) $5,000  
Want to make a first impression at this year’s symposium? Your company will be one of the first that attendees and exhibitors see when they register for Global Force 2018. Our registration page will feature five rotating banners.

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.

BUSINESS CENTER  
(5 Available) $5,000  
Your company logo will be featured on signage inside, as well as, outside the Business Center. The Business Center is complimentary for all exhibitors and attendees and offers computer stations, small print jobs, etc.

REFRESHMENT BREAKS $5,000  
There are three morning refreshment breaks and two afternoon refreshment breaks during the course of the Symposium, all taking place in the exhibit halls. Sponsorship includes:  
- Signage with your company logo provided by AUSA, placed near the food and beverage service stations  
- Cocktail napkins with your company logo used during the event (supplied by sponsor)  
- Recognition during the General Session

ATTENDEE PACKET STUFFER (exclusive) $5,000  
Take your message directly to attendees by placing your company flyer in each conference tote bag. Expose your latest product or publication, and entice attendees to visit your booth in the exhibit hall.

GENERAL SESSION AMENITIES (per day) $2,500  
This sponsorship includes signage placed in the session room acknowledging your company. The sponsor is asked to supply pens and pads/notebooks for attendees, which will be placed at each seat.

POP UP MEETING ROOM SPONSORSHIP (per day) $1,500  
This sponsorship includes one sign with your logo outside the “Pop-Up” meeting room, and bottled water and sodas inside. The sponsor is encouraged to supply pens and pads/notebooks with their logo.
## SHOW GUIDE SPONSORSHIPS

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>BACK COVER</td>
<td>$10,000</td>
</tr>
<tr>
<td>INSIDE FRONT COVER</td>
<td>$9,000</td>
</tr>
<tr>
<td>INSIDE BACK COVER</td>
<td>$7,500</td>
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<tr>
<td>INTERIOR FULL PAGE</td>
<td>$5,000</td>
</tr>
<tr>
<td>PAGE RUNNER</td>
<td>$4,000</td>
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<tr>
<td>COMPANY LOGO ON COVER</td>
<td>$4,000</td>
</tr>
</tbody>
</table>

*(6 opportunities available)*

## FLOOR PLAN

$5,000

Highlight your company on the printed floor plan included in the Show Guide. Your company will be highlighted in the exhibitor listing and your logo will be displayed clearly on the Floor Plan. Logo and listing will also be displayed on the “You Are Here Locators” found in high traffic areas of the Von Braun Center.

## PREMIUM LISTING

$500

Upgrade your listing in the Show Guide by including your company's logo (in color) and stand out from the others!
OFFICIAL U.S. EXHIBITOR’S RECEPTION  (Multiple Opportunities) $7,500
AUSA works in cooperation with the U.S. Embassy to deliver an excellent opportunity to network with key visitors, including Army leaders, DoD representatives, U.S. exhibiting firms, U.S. Department of Commerce officials, foreign dignitaries and the U.S. Ambassador’s staff. Sponsorship exposure includes:

- Signage placed at the entrance to the reception identifying your firm as a sponsor
- Signage placed in the USA Security and Defense Pavilion recognizing your firm as a sponsor
- Company logo on the sponsor page in the Show Guide

EXHIBITORS LOUNGE/SPEAKERS CORNER SPONSOR  (Multiple Opportunities) $1,500
The lounge serves as the central meeting point for USA Security and Defense Pavilion participants, and is used for presentations by senior Army leaders, Department of the Army officials and DoD representatives. The Speakers Corner will feature presentations by military and government leaders and attracts attendees to the USA Security and Defense Pavilion. Signage with your logo will be prominently displayed.

SHOW GUIDE SPONSORSHIPS
The Show Guide includes a listing of all USA Security and Defense Pavilion participants, a company description and complete contact information for each exhibitor. Show Guides are available at the USA Security and Defense Pavilion to all show participants.

BACK COVER  $5,000
Your full-color company ad is placed prominently on the back cover of our guide.

INSIDE FRONT COVER  $4,000
Your full-color company ad is placed prominently on the inside front cover of our guide.

INSIDE BACK COVER  $4,000
Your full-color company ad is placed prominently on the inside back cover of our guide.

FULL PAGE ADVERTISEMENT  (Multiple Available) $3,000
Your full-color company ad is placed prominently in the interior of our guide.

FRONT COVER SPONSORSHIP  (4 Available) $2,500
Your company’s logo is placed on the cover of our guide.

PAGE RUNNER  (2 Available) $2,500
Your company’s logo is placed at the bottom (footer) of each page in our guide. This is a unique opportunity for multiple branding appearances.

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.
SHERATON WAIKIKI, HONOLULU, HAWAII  |  24-26 MAY 2018

NETWORKING & CHARGING LOUNGE
(Exclusive Opportunity) $15,000

Available to all attendees for the duration of the event, this space will be fully carpeted and furnished so that attendees will be able to relax, charge-up and network with their colleagues and leads. This space will include:
- Signage placed in the lounge
- Electric outlets for charging
- A/V monitor to play your content
- Opportunity to display promotional materials
- Recognition in the Show Guide

WI-FI SPONSORSHIP
(Exclusive Opportunity) $10,000

AUSA will offer free Wi-Fi access to participants during the event. Attendees will be able to access the Internet in all the symposium rooms and exhibit hall. As a Wi-Fi Sponsor you can define the landing pages that attendees will see as they connect to the Internet. Your logo will also be featured on signage throughout the Exhibit Hall and in the meeting spaces in the Sheraton Waikiki advertising the Wi-Fi access instructions. This is a great opportunity to reach a large targeted audience, brand your organization, and move your message to attendees during the show.

AFTERNOON NETWORKING RECEPTION
(2 Opportunities) $7,500

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 with your company logo 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

ATTENDEE PACKET STUFFER
(Exclusive Opportunity) $5,000

Printed material supplied by the sponsor will be included in all tote bags that are handed out to all attendees. Signage with your company’s logo will be placed in the Registration area.

REGISTRATION PAGE SPONSORSHIP
(5 Banners Available) $5,000

Want to make a first impression at this year’s symposium? Your company will be one of the first attendees and exhibitors see when they register. The registration page will feature a scrolling banner with five possible positions.
MOBILE APP $5,000
Place your message at the fingertips of attendees as the sponsor of the mobile app. Sponsorship includes splash screen, promoted posts, push notifications, and more.

MOBILE APP PROMOTED POST $2,000
(5 Available)
As attendees use the app your web ad will be front and center to drive traffic to your booth.

MOBILE APP PUSH NOTIFICATIONS $2,000
(10 Available)
Have a push notification message appear on the app to drive traffic to your booth.

MORNING REFRESHMENT BREAKS $5,000
(3 Opportunities)
- Signage with your company logo 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

MORNING COFFEE SERVICE $5,000
(3 Opportunities)
- Signage with your company logo provided by AUSA, placed near the food service stations
- Cocktail napkins and/or paper products with your company logo used during the event (supplied by sponsor)
- Recognition during the General Session

GENERAL SESSION AMENITIES $2,500
(3 Opportunities)
Attendees will see your logo in the room where the General Session is held each day. Sponsors are asked to supply pens and pads/notebooks to be placed on each seat for attendees.

ausameetings.org/lanpac2018
SHOW GUIDE SPONSORSHIPS

AUSA will produce a Show Guide featuring the agenda, a map of the exhibits, and 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 each attendee and exhibitor, serving as the exclusive guide to the event. In addition, this publication will be posted on our website, and will serve as a valuable resource to attendees long after the event concludes. There are several opportunities to be featured in this publication that will fit every budget and marketing plan.

BACK COVER $7,000
This sponsorship features your full color artwork in a prime location in our guide.

INSIDE FRONT COVER $6,000
Your full-color company ad is placed prominently on the inside front cover of our guide.

INSIDE BACK COVER $5,000
Your full-color company ad is placed prominently on the inside back cover of our guide.

FULL-PAGE $4,000
(Multiple Available)
This sponsorship is 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 our guide.

COVER $4,000
(Only 6 Available)
This sponsorship features your company logo on the front cover.

PAGE RUNNER $4,000
(Only 2 Available)
This sponsorship features your company logo at the bottom (footer) of each page in our guide.

FLOOR PLAN $2,500
(Multiple Available)
This sponsorship is an effective way to highlight your participation at the exposition. The fold out printed map is the centerpiece of the Show Guide. This sponsorship includes your company logo placed on the perimeter of the Floor Plan, a directional arrow, color highlighted display space, and a color highlighted entry on the exhibitor list.

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.
PARIS, FRANCE  |  11–15 JUNE 2018

OFFICIAL U.S. EXHIBITOR’S RECEPTION  (Multiple Opportunities) $7,500
AUSA works in cooperation with the U.S. Embassy to deliver an excellent opportunity to network with key visitors, including Army leaders, DoD representatives, U.S. exhibiting firms, U.S. Department of Commerce officials, foreign dignitaries and the U.S. Ambassador’s staff.
Sponsorship exposure includes:

- Signage placed at the entrance to the reception identifying your firm as a sponsor
- Signage placed in the USA Security and Defense Pavilion recognizing your firm as a sponsor
- Company logo on sponsor page in Show Guide

U.S. ARMY BIRTHDAY SPONSORSHIP  (Multiple Opportunities) $5,000
Be part of the celebration as the AUSA Team celebrates the 243rd Birthday of our U.S. Army on 14 June 2018.

- Signage placed in the USA Security and Defense Pavilion recognizing your firm as a sponsor
- Company logo on sponsor page in Show Guide and pavilion newsletter
- Company logo on pavilion newsletter
- Company logo on Birthday ad in the Show Guide

EXHIBITORS LOUNGE/SPEAKERS CORNER SPONSOR  (Multiple Opportunities) $1,500
The lounge serves as the central meeting point for USA Security and Defense Pavilion participants, and is used for presentations by senior Army leaders, Department of the Army officials and DoD representatives. The Speakers Corner will feature presentations by military and government leaders and attracts attendees to the USA Security and Defense Pavilion. Signage with your logo will be prominently displayed.
# SHOW GUIDE SPONSORSHIPS

The Show Guide includes a listing of all USA Security and Defense Pavilion participants, a company description and complete contact information for each exhibitor. Show Guides are available at the USA Security and Defense Pavilion to all participants.

## BACK COVER
Your full-color company ad is placed prominently on the back cover of our guide.

- **BACK COVER**
  - Price: **$6,000**

## INSIDE FRONT COVER
Your full-color company ad is placed prominently on the inside front cover of our guide.

- **INSIDE FRONT COVER**
  - Price: **$5,000**

## INSIDE BACK COVER
Your full-color company ad is placed prominently on the inside back cover of our guide.

- **INSIDE BACK COVER**
  - Price: **$5,000**

## FULL PAGE ADVERTISEMENT
Your full-color company ad is placed prominently in the interior of our guide.

- **FULL PAGE ADVERTISEMENT**
  - **(Multiple Available)**
  - Price: **$4,000**

## COVER
Your company’s logo is placed on the cover of our guide.

- **COVER**
  - **(4 Available)**
  - Price: **$2,500**

## PAGE RUNNER
Your company’s logo is placed at the bottom (footer) of each page in our guide. This is a unique opportunity for multiple branding appearances.

- **PAGE RUNNER**
  - **(2 Available)**
  - Price: **$2,500**

## PREMIUM LISTING
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.

- **PREMIUM LISTING**
  - Price: **$500**
SAN ANTONIO, TX | JULY 2018

NETWORKING & CHARGING LOUNGE  
(Exclusive Opportunity) $10,000

Enhance your presence by helping enhance everyone’s networking experiences! AUSA is pleased to offer an exclusive opportunity to host a Networking Lounge, which will be accessible to all attendees during exhibit hall hours. This space will be fully carpeted and furnished with tables and chairs for attendees to 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/distribute promotional materials at the Networking Lounge

MORNING COFFEE SERVICE  
(2 Available) $5,000

- 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  
(4 Available) $5,000

There are three morning refreshment breaks and two in the afternoon during the course of the Symposium, all taking place in the exhibit area. 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

ATTENDEE PACKET STUFFER  
(Exclusive Opportunity) $5,000

Everyone that participates in this event will receive an attendee packet that contains the Program and Exhibitor Catalog, Floor Plan and other relevant printed materials. Your printed materials will be included in each attendee packet, and signage will be placed in the Registration area with your logo identifying your company as sponsor. This is an exclusive opportunity.

GENERAL SESSION AMENITIES  
(Per day) $2,500

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

AUSA will produce a Show Guide featuring the agenda, floor plan of the exhibits, and 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 each attendee and exhibitor, serving as the exclusive guide to the event. In addition, this publication will be posted on our website, and will serve as a valuable resource to attendees long after the event concludes. There are several opportunities to be featured in this publication that will fit every budget and marketing plan.

BACK COVER $5,000
This sponsorship features your full color artwork.

INSIDE FRONT COVER $4,000
This sponsorship features your full color artwork.

INSIDE BACK COVER $3,000
This sponsorship features your full color artwork.

FULL-PAGE ADVERTISEMENT (Multiple Available) $3,000
This sponsorship is 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 our guide.

COVER (6 Available) $3,000
Your company’s logo is placed on the cover of our guide.

PAGE RUNNER (2 Available) $3,000
Your company’s logo is placed at the bottom (footer) of each page in our guide. This is a unique opportunity for multiple branding appearances.

PREMIUM LISTING (Multiple Available) $500
The Premium Listing 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 guide, so why not upgrade your listing and make it stand out?
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

BECOME A SPONSOR and EARN YOUR STARS!

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

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.
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.
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.

- 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.

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.
**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.
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).
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

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)
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!
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/distribute promotional materials at the Networking Lounge

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

Symposium participants and Exhibitors receive an attendee packet that contains the Show Guide, and other relevant printed materials. Your printed materials will be included in each packet, and signage will be placed in the Registration area with your logo identifying your company as the sponsor. This is an exclusive opportunity.

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 at each seat. 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><strong>BACK COVER</strong></td>
<td><strong>$5,000</strong></td>
</tr>
<tr>
<td>This sponsorship features your full color artwork.</td>
<td></td>
</tr>
<tr>
<td><strong>INSIDE FRONT COVER</strong></td>
<td><strong>$4,000</strong></td>
</tr>
<tr>
<td>This sponsorship features your full color artwork.</td>
<td></td>
</tr>
<tr>
<td><strong>INSIDE BACK COVER</strong></td>
<td><strong>$3,000</strong></td>
</tr>
<tr>
<td>This sponsorship features your full color artwork.</td>
<td></td>
</tr>
<tr>
<td><strong>FULL-PAGE ADVERTISEMENT</strong></td>
<td>(Multiple Available) <strong>$3,000</strong></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 our guide.</td>
<td></td>
</tr>
<tr>
<td><strong>FRONT COVER</strong></td>
<td>(6 Available) <strong>$3,000</strong></td>
</tr>
<tr>
<td>This sponsorship features your company logo on the front cover – only six available!</td>
<td></td>
</tr>
<tr>
<td><strong>PAGE RUNNER</strong></td>
<td>(2 Available) <strong>$3,000</strong></td>
</tr>
<tr>
<td>This sponsorship features your company logo at the bottom (footer) of each page in our guide – only two available!</td>
<td></td>
</tr>
<tr>
<td><strong>PREMIUM LISTING</strong></td>
<td>(Multiple Available) <strong>$500</strong></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>
1 COMPANY INFORMATION

Company Name:____________________________________________________
Address:___________________________________________________________
City, State, Zip: _____________________________________________________
Website:___________________________________________________________
Contact: ___________________________________________________________
Phone: ____________________________________________________________
Email: ____________________________________________________________

2 SPONSORSHIP OPPORTUNITIES

HOT TOPIC: _______________________________________________________
DATE: __________________________ $ ______________________

HOT TOPIC: _______________________________________________________
DATE: __________________________ $ ______________________

HOT TOPIC: _______________________________________________________
DATE: __________________________ $ ______________________

3 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 AUSA. Mail to address listed above.
☐ Credit Card
  o Visa          o MasterCard          o American Express

__________________________________________________________________
Card #
__________________________________________________________________
Exp. date                     CSV code
__________________________________________________________________
Name on card
__________________________________________________________________
Authorized Signature
__________________________________________________________________
Billing Address
__________________________________________________________________
City/State/Zip

4 AUTHORIZATION

This contract must be submitted with authorizing signature, agreeing to abide by all terms, conditions, and specifications and agreeing 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.

Authorized Signature Date

CONTACT INFO:
Gaye Hudson, Sponsorship Manager
Fax: 703-243-2589
Mail: 2425 Wilson Blvd, Ste 530
  Arlington, VA 22201
GHudson@ausa.org | 703-907-2401
1 **Company Information**

Company Name:____________________________________________________

Address:___________________________________________________________

City, State, Zip: _____________________________________________________

Website:___________________________________________________________

Contact: ___________________________________________________________

Phone: ____________________________________________________________

Email: ____________________________________________________________

2 **Sponsorship Opportunities**

☐ Charging and Networking Lounge $20,000 $ ______________

☐ Wellness Lounge & Walking Challenge $20,000 $ ______________

☐ Shuttle Bus $20,000 $ ______________

☐ Opening Reception $20,000 $ ______________

☐ Opening Reception (Co-Sponsorship) $10,000 $ ______________

☐ WiFi $10,000 $ ______________

☐ Headquarter Hotel Key Card $10,000 $ ______________

**MOBILE APP SPONSORSHIPS**

☐ Mobile App $10,000 $ ______________

☐ Push Notifications $2,000 $ ______________

☐ Promoted Posts $4,000 $ ______________

☐ Morning Coffee Service $6,000 $ ______________

☐ Exhibit Hall Hanging Banners $6,000 $ ______________

☐ Registration Page Sponsorship $5,000 $ ______________

☐ Refreshment Breaks $5,000 $ ______________

☐ Business Center $5,000 $ ______________

☐ General Session Amenities $2,500 x _____ day(s) = $ ______________

☐ Pop Up Meeting Room Sponsorship $1,500 x _____ day(s) = $ ______________

3 **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

☐ Check: Please make payable to AUSA. Mail to address listed above.

☐ Credit Card
  o Visa          o MasterCard          o American Express

__________________________________________________________________

Card # ______________

Exp. date ______________

CSV code

__________________________________________________________________

Name on card ______________

Authorized Signature ______________

Billing Address ______________

City/State/Zip ______________

4 **Authorization**

This contract must be submitted with authorizing signature, agreeing to abide by all terms, conditions, and specifications and agreeing 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.

Exhibitor’s Authorized Signature ______________ Date ______________
# SPONSORSHIP CONTRACT

**USA SECURITY AND DEFENSE PAVILION**  
**SOFEX 2018**  

1. **COMPANY INFORMATION**

   Company Name: ________________________________  
   Address: ________________________________  
   City, State, Zip: ________________________________  
   Website: ________________________________  
   Sponsorship Contact: ________________________________  
   Phone: ________________________________  
   Email: ________________________________

2. **SPONSORSHIP OPPORTUNITIES**

   - U.S. Exhibitor's Reception: $7,500  
   - Lounge: $1,500

3. **SHOW GUIDE SPONSORSHIPS**

   - Back Cover: $5,000  
   - Inside Front Cover: $4,000  
   - Inside Back Cover: $4,000  
   - Full-Page Advertisement: $3,000  
   - Front Cover Sponsorship: $2,500  
   - Page Runner: $2,500  
   - Premium Show Guide Listing: $500

4. **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 sponsorship, along with any additional specifications, deadlines, etc. will be by email. Cancellation policy: no refunds.

   **TOTAL:** $______________________________

   - Check: Please make payable to AUSA. Mail to address listed above.
   - Credit Card
     - Visa  
     - MasterCard  
     - American Express

   Card #
   Exp. date  
   CVV code
   Name on card
   Authorized Signature
   Billing Address
   City/State/Zip

5. **AUTHORIZATION**

   This contract must be submitted with authorizing signature, agreeing to abide by all terms, conditions, and specifications and agreeing 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
1 COMPANY INFORMATION

Company Name: __________________________________________________________
Address: ________________________________________________________________
City, State, Zip: __________________________________________________________
Website: ________________________________________________________________
Sponsorship Contact: _____________________________________________________
Phone: _________________________________________________________________
Email: _________________________________________________________________

2 SPONSORSHIP OPPORTUNITIES

- Networking Lounge $15,000 $ ______________
- Wi-Fi $10,000 $ ______________
- Afternoon Networking Reception $7,500 $ ______________

MOBILE APP SPONSORSHIPS

- Mobile App $5,000 $ ______________
- Promoted Posts $2,000 $ ______________
- Push Notifications $2,000 $ ______________
- Attendee Packet Stuffer $5,000 $ ______________
- Registration Page Sponsorship $5,000 $ ______________
- Morning Refreshment Breaks $5,000 $ ______________
- Morning Coffee Service $5,000 $ ______________
- General Session Amenities $2,500 $ ______________

3 SHOW GUIDE SPONSORSHIPS

- Back Cover $7,000 $ ______________
- Inside Front Cover $6,000 $ ______________
- Inside Back Cover $5,000 $ ______________
- Full Page Advertisement $4,000 $ ______________
- Front Cover Sponsorship $4,000 $ ______________
- Page Runner $4,000 $ ______________
- Floor Plan $2,500 $ ______________
- Premium Listing $500 $ ______________

4 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 sponsorship, along with any additional specifications, deadlines, etc. will be by email. Cancellation policy: no refunds.

TOTAL: $ __________________________

- Check: Please make payable to AUSA. Mail to address listed above.
- Credit Card
  - Visa
  - MasterCard
  - American Express

Card #
Exp. date
CSV code

Name on card

Authorized Signature

Billing Address

City/State/Zip

5 AUTHORIZATION

This contract must be submitted with authorizing signature, agreeing to abide by all terms, conditions, and specifications and agreeing 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 ________
1 COMPANY INFORMATION

Company Name: ________________________________________________________________

Address: ___________________________________________________________________

City, State, Zip: ______________________________________________________________

Website: ___________________________________________________________________

Sponsorship Contact: __________________________________________________________

Phone: _____________________________________________________________________

Email: _____________________________________________________________________

2 SPONSORSHIP OPPORTUNITIES

- U.S. Exhibitor's Reception $7,500 $ ____________
- U.S. Army Birthday $5,000 $ ____________
- Lounge $1,500 $ ____________

3 SHOW GUIDE SPONSORSHIPS

- Back Cover $6,000 $ ____________
- Inside Front Cover $5,000 $ ____________
- Inside Back Cover $5,000 $ ____________
- Full-Page Advertisement $4,000 $ ____________
- Front Cover Sponsorship $2,500 $ ____________
- Page Runner $2,500 $ ____________
- Premium Listing $500 $ ____________

4 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 sponsorship, along with any additional specifications, deadlines, etc. will be by email. Cancellation policy: no refunds.

TOTAL: $ ____________________________

- Check: Please make payable to AUSA. Mail to address listed above.
- Credit Card
  - Visa
  - MasterCard
  - American Express

Card #

Exp. date

CVV code

Name on card

Authorized Signature

Billing Address

City/State/Zip

5 AUTHORIZATION

This contract must be submitted with authorizing signature, agreeing to abide by all terms, conditions, and specifications and agreeing 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 ____________
1. COMPANY INFORMATION

Company Name:____________________________________________________

Address:___________________________________________________________

City, State, Zip: _____________________________________________________

Website:___________________________________________________________

Contact: ___________________________________________________________

Phone: ____________________________________________________________

Email: ____________________________________________________________

2. SPONSORSHIP OPPORTUNITIES

☐ Networking & Charging Lounge $10,000 $____________

☐ Morning Coffee Service $5,000 $____________

☐ Refreshment Breaks $5,000 $____________

☐ Attendee Packet Stuffer $5,000 $____________

☐ General Sessions Amenities $2,500 (per day) $____________

SHOW GUIDE & MAP SPONSORSHIPS

☐ Back Cover $5,000 $____________

☐ Inside Front Cover $4,000 $____________

☐ Inside Back Cover $3,000 $____________

☐ Full Page Advertisement $3,000 $____________

☐ Front Cover Sponsorship $3,000 $____________

☐ Page Runner $3,000 $____________

☐ Premium Listing $500 $____________

3. 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 AUSA. Mail to address listed above.

☐ Credit Card
  o Visa          o MasterCard          o American Express

__________________________________________________________________
Card #
__________________________________________________________________
Exp. date CSV code
__________________________________________________________________
Name on card

Authorized Signature

Billing Address

City/State/Zip

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Authorized Signature Date
1 COMPANY INFORMATION

Company Name:____________________________________________________
Address:___________________________________________________________
City, State, Zip: _____________________________________________________
Website:___________________________________________________________
Contact: ___________________________________________________________
Phone: ____________________________________________________________
Email: ____________________________________________________________

2 SPONSORSHIP OPPORTUNITIES

☐ Outdoor Banner $50,000 $ ______________
☐ President’s Reception $50,000 $ ______________
☐ Networking Lounge $35,000 $ ______________
☐ Hotel Key Card - Marriott Marquis $25,000 $ ______________
☐ Hotel Key Card - Renaissance $20,000 $ ______________
☐ Hotel Key Card - Grand Hyatt $15,000 $ ______________
☐ International Military Reception $30,000 $ ______________

MOBILE APP SPONSORSHIPS

☐ Mobile App Premiere Sponsorship $30,000 $ ______________
☐ Mobile App Promoted Post $10,000 $ ______________
☐ Mobile App Push Notifications $5,000 $ ______________
☐ International Military Lounge $20,000 $ ______________
☐ Military Family Forum $10,000 $ ______________
☐ Wi-Fi $10,000 $ ______________
☐ MG Robert G. Moorhead Guard/ Reserve Breakfast $10,000 $ ______________
☐ ROTC Luncheon $10,000 $ ______________
☐ Corporate Member Luncheon $10,000 $ ______________
☐ Army Civilian Luncheon $10,000 $ ______________
☐ International Military Breakfast $10,000 $ ______________
☐ Charging Lounge $7,500 $ ______________
☐ Exhibit Hall Banner $7,500 $ ______________
☐ On-line Registration Banner $5,000 $ ______________
☐ Pop-Up Meeting Room $3,000 $ ______________

BATTLE CHALLENGE SPONSORSHIPS

☐ Premiere Battle Challenge Sponsor $30,000 $ ______________
☐ Start/Finish Line Sponsor $25,000 $ ______________
☐ Tag Your Shot Social Media Sponsor $15,000 $ ______________
☐ Perimeter Banners $5,000 each or 5 for $20,000 $ ______________

SHOW GUIDE & MAP SPONSORSHIPS

☐ Printed Floor Map Back Cover $15,000 $ ______________
☐ Back Cover $12,000 $ ______________
☐ Inside Front Cover $10,000 $ ______________
☐ Inside Back Cover $9,000 $ ______________
☐ Full Page Ad $7,000 $ ______________
☐ Front Cover Logo $7,000 $ ______________
☐ Printed Floor Map / Locator $7,000 $ ______________
☐ Page Runner $6,000 $ ______________
☐ Premium Listing $500 $ ______________

3 PAYMENT

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TOTAL: $________________________________

☐ Check: Please make payable to AUSA. Mail to address listed above.
☐ Credit Card
  o Visa          o MasterCard          o American Express

________________________________
Card #
________________________________
Exp. date
________________________________
CSV code

________________________________
Name on card

________________________________
Authorized Signature

________________________________
Billing Address

________________________________
City/State/Zip

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This contract must be submitted with authorizing signature, agreeing to abide by all terms, conditions, and specifications and agreeing 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.

________________________________
Authorized Signature

________________________________
Date
1 COMPANY INFORMATION

Company Name: _________________________________________________________
Address: _______________________________________________________________________
City, State, Zip: ___________________________________________________________________
Website: _______________________________________________________________________
Contact: _______________________________________________________________________
Phone: _______________________________________________________________________
Email: _______________________________________________________________________

2 SPONSORSHIP OPPORTUNITIES

☐ Networking Lounge $10,000 $ ______________
☐ Morning Coffee Service $5,000 $ ______________
☐ Refreshment Breaks $5,000 $ ______________
☐ Attendee Packet Stuffer $5,000 $ ______________
☐ General Session Amenities $2,500 $ ______________

SHOW GUIDE SPONSORSHIPS

☐ Back Cover $5,000 $ ______________
☐ Inside Front Cover $4,000 $ ______________
☐ Inside Back Cover $3,000 $ ______________
☐ Full-Page Advertisement $3,000 $ ______________
☐ Front Cover Sponsorship $3,000 $ ______________
☐ Page Runner $3,000 $ ______________
☐ Premium Listing $500 $ ______________

3 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 ____________________________ CSV code

Name on card ____________________________
Authorized Signature ____________________________
Billing Address ____________________________
City/State/Zip ____________________________

4 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 ____________________________
ADVERTISING OPPORTUNITIES

**ARMY Magazine**

*ARMY* is read by your clients — the Army Leaders. Key people in Army research, development, testing, procurement and the Army Materiel Command all receive and read *ARMY*.

Is your company selling to the defense industry? *ARMY’S* circulation includes 12,000+ defense industry executives.

If you want to reach your market and get results, advertising in *ARMY* magazine is the way to do it!

**AUSA October Green Book Advertising**

The *Army Green Book*, which is the October issue of *ARMY* Magazine, is used by military and government personnel as a yearlong reference tool. Not only will the October Green Book go to AUSA's regular 63,278 average monthly circulation, it is also be distributed to attendees at the Annual Meeting and Exposition.

**AUSANews**

AUSANews is the Association’s new digital monthly publication.

**AUSA Bulletin and Five Things**

These two e-newsletters arrive in our member’s inboxes every week and have a very high open AND click through rate.

**For more information, please contact:**

Desi Hurlocker
Manager, Advertising
Association of the United States Army
703-907-2611
dhurlocker@ausa.org