The Association of the U.S. Army (AUSA) has a vibrant program of Domestic Symposia and Expositions, Hot Topics, Networking Breakfests, 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 Partner Companies select their 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 the key decision-makers in the Army.

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

- Digital Signage with your logo at the event
- Your company’s name and logo will be 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
- A table in the front of the room at the event reserved for ten company employees, free of charge
- Opportunity to place your printed materials and/or 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 well 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 in the Army, DoD and Congress.

**PAST HOT TOPICS:**
- Army Air and Missile Defense
- Army Installation Management
- Army Contracts
- Army Aviation
- Army Sustainment
- Army Networks
- Army Medical
- Army Cyber
- Army Platforms

**TENTATIVE 2019 HOT TOPICS:**
- Army Aviation
- Army Cyber & Networks
- Army Medical
- Army Air and Missile
- Army Installations

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 for the attendees
- Opportunity to distribute printed collateral to the attendees
American soldiers have always displayed heroism on the battlefield. But only a select few are recognized with the nation’s highest military decoration: the Medal of Honor.

The Association of the United States Army celebrates their valor with the new Medal of Honor graphic novel series. These full-color digital books are created by a talented team of professionals drawn from the world of DC and Marvel comics. Each issue profiles a true American hero, bringing to life the daring deeds that distinguished themselves by gallantry in action “above and beyond the call of duty.”

The series was initiated by AUSA President GEN Carter F. Ham (USA, Ret.) to attract a young demographic. The series kicked off with Medal of Honor: Alvin York, released during the AUSA Annual Meeting on the 100th anniversary of York’s capture of 132 German prisoners during World War I.

AUSA is now looking to extend the series with new digital issues to release quarterly, along with printed compendiums once a year. The profiles will cover different conflicts to show the full scope of bravery across the decades in the US Army. The next three soldiers to be featured are Roy Benavidez from Vietnam, Audie Murphy from World War II, and Sal Giunta from Afghanistan. A compendium with these plus Alvin York will be promoted at the 2019 AUSA Annual Meeting.

Your investment of $25,000 will give you the exclusive opportunity to reach a new audience through this unique opportunity. The sponsor will receive recognition in the marketing of this publication, and their logo will be included in the publication.
Global Force 2019 will feature 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 this event.

- Maximize brand exposure to military and government attendees.
- Increase your booth traffic through targeted advertising options.
- Engage your target audience and increase your return on investment at the show

Sponsorships are offered a la carte, on a first come, first served basis. Contact us today to discuss pricing and available options so we can design a custom package for you! Investing in sponsorships is a great way to boost your standing on the Association’s Order of Merit, which is used to determine the order in which you may select exhibit space for the Annual Meeting.

BECOME A SPONSOR and EARN YOUR STARS!

AUSA recognizes multiple levels of support.

Star Sponsorship levels equal the total amount invested in the 2019 Global Force Symposium by your company.

⭐⭐⭐⭐⭐ Four Star Sponsors $25,000
   Equal or greater than $25,000

⭐⭐⭐⭐ Three Star Sponsors $20,000
   Equal or greater than $20,000

⭐⭐⭐ Two Star Sponsors $15,000
   Equal or greater than $15,000

⭐⭐ One Star Sponsors $10,000
   Equal or greater than $10,000
**SPONSORSHIPS**

**CHARGING AND NETWORKING LOUNGE $20,000**
The Lounge will be a featured 20’x20’ island in East Hall located between the General Session and 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 recharge, 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

**SOLD 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.

**SOLD OPENING RECEPTION (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

**WIFI $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.

**SOLD HEADQUARTERS HOTEL KEY CARD - EMBASSY SUITES $10,000**
Your custom graphics will appear on the key cards at the headquarter hotel, the Embassy Suites. Reach attendees as soon as they check into their hotel. Sponsor must provide the key cards, and include the AUSA logo in the design. AUSA approval is required prior to production.
MOBILE APP PREMIERE SPONSORSHIP $10,000
Place your message at the fingertips of Global Force 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 mobile app, your mobile 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) $7,000
• 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

DIGITAL SIGNAGE ADVERTISING SPONSORSHIPS
AUSA will strategically place digital signage throughout the Von Braun Center. 30 second spots are available and are limited. Contact AUSA for more details and pricing.

EXHIBIT HALL HANGING BANNERS $7,000
Enhance your 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. Placement of banner is determined by AUSA.

REFRESHMENT BREAKS $5,500
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

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 attendees and exhibitors see when they register for Global Force 2019. Our registration page will feature five rotating banners.

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.

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 on tables in the Concert Hall Foyer, in a highly visible location for attendees to pick up as they enter and exit the General Session.

POP UP MEETING ROOM
(per day) $1,500
This sponsorship includes one sign with your logo outside the meeting room, and bottled water inside. The sponsor is encouraged to supply pens and pads/notebooks with their logo.

ausameetings.org/globalforce2019
## SHOW GUIDE SPONSORSHIPS

<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belly Band</td>
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<tr>
<td>Back Cover</td>
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<tr>
<td>Inside Front Cover</td>
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<td>Inside Back Cover</td>
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<td>Full Page</td>
<td>$5,000</td>
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<tr>
<td>Page Runner</td>
<td>$4,000</td>
</tr>
<tr>
<td>Company Logo on Cover</td>
<td>$4,000</td>
</tr>
</tbody>
</table>

(6 Opportunities Available)

## FLOOR PLAN SPONSORSHIP $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 map. Logo and listing will also be displayed on the You Are Here Locators found in high traffic areas of the Von Braun Center.

## SHOW GUIDE PREMIUM LISTING $500

Upgrade your listing in the Exhibitor Description section of the Show Guide. This sponsorship includes your company’s logo and a box around your listing, helping you stand out from the others!
AUSA is pleased to offer a variety of sponsorships for the 2019 LANPAC Symposium and Exposition, all of which will enhance your company’s presence at the event. Sponsorships are offered on a first-come, first-served basis; payment must be received prior to the event.

AUSA makes it a priority to support local businesses; Hawaiian businesses are asked to contact AUSA for special pricing on Show Guide Sponsorships.

**SPONSORSHIPS**

**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 LANPAC 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) $9,500
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

**MORNING REFRESHMENT BREAKS**
(2 Opportunities) $4,500

**MORNING COFFEE SERVICE**
(2 Opportunities) $5,000
HONOLULU, HAWAII | 21–23 MAY 2019

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 for LANPAC. The registration page will feature a scrolling banner with five possible positions.

MOBILE APP SPONSORSHIP $5,000
Place your message at the fingertips of LANPAC attendees as the sponsor of the mobile app. Sponsorship includes splash screen, promoted posts, push notifications, and more.

MOBILE APP PROMOTED POST
(5 Available) $2,000
As attendees use the mobile 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.

GENERAL SESSION AMENITIES
(3 Opportunities) $2,500
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 provided for each attendee.

GENERAL SESSION CHAIR DROP
(5 Opportunities) $1,500
Move your message to General Session Attendees. AUSA will place your marketing collateral on each chair in the General Session room. Five opportunities available; three morning sessions and two afternoon sessions.

ausameetings.org/lanpac2019
SHOW GUIDE SPONSORSHIPS

AUSA will produce a Show Guide featuring the agenda, floor plan, an exhibitor listing, and descriptions including contact information for each organization. This printed guide will be distributed to each attendee and exhibitor, serving as the exclusive guide at this event. In addition, this publication will be posted on our website, and will serve as a valuable resource to attendees long after the Symposium and Exposition concludes. There are several opportunities to be featured in this publication that will fit every budget and marketing plan.

ausameetings.org/lanpac2019

<table>
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<tr>
<th>Sponsorship</th>
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<th>Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>BACK COVER SPONSORSHIP</td>
<td>$7,000</td>
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<tr>
<td>INSIDE FRONT COVER SPONSORSHIP</td>
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<td>INSIDE BACK COVER SPONSORSHIP</td>
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</tr>
<tr>
<td>FULL-PAGE ADVERTISEMENT</td>
<td>$4,000</td>
<td>(6 Opportunities)</td>
</tr>
<tr>
<td>FRONT COVER SPONSORSHIP</td>
<td>$4,000</td>
<td></td>
</tr>
<tr>
<td>PAGE RUNNER</td>
<td>$4,000</td>
<td>(2 Opportunities)</td>
</tr>
<tr>
<td>FLOOR PLAN</td>
<td>$2,500</td>
<td>(15 Opportunities)</td>
</tr>
<tr>
<td>PREMIUM SHOW GUIDE LISTING</td>
<td>$500</td>
<td></td>
</tr>
</tbody>
</table>

Descriptions will be featured in full color with a box drawn around your listing.
BECOME A SPONSOR and EARN YOUR STARS!

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

PRESIDENT’S RECEPTION SPONSORSHIP (Exclusive Opportunity) **$50,000**
Show your support for the Annual Meeting by sponsoring the official opening social event – the President’s Reception, which will be on Monday, 14 October from 1830-2015 in the Ballroom of the Walter E. Washington Convention Center. Place your brand front and center as our members, chapter leaders, industry partners, international delegations and Military and Civilian VIP’s gather to network and hear brief remarks from the President of AUSA, the Secretary of the Army, the Army Chief of Staff, and the Sergeant Major of the Army. Your investment includes:
- Recognition on signage (digital and printed)
- Recognition on the AUSA website
- Recognition in the Show Guide
- Sponsor may provide branded paper products (napkins, glasses)

EVENT MOBILE APP SPONSORSHIPS
Attendees and exhibitors will be opening the event app frequently to navigate and plan their Annual Meeting experience, which makes this an excellent place to deliver time-sensitive announcements. What better way to show your support of AUSA and the Annual Meeting, and move your message to everyone in attendance! Exclusive and a-la-carte opportunities are available.
- Premiere Sponsorship – **$30,000**
- Promoted Post – **$10,000**
- Push Notifications – **$5,000**

AUSA recognizes multiple levels of support.
Earn your stars by choosing any of the listed sponsorships. Star Sponsorship Levels equal the total amount invested into the 2019 Annual Meeting Sponsorship Program by your company.

- **Four Star Sponsors**
  - $60,000
  - Equal or greater than $60,000
- **Three Star Sponsors**
  - $50,000
  - Equal or greater than $50,000
- **Two Star Sponsors**
  - $40,000
  - Equal or greater than $40,000
- **One Star Sponsors**
  - $30,000
  - Equal or greater than $30,000

For more details on AUSA’s 2019 Annual Meeting Sponsorship Program, contact Gaye Hudson at GHudson@ausa.org
ESCALATOR BRANDING SPONSORSHIPS
CONTACT US FOR AVAILABILITY AND PRICING!
The Walter E. Washington Convention Center is a large space – with a lot of ups and downs – escalators, that is. This is a terrific way to place your brand in front of all attendees as they make their way throughout the convention center. Your logo/message will be featured on high-traffic escalator runs.

EXHIBIT HALL NETWORKING LOUNGE  $40,000
Promote your presence by helping enhance everyone’s networking experiences! AUSA is pleased to offer a limited number of Networking Lounges in a variety of locations on the Exhibit Hall Floor. These lounges will be open to all attendees during exhibit hall hours on all three days of the meeting. This 400 net square foot space will be fully carpeted and furnished with tables, chairs and sofas for attendees to sit and relax, as well as network and conduct business. This space will also include the following:
- A charging station with your signage prominently displayed
- Signage
- Carpet tile with your logo
- Hanging signage identifying your company as the sponsor
- Opportunity to display/distribute promotional materials
- Recognition in the Show Guide
- Recognition on the Floor Map

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

HOTEL KEY CARD SPONSORSHIP
Your logo and message will be imprinted on each key card used in hotels with the largest AUSA room blocks. Key cards provide exposure multiple times each day – every time attendees enter or leave their rooms. The key cards are the first thing they receive upon check-in and the last item they use before heading home.

Sponsor Benefits:
- Brand visibility to thousands of meeting attendees
- Recognition in the Show Guide, and website

Conditions of Sponsorship:
- Sponsor must supply the key cards
- Quantity of key cards should equal double the number of rooms on peak
- Key card design must include the AUSA color logo and be approved by AUSA prior to production

Available Hotels:
- MARRIOTT MARQUIS (Headquarter Hotel)  $25,000
- RENAISSANCE WASHINGTON, D.C.  $20,000
- GRAND HYATT  $15,000

INTERNATIONAL MILITARY VIP RECEPTION  $40,000
Network with senior leaders from around the world. Attendees are invited by the U.S. Army Chief of Staff and represent over 25 countries. Senior leaders from the U.S. Army, including the Chief of Staff are in attendance. Your firm will receive signage strategically placed throughout this event recognizing your support. Sponsor can provide paper products for further branding. Over 600 attendees are expected.
HALL B ROTUNDA NETWORKING AND CHARGING LOUNGE $25,000
(This opportunity will have a limited number of sponsors)

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

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

INTERNATIONAL MILITARY LOUNGE $20,000

The International Military Lounge is the designated gathering place for VIP’s from around the world attending the Annual Meeting. The lounge gives these attendees a place to gather, enjoy refreshments and network with one another. Sponsorship of the lounge will give you an opportunity to place your brand in front of these important attendees in the form of signage inside and outside the room, your printed collateral placed in the room, and paper products used with the refreshments. In addition, you will receive recognition on the AUSA website, printed Program, and Show Guide as a sponsor.

COMMUNITY PARTNER LUNCHEON $12,000

This luncheon honors our Community Partners and their many contributions to the chapters’ programs to support Soldiers and Families. The luncheon is held at the Marriott Marquis Hotel. Previous speakers have included the Commanding General, U.S. Army Materiel Command and the Commanding General, Training and Doctrine Command. The anticipated number of attendees is 400-500. Sponsorship exposure includes:

- Signage identifying your firm as the luncheon sponsor placed near the entrance and adjacent to the speaker’s podium
- Complimentary head-table seat for your designated representative
- Complimentary table reserved for your company or Army designees (up to ten)
- Opportunity to provide a company brochure or small token for the attendees

ARMY CIVILIAN LUNCHEON $12,000

This luncheon will honor government civilians and recognize the regional Department of the Army Civilian of the Year winner. It will be held at the Marriott Marquis Hotel. Previous speakers include the Under Secretary of the Army, as well as Commanders from U.S. Army Major Commands. The anticipated number of attendees is 300-400. Sponsorship exposure includes:

- Signage identifying your firm as the luncheon sponsor placed near the entrance and adjacent to the speaker’s podium
- Complimentary head-table seat for your designated representative
- Complimentary table reserved for your company or Army designees (up to ten)
- Opportunity to provide a company brochure, or small token for the attendees
INTERNATIONAL MILITARY BREAKFAST  $12,000
An excellent opportunity for one-on-one conversations with foreign army commanders and their representatives, along with executives from AUSA National Partners. At the breakfast, your firm will receive signage strategically placed throughout the room recognizing your support. Sponsor may provide additional branding in the form of paper products. The anticipated number of attendees is 250.

MG ROBERT G. MOORHEAD GUARD/RESERVE BREAKFAST  $12,000
Held on Monday morning of the meeting, this event recognizes outstanding chapter efforts in support of Reserve Component Soldiers and Families. Previous speakers have included the Commanding General, U.S. Army Forces Command and the Sergeant Major of the Army. The anticipated number of attendees is 350-450. Sponsorship exposure includes:
- Signage identifying your firm as the breakfast sponsor placed near the entrance and adjacent to the speaker’s podium
- Complimentary head-table seat for your designated representative
- Complimentary table reserved for your company or Army designees (up to ten)
- Opportunity to provide a company brochure, or a small token for the attendees

CADET LUNCHEON  $12,000
This luncheon is for ROTC cadets, ROTC cadre and invited guests and will be held at the Marriott Marquis Hotel. The event recognizes junior and senior ROTC cadets from across the country with awards and scholarships. The luncheon features an address by a senior Army Commander and entertainment by Downrange from the U.S. Army Band, Pershing’s Own. Previous speakers have included the Commanding General, U.S. Army Materiel Command and the Commanding General, U.S. Army Training and Doctrine Command. The anticipated number of attendees is 400 – 450. Sponsorship exposure includes:
- Signage identifying your firm as the luncheon sponsor placed near the entrance and adjacent to the speaker’s podium
- Complimentary head-table seat for your designated representative
- Complimentary table reserved for your company or Army designees (up to ten)
- Opportunity to provide a company brochure, or small token for the attendees

MILITARY FAMILY FORUM  $10,000
The AUSA Family Readiness Directorate is proud to host several Military Family Forums throughout the Annual Meeting. These Forums provide a venue for military and civilian leadership to address Army family issues and to introduce new organizations, initiatives, and programs. Historically, these forums attract more than 400 attendees.
- Signage identifying your firm as the sponsor placed near the entrance and adjacent to the speaker’s podium
- VIP seating for your designated representatives
- Opportunity to provide a company brochure, small printed piece and/or a small token for the attendees
**WARRANT OFFICERS BREAKFAST** $10,000

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

- Signage identifying your firm as the breakfast sponsor placed near the entrance and adjacent to the speaker’s podium
- Complimentary head-table seat for your designated representative
- Complimentary table reserved for your company or Army designees (up to ten)
- Opportunity to provide a company brochure, or small token for the attendees

**CHARGING LOUNGE** $10,000

These lounges provide the ultimate charging experience! Charging Lounges are offered in high-traffic areas in the convention center outside of the exhibit halls, where your target audience is making their way to the exhibit halls, educational forums, meetings and social functions. The key feature of the lounge is an 80” monitor which continuously plays your audio visual/digital marketing message (max five minute loop) while attendees are taking a break to charge their mobile devices. The area is equipped with two high-boy tables, four chairs, and electrical outlets. There is a potential for as many as ten lounges. Assignment of lounge location is based on sponsor request, and fulfilled on a first-come, first-served basis.

**EXHIBIT HALL BANNER** $10,000

Limited availability - reserve yours today!

With over 600 exhibits and 29,000 attendees, visibility is a key component to your success at one of the world’s largest land warfare expositions. We offer large graphics printed on vinyl banners in full color. Banners will be hung on the west wall of Exhibit Halls A, B & C and on the north wall of Exhibit Halls D & E. Your artwork, company logo, and booth number will be prominently displayed and printed at approximately 15×15’. Sponsorship includes the production and rigging of the banner.

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

AUSA will offer free Wi-Fi access during the event. Attendees will be able to access the Internet from all public areas outside the exhibit hall and meeting rooms at the Walter E. Washington Convention Center. As a Wi-Fi Sponsor you can define one of the five landing pages that attendees will see as they connect to the Internet. This is a great opportunity to reach a large targeted audience, brand your organization, and move your message to Annual Meeting attendees during the show.
ON-LINE REGISTRATION BANNER $5,000
Want to make a great first impression at this year’s Annual Meeting? Registration for the Annual Meeting opens in June. Your company will be one of the first that attendees and exhibitors see when they register. The registration page will feature a scrolling banner utilizing your artwork, with five possible positions.

POP-UP MEETING ROOM (per day) $4,000
AUSA will manage five rooms for attendees to reserve space for “Pop-Up” meetings. This sponsorship includes one sign with your logo located in a common area outside the meeting rooms. The sponsor is encouraged to supply pens and pads, as well as notebooks with their logo, which will be available to attendees outside the meeting rooms. This sponsorship will reach an estimated 300 people per day.

SHOW GUIDE & MAP SPONSORSHIPS
The Show Guide will contain an alphabetical listing of all exhibitors as well as product and service descriptions and complete contact information for each organization. The Show Guide will be available to all attendees, including senior Army leaders and representatives from numerous international delegations representing our Allied military organizations. The Show Guide will serve as a valuable resource to attendees long after the Annual Meeting concludes.

BELLY BAND $18,000
Move your message to our attendees by sponsoring the back cover of our guide, featuring your artwork.

BACK COVER AD $12,000
Move your message to our attendees by sponsoring the inside front cover of our guide, featuring your artwork.

INSIDE BACK COVER AD $9,000
Move your message to our attendees by sponsoring the inside back cover of our guide, featuring your artwork.

FULL PAGE AD $7,500
Move your message to our attendees by sponsoring a full page in our guide, featuring your artwork.

FRONT COVER LOGO $7,000
Sponsorship will be featured on the front cover of the Show Guide and includes a full color company logo, tagline and booth number.

SHOW GUIDE PAGE RUNNER $6,000
Sponsorship includes your company logo at the bottom right page of the exhibitor description portion of the guide. Sponsorship will include your company logo, tagline and booth number.

PREMIUM LISTING $500
Make your exhibitor listing stand out! Drive traffic to your booth! It is as easy as uploading your company logo when you enter your Show Guide listing. Take advantage of this opportunity to enhance your presence in the guide.

FLOOR MAP SPONSORSHIPS
This sponsorship is an effective way to highlight your participation at the exposition. The printed map will be distributed to all participants (29,000 plus) and will serve as a guide to the Annual Meeting exhibits. In addition, the map graphic will be used on “You Are Here” kiosks strategically placed on the show floor and in high traffic areas throughout the event.

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

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

PRINTED FLOOR MAP/LOCATOR $7,500
Your full color artwork/ad will be featured on the back cover of the map.
AUSA is pleased to offer a variety of corporate sponsorship opportunities at our Army Autonomy and Artificial Intelligence Symposium and Exposition, all of 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.

**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/distribute promotional materials at the Networking Lounge

**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 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**

(2 Opportunities) **$5,000 EACH**

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**

(2 Opportunities) **$5,000 EACH**

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**

(5 Opportunities) **$1,500**

Move your message to General Session Attendees. AUSA will place your marketing collateral on each chair in the General Session room. Five opportunities available; three morning sessions and two afternoon sessions.

**GENERAL SESSION AMENITIES**

(2 Opportunities) **$1,500**

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.

BACK COVER ADVERTISEMENT $5,000
Features your full-color artwork

INSIDE FRONT COVER ADVERTISEMENT $4,000
Features your full-color artwork

INSIDE BACK COVER ADVERTISEMENT $3,000
Features your full-color artwork

FULL-PAGE ADVERTISEMENT $3,000
(Multiple opportunities available)
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.

FRONT COVER SPONSORSHIP $3,000
(6 available)
Features your company logo on the front cover

PAGE RUNNER SPONSORSHIP $3,000
(2 available)
Features your company logo at the bottom (footer) of each page in the Show Guide

PREMIUM LISTING SPONSORSHIP $500
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?
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
  ☐ 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 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, Deputy Director, Sponsorship and International Programs
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  $ ______________
- Headquarters Hotel Key Card $10,000  $ ______________

**MOBILE APP SPONSORSHIPS**

- Mobile App $10,000  $ ______________
- Promoted Posts $4,000  $ ______________
- Push Notifications $2,000  $ ______________
- Morning Coffee Service $7,000  $ ______________
- Exhibit Hall Hanging Banners $7,000  $ ______________
- Refreshment Breaks $5,500  $ ______________
- Registration Page Sponsorship $5,000  $ ______________
- Business Center $5,000  $ ______________
- General Session Amenities $2,500 x _____ day(s) = $ ______________
- Pop Up Meeting Room Sponsorship $1,500 x _____ day(s) = $ ______________

**Show Guide Sponsorships**

- Belly Band $15,000  $ ______________
- Back Cover $10,000  $ ______________
- Inside Front Cover $9,000  $ ______________
- Inside Back Cover $7,500  $ ______________
- Full Page $5,000  $ ______________
- Floor Plan Sponsorship $5,000  $ ______________
- Page Runner $4,000  $ ______________
- Company Logo on Cover $4,000  $ ______________
- Show Guide 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 ____________________________________________________________________

**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 _______________
### COMPANY INFORMATION

<table>
<thead>
<tr>
<th>Field</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Name</td>
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<tr>
<td>Website</td>
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<tr>
<td>Sponsorship Contact</td>
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</tr>
<tr>
<td>Phone</td>
<td></td>
</tr>
<tr>
<td>Email</td>
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</table>

### SPONSORSHIP OPPORTUNITIES

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Cost</th>
<th>Payment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Networking Lounge</td>
<td>$15,000</td>
<td></td>
</tr>
<tr>
<td>Wi-Fi</td>
<td>$10,000</td>
<td></td>
</tr>
<tr>
<td>Afternoon Networking Reception</td>
<td>$9,500</td>
<td></td>
</tr>
<tr>
<td>Morning Refreshment Breaks</td>
<td>$4,500</td>
<td></td>
</tr>
<tr>
<td>Morning Coffee Service</td>
<td>$5,000</td>
<td></td>
</tr>
<tr>
<td>Registration Page Sponsorship</td>
<td>$5,000</td>
<td></td>
</tr>
</tbody>
</table>

#### MOBILE APP SPONSORSHIPS

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Cost</th>
<th>Payment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile App</td>
<td>$5,000</td>
<td></td>
</tr>
<tr>
<td>Promoted Posts</td>
<td>$2,000</td>
<td></td>
</tr>
<tr>
<td>Push Notifications</td>
<td>$2,000</td>
<td></td>
</tr>
<tr>
<td>General Session Amenities</td>
<td>$2,500</td>
<td></td>
</tr>
<tr>
<td>General Session Chair Drop</td>
<td>$1,500</td>
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</tr>
</tbody>
</table>

### SHOW GUIDE SPONSORSHIPS

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Cost</th>
<th>Payment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$7,000</td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$6,000</td>
<td></td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$5,000</td>
<td></td>
</tr>
<tr>
<td>Full-Page Advertisement</td>
<td>$4,000</td>
<td></td>
</tr>
<tr>
<td>Front Cover Sponsorship</td>
<td>$4,000</td>
<td></td>
</tr>
<tr>
<td>Page Runner</td>
<td>$4,000</td>
<td></td>
</tr>
<tr>
<td>Floor Plan</td>
<td>$2,500</td>
<td></td>
</tr>
<tr>
<td>Premium Show Guide Listing</td>
<td>$500</td>
<td></td>
</tr>
</tbody>
</table>

### 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

<table>
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<tr>
<td>Card #</td>
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<td>CSV code</td>
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<tr>
<td>Name on card</td>
<td></td>
</tr>
<tr>
<td>Authorized Signature</td>
<td></td>
</tr>
<tr>
<td>Billing Address</td>
<td></td>
</tr>
<tr>
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</thead>
<tbody>
<tr>
<td>Sponsor’s Authorized Signature</td>
<td>Date</td>
</tr>
</tbody>
</table>
COMPANY INFORMATION

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

SPONSORSHIP OPPORTUNITIES

- President's Reception $50,000 $ ______________
- Escalator Branding Contact AUSA $ ______________
- Mobile App Premiere Sponsorship $30,000 $ ______________
- Mobile App Promoted Post $10,000 $ ______________
- Mobile App Push Notifications $5,000 $ ______________
- Outdoor Banner $50,000 $ ______________
- Exhibit Hall Networking Lounge $40,000 $ ______________
- Hotel Key Card - Marriott Marquis $25,000 $ ______________
- Hotel Key Card - Renaissance $20,000 $ ______________
- Hotel Key Card - Grand Hyatt $15,000 $ ______________
- International Military VIP Reception $40,000 $ ______________
- Hall B Networking/Charging Lounge $25,000 $ ______________
- International Military Lounge $20,000 $ ______________
- Community Partner Luncheon $12,000 $ ______________
- Army Civilian Luncheon $12,000 $ ______________
- International Military Breakfast $12,000 $ ______________
- MG Robert G. Moorhead Guard/Reserve Breakfast $12,000 $ ______________
- Cadet Luncheon $12,000 $ ______________
- Military Family Forum $10,000 $ ______________
- Warrant Officers Breakfast $10,000 $ ______________
- Wi-Fi $10,000 $ ______________
- Charging Lounge $10,000 $ ______________
- Exhibit Hall Banner $10,000 $ ______________
- On-line Registration Banner $5,000 $ ______________
- Pop-Up Meeting Room $4,000 (per day) $ ______________

SHOW GUIDE & MAP SPONSORSHIPS

- Belly Band $18,000 $ ______________
- Back Cover Ad $12,000 $ ______________
- Inside Front Cover Ad $10,000 $ ______________
- Inside Back Cover Ad $9,000 $ ______________
- Full Page Ad $7,500 $ ______________
- Front Cover Logo $7,000 $ ______________
- Show Guide Page Runner $6,000 $ ______________
- Premium Listing $500 $ ______________
- Floor Map and Locator $7,500 $ ______________
- Printed Floor Map Back Cover $15,000 $ ______________

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. Please note: failure to meet production deadlines will result in additional fees. 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 _______________________________________________________

AUTHORIZATION

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Authorized Signature Date
1 COMPANY INFORMATION

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

2 SPONSORSHIP OPPORTUNITIES

☐ Networking Lounge $15,000 $ ______________
☐ Afternoon Networking Reception $7,500 $ ______________
☐ Exhibit Hall Hanging Banners $6,000 $ ______________
☐ Morning Coffee Service $5,000 $ ______________
☐ Refreshment Breaks $5,000 $ ______________
☐ General Session Chair Drop $1,500 $ ______________
☐ General Session Amenities $1,500 $ ______________

Show Guide Sponsorships

☐ Back Cover Advertisement $5,000 $ ______________
☐ Inside Front Cover Advertisement $4,000 $ ______________
☐ Inside Back Cover Advertisement $3,000 $ ______________
☐ Full-Page Advertisement $3,000 $ ______________
☐ Front Cover Sponsorship $3,000 $ ______________
☐ Page Runner Sponsorship $3,000 $ ______________
☐ Premium Listing Sponsorship $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 ______________
WE’LL INTRODUCE YOU TO THE GLOBAL DEFENSE MARKET

- Networking opportunities with key decision makers
- Full-service support from AUSA staff and its partners
- Increased visibility to international delegations

CONTACT US TODAY!

EXHIBITS
Michael Cerami
703-907-2413
mcerami@ausa.org

SPONSORSHIPS
Gaye Hudson
703-907-2401
ghudson@ausa.org

Supported by the U.S. Government | Recognized by DoD | Certified by Department of Commerce

WWW.AUSA.ORG/MEET
Educate | Inform | Connect
Our National Partnership offers exceptional opportunities

AUSA is your Professional Edge

www.ausa.org/nationalpartners

Program Manager
Lynette Nichols
lnichols@ausa.org
START PLANNING FOR 2020!

Sponsorships for AUSA's 2020 Events will be launched at the 2019 Annual Meeting on Sunday, 15 October.

Information will be available in the Sales Office located in room 101 of the Walter E. Washington Convention Center.

Don't miss your opportunity to reserve your sponsorship of a Hot Topic, ILW Breakfast, International Pavilions, or Domestic Symposia.

SAVE THE DATES:

USA Security & Defense Pavilion at SOFEX
Amman, Jordan | 30 March - 2 April 2020

Global Force Symposium and Exposition
Huntsville, Alabama | March TBD

LANPAC Symposium and Exposition
Honolulu, Hawaii | May TBD

USA Security & Defense Pavilion at Eurosatory
Paris, France | 8-14 June 2020

WWW.AUSA.ORG/MEET
Educate | Inform | Connect