



USA SECURITY AND DEFENSE PAVILION AT IDEX SPONSORSHIP OPPORTUNITIES

OFFICIAL U.S. EXHIBITOR'S RECEPTION (MULTIPLE OPPORTUNITIES)

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 the Show Guide

Sponsor investment: \$7,500

SPEAKERS CORNER VIDEO AD

Your 30 –60 second video will be displayed on a loop in the Speakers Corner throughout the show.

Sponsor investment: \$3,000

SEAMLESS GRAPHIC BANNER ADS – LIMITED OPPORTUNITIES

AUSA will use your full color artwork to produce and install seamless graphic banners in designated locations throughout the pavilion.

Sponsor investment: dependent on size and location of graphic, contact Gaye Hudson for more information

USA SECURITY AND DEFENSE PAVILION PARTNER (MULTIPLE OPPORTUNITIES)

Show your support for our Pavilion! The Exhibitors Lounge serves as the central meeting point for participants and is used for presentations by senior Army leaders and DoD representatives. Signage with your logo will be prominently displayed.

Sponsor investment: \$1,500

USA SECURITY AND DEFENSE PAVILION OFFICIAL PRINTED 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 AD

Your full-color company ad is placed prominently on the back cover of the Show Guide.

Sponsor investment: \$5,000

INSIDE FRONT COVER AD

Your full-color company ad is placed prominently on the inside front cover of the Show Guide.

Sponsor investment: \$4,000

INSIDE BACK COVER AD

Your full-color company ad is placed prominently on the inside back cover of the Show Guide.

Sponsor investment: \$4,000

FULL PAGE ADVERTISEMENT (MULTIPLE):

Your full-color company ad is placed prominently in the interior of the Show Guide.

Sponsor investment: \$3,000

COVER AD (FOUR AVAILABLE):

Your company's logo is placed on the cover of the show guide.

Sponsor investment: \$2,500

PAGE RUNNER (TWO AVAILABLE):

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

Sponsor investment: \$2,500

PREMIUM LISTING:

Your full-color company logo accompanies your listing in the show guide.

Sponsor investment: \$500