



# USA SECURITY AND DEFENSE PAVILION

ORGANIZED BY THE ASSOCIATION OF THE UNITED STATES ARMY

2020

# SO FEX

30 MARCH - 2 APRIL



# SPONSORSHIP PROSPECTUS

[www.ausa.org/sofex2020](http://www.ausa.org/sofex2020)

# 2020 SOFEX 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 show guide

**Sponsor investment: \$7,500**

## SPEAKERS CORNER VIDEO AD

Your 30 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 take your full color artwork and 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 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.

**Sponsor investment: \$1,500**



**Have an idea for a sponsorship? Interested in a bundled sponsorship? Contact us today!**

Gaye Hudson | ghudson@ausa.org | Emily Call | ecall@ausa.org

# 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.

## **SHOW GUIDE BACK COVER**

**Sponsor investment: \$5,000**

Your full-color company ad is placed prominently on the back cover of the show guide.

## **SHOW GUIDE INSIDE FRONT COVER**

**Sponsor investment: \$4,000**

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

## **SHOW GUIDE INSIDE BACK COVER**

**Sponsor investment: \$4,000**

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

## **SHOW GUIDE FULL PAGE ADVERTISEMENT**

**Sponsor investment: \$3,000**

*(Multiple Opportunities)*

Your full-color company ad is placed prominently in the interior of the show guide.

## **SHOW GUIDE FRONT COVER**

**Sponsor investment: \$2,500**

*(4 Available)*

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

## **SHOW GUIDE PAGE RUNNER**

**Sponsor investment: \$2,500**

*(2 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.

## **SHOW GUIDE PREMIUM LISTING**

**Sponsor investment: \$500**

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

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