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

ARMY MEDICAL SYMPOSIUM & EXPOSITION
A Professional Development Forum

Exhibitor and Sponsorship Prospectus

26-27 JUNE 2018
Henry B. Gonzalez Convention Center
San Antonio, TX
Don’t miss the opportunity to showcase your products and services to industry and military at the 2018 AUSA Army Medical Symposium and Exposition. Help Army Medicine in their missions to deliver exceptional health services and research supporting the total force around the world.

**EXHIBIT BOOTH PACKAGE**

Each 10’x10’ booth space is equipped with:
- Unlimited Exhibit Hall ONLY registration badges
- Complimentary listing and description in Show Guide
- Pre-show attendee e-mail list for one-time use only
- 8’ back drape and 3’ side drape

Exhibitors may purchase Full Symposium Badges
Pre-registration prices:
- National Partner - $550 per badge
- Community Partner/Individual Member - $600 per badge
- Non-member - $1,000 per badge
- Government/Military Personnel - No Charge

Registration costs will increase onsite.

Visit ausa.org/medical for more information on registering.

**FY2018 DEFENSE BUDGET**

**IS ESTIMATED IN $639.1 BILLION, $34.6 BILLION FOR THE DEFENSE HEALTH PROGRAM**

- **$32,095 Million** for Operations and Maintenance
- **$673.2 Million** for RDT&E
- **$895.3 Million** for Procurement
- **$395.8 Million** for Overseas Contingency Operations
- **$469.1 Million** for increase to Healthcare Management System Modernization
- **$90.1 Million** for increased facility restoration and sustainment to ensure world-class MTFs
- **$15.7 Million** for expansion of telehealth capabilities

2018 is going to be a pivot point for the entire Military Healthcare System. With increased funds, organizational changes are on the way. A look at the budget allocation suggests future investments in procurements and force modernization.
ENHANCE YOUR REACH

AUSA is pleased to offer a variety of sponsorships for the 2018 AUSA Army Medical Symposium and Exposition, all of which will enhance your company’s presence at the event. All sponsorships are offered on a first-come, first-served basis. Payment must be received prior to the event.

SPONSORSHIP OPPORTUNITIES

Networking and Charging Lounge
$15,000
Enhance your Army Medical Symposium presence by helping enhance everyone’s networking experiences! AUSA is pleased to offer an exclusive opportunity to host a Networking Lounge accessible to all attendees. The lounge is open 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
$7,500 each (2 Opportunities)
While the General Session is in recess, attendees and exhibitors will have the opportunity to network in the exhibit hall for two hours, while enjoying a variety of food and beverages.
• Signage 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 each (2 Opportunities)
• Signage provided by AUSA, placed near the food service stations
• Cocktail napkins with your company logo used during the event (supplied by sponsor)
• Recognition during the General Session

Refreshment Breaks
$5,000 each (4 Opportunities)
There are two morning refreshment breaks and two afternoon refreshment breaks 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

General Session Amenities
$2,500 per day
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?

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.

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

AUSA will produce a Show Guide featuring the agenda, floor plan of the exhibits, and an alphabetical listing of all exhibitors, product and service descriptions, and complete contact information for each exhibiting organization. This printed 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 Symposium and Exposition concludes. There are several opportunities to be featured in this publication that will fit every budget and marketing plan.

**Back Cover Sponsorship**  
$5,000  
Features your full color artwork

**Show Guide Wrap Sponsorship**  
$5,000  
Wrap your message around the Show Guide, featuring your full color artwork. Everyone sees your brand and message before they can open the guide!

**Inside Front Cover Sponsorship**  
$4,000  
Features your full color artwork

**Inside Back Cover Sponsorship**  
$3,000  
Features your full color artwork

**Full-Page Advertisement Sponsorship**  
$3,000  
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 Catalog/Program.

**Cover Sponsorship**  
$3,000  
Features your company logo on the front cover  
*6 AVAILABLE*

**Page Runner Sponsorship**  
$3,000  
Features your company logo at the bottom (footer) of each page in the show guide  
*2 AVAILABLE*

**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 catalog, so why not upgrade your listing and make it stand out?

**Other Branding Opportunities Are Available**  
- Escalator Runner  
- Stair Graphics  
- Wall clings  

Please contact Gaye Hudson, ghudson@ausa.org; 703-907-2401 for information and pricing.

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

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

SPONSORSHIP OPPORTUNITIES

- Networking Lounge $15,000 $__________
- Afternoon Networking Reception $7,500 $__________
- Exhibit Hall Hanging Banner $6,000 $__________
- Refreshment Breaks $5,000 $__________
- Morning Coffee Service $5,000 $__________
- General Session Amenities $2,500 $__________
- Pop Up Meeting Room $1,500 $__________

Show Guide Sponsorships

- Back Cover $5,000 $__________
- Show Guide Wrap $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 $__________

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 sent via email.

TOTAL: $________________________________

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

Card # ______________________________________
CSV code ___________________________________
Exp. Date __________________________ Billing Zip Code ______________
Name on card __________________________________
Authorized Signature __________________________

CANCELLATION POLICY

No refunds for cancellations.

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 EXHIBITOR CONTACT INFORMATION
(for show management correspondence)

Company Name: ____________________________
Address: __________________________________
City, State, Zip: ____________________________
Website: __________________________________
Contact: __________________________________
Phone: ____________________________________
Email: ____________________________________

2 EXHIBIT SPACE RATES AND PREFERENCES
National Partner ($35/sq. ft.)
Community Partner ($45/sq. ft.)
(Must be 10 Member Membership Only)
Non-Member ($60/sq. ft.)
Government ($19/sq. ft.)

The numbered booths are hereby defined as specified on the floorplan. Non-island booths include eight-foot high back drape and 3-foot side drape. Refer to the exhibit hall floor plan at www.ausa.org/medical and record your first three choices below. Booth spaces will not be granted unless a signed Exhibitor Contract and payment is received. Please list your booth selections:

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

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

3 DISPLAY INFORMATION

Are you planning on bringing in a vehicle? ☐ YES ☐ NO
If yes:
How many vehicles will be displayed? ____________________________
What is the weight and dimensions of our vehicle(s)? ____________________________
Is the vehicle(s) self propelled? ____________________________
Will you require any specialized equipment for unload/reload? ____________________________

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

4 PAYMENT

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

**Full Payment is Due NET 30 days from invoice date.**

$_________ X ______ square feet = EXHIBIT COST

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

Card # ____________________________
CSV Code ________________ Exp. Date ________________ Billing Zip Code ________________

Name on card ____________________________
Authorized Signature ____________________________

5 BOOTH CANCELLATION/ DOWNSIZE PENALTIES

Before Monday, 2 April 2018 - 10%
On or After Monday, 2 April 2018 - 100%

6 AUTHORIZATION

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

Exhibitor’s Authorized Signature ____________________________ Date ____________________________

FOR AUSA STAFF ONLY—DO NOT COMPLETE

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

Booth Assigned: ____________________________
Booth Dimensions: ____________________________ Booth Sqft: ____________________________
Date: ____________________________
SHOW MANAGEMENT
The exhibit is owned and managed by AUSA. Any matters not covered in these Rules and Regulations are subject to the interpretation of the AUSA, and all exhibitors must abide by their decisions. Exhibitors must comply with the event venue protocols & procedures. The SHOW MANAGEMENT shall have full power to interpret the rules and, at any time, to revoke the contract of any exhibitor or any portion thereof, and all such changes made, are brought to the notice of exhibitors. Each exhibitor, for himself and his employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with any amendments or additions thereto.

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

INSTALLATION AND DEMISANTE OF EXHIBITS
SHOW MANAGEMENT reserves the right to fix the time for the installation of a booth prior to the show opening, and for its removal after the conclusion of the show. Under no circumstances will the exhibitor add to or removal of any portion of an exhibit permitted during show hours. All booths must remain intact until the close of the show. Installation must occur only during the installation times designated in the official exhibit schedule. All booths must be properly closed off during hours of operation, and each booth must be returned to its original state in accordance with the instructions provided in the Exhibitor Services Manual. No one under the age of 18 will be permitted on the exhibit floor during installation and dismantle hours. The full move in schedule will be provided in the Exhibit Services Manual, provided 45 days before the start of the show.

FAILURE TO OCCUPY SPACE
Space not occupied by 5:00 PM the evening before the exhibit hall opens will be forfeited by the exhibitors and their space may be resold, reassigned or used by the exhibit management without refund.

PAYMENT FOR BOOTH SPACE
Exhibit space will be assigned by AUSA on a first-come, first-served basis. Once AUSA receives your completed contract, exhibit space will be assigned and non-refundable due to failure to complete the Exhihibitor Contract. All contracts without a payment will be considered incomplete and booth space will not be booked until a deposit has been received by AUSA. Full payment for booth space is due NET 30 days from the invoice date.

RESALE/SUBLEASING OF EXHIBIT SPACE
Exhibitor’s design, subletting, subleasing or reselling a portion or all of their exhibit space with any party except a wholly-owned subsidiary, a sister company or a company represented by an exhibitor and registered as such with AUSA, without the express written consent of AUSA. This prohibition will be strictly enforced.

ARRANGEMENT OF EXHIBITS
Any portion of an exhibit that obstructs the view, interferers with the privileges of other exhibitors, extends beyond the designated booth space or for any reason becomes objectionable, must be immediately modified or removed. Each exhibit space must be assigned by the exhibitor and their space may be resold, reassigned or used by the exhibit management without refund. Each exhibitor will complete arrangements for removal of his or her property from the floor by 5:00 PM the evening before the exhibit hall opens. All exhibits must comply with the public accommodation provisions of the Americans with Disabilities Act of 1990 (ADA).

BOOTH DESIGN
Each exhibitor will be provided with an official Exhibitor Services Manual. The Exhibitor Services Manual contains detailed descriptions in full the type and arrangement of exhibit space and the standard equipment provided by SHOW MANAGEMENT for booth construction. All booth space must be arranged and constructed in accordance with the dimensions, procedures, and limitations specified in the Exhibitor Services Manual. Each exhibitor’s space will be provided with (1) identification sign. Each booth will include (8) backdrops and (2) sidewall drapes. The rear 8’ of linear space may contain items less than or equal to 8’ in height. Any items, props, draping, or decoration located in the front 8’ of the booth may not exceed 8’ in height, measured from the exhibit hall floor. Island booths are restricted to 25’ in height. AUSA does not allow end cap booths (booths comprised of an encompassing 10’x20’ stand exhibit space exposed to aisle on three sides). Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. In the sole opinion of SHOW MANAGEMENT, any exhibit that fails to conform to the Exhibitor Services Manual guidelines or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the event. Exhibiting companies are responsible for furnishing, carpeting, and cleaning their booths. Any booths not carpeted by 4:00 PM will be carpeted by Show Management at the exhibitor’s expense. All exhibits must comply with the public accommodation provisions of the Americans with Disabilities Act of 1990 (ADA). Any exhibit with raised flooring must be ramped.

CONDUCT & PURPOSE OF EXHIBITS
The purpose of the exhibition is to further the education of meeting attendees through product and service presentations of any length must be conducted and contained within the limits of an exhibitor’s rented space. Conversational level and must not interfere with other exhibits. Any form of attention-getting devices or presentations or activities, except those allowed by SHOW MANAGEMENT, are expressly prohibited. Goods, materials, equipment and display at all times. AUSA will not be liable for loss or damage to the property of exhibitors or their representatives or employees from theft, fire, act of war, accident or other causes. Exhibitors must not be inclined to injury to exhibitors or their employees or for damage to property in their custody, owned or controlled by them, which claims for damage, injury, etc., may be incurred to arise from, be in any way connected with their use or occupation of display space, and exhibitors will indemnify and hold harmless AUSA against such claim. The exhibitor assumes all liability for any damage to the facility’s floor, walls, lighting fixtures, etc. as a result of exhibitor negligence. The exhibitor will abide by and observe all laws, rules, regulations and ordinances of any government authority and of the contracted facility. The exhibitor will pay and hold AUSA, its Board, members, staff, and representatives, the event venue harmless from any and all damages, loss or liability of any kind whatsoever resulting from injuries to persons or property occurring within the exhibit hall or property adjacent thereto occasioned by any act, neglect, or wrongdoing of the exhibitor or any of its officers, agents, representatives, guests or employees, invitees or others permitted by the exhibitor upon the premises, and the exhibitor will at its own cost and expense defend and protect AUSA, the event venue against any and all such claims or demands.

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

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

EXHIBITOR AND AFFILIATE FACILITY USE
All public function space in the event venue is controlled by AUSA. No function space will be released to exhibiting firms or other commercial firms for functions concurrent with the AUSA Meeting without the permission of SHOW MANAGEMENT. Good taste and conformity to exhibiting firms or other commercial firms for functions concurrently with the AUSA Meeting without the permission of SHOW MANAGEMENT. Good taste and conformity to exhibiting firms or other commercial firms for functions concurrently with the AUSA Meeting without the permission of SHOW MANAGEMENT. Good taste and conformity to exhibiting firms or other commercial firms for functions concurrently with the AUSA Meeting without the permission of SHOW MANAGEMENT.

VIO LATIONS
AUSA may take possession of the space occupied by an exhibitor. The exhibitor may remove all personal goods at the exhibitor’s risk. The exhibitor shall pay all expenses and damages that AUSA may incur thereby.

SEVERABILITY
All agreements and covenants contained herein are severable, and in the event any of them shall be held to be invalid by any competent court, this agreement shall be interpreted as if such valid agreements or covenants were not contained herein.

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

CONTACT:
For questions or more information, please contact exhibits@ausa.org