Don’t miss the opportunity to showcase your innovative products and services to industry and military at our Army Autonomous Systems Symposium & Exposition!

**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

**EXHIBITOR RATE**
- $25 per sq. ft.

**GOVERNMENT RATE**
- $19 per sq. ft.

**PLEASE NOTE:** Full payment for booth space is due with your contract submission. Exceptions will be made for payment by check or wire transfers, which are due 10 business days after contract submission. Please see the Exhibitor Contract for additional details.

Exhibitors may purchase Full Symposium Badges

Pre-registration prices:
- Sustaining Member - $550 per badge
- Corporate/Individual Member - $600 per badge
- Government/Military Personnel - No Charge

*Registration costs will increase onsite.*

Visit www.ausa.org/autonomous for more information on registering.

**EXHIBIT HALL HOURS**

<table>
<thead>
<tr>
<th>EXHIBITOR SET UP:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday, 6 November</td>
<td>1200 - 1700</td>
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</table>

<table>
<thead>
<tr>
<th>EXHIBIT HALL HOURS:</th>
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</thead>
<tbody>
<tr>
<td>Tuesday, 7 November</td>
<td>0930 - 1700</td>
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<tr>
<td>Wednesday, 8 November</td>
<td>0930 - 1630</td>
</tr>
</tbody>
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<table>
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<tr>
<th>EXHIBITOR DISMANTLE:</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Wednesday, 8 November</td>
<td>1700 - 2200</td>
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</tbody>
</table>
AUSA is pleased to offer a variety of corporate sponsorship opportunities at our Autonomous Systems Symposium & Exposition, all 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.

SPONSORSHIP OPPORTUNITIES

Networking and Charging Lounge
$10,000
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

Morning Coffee Service
$5,000 each  (2 Opportunities)
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
$5,000 each  (2 Opportunities)
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

Attendee Packet Stuffer
$5,000  (Exclusive Opportunity)
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.

General Session Amenities
$2,500 per day
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?

WWW.AUSA.ORG/AUTONOMOUS

Gaye Hudson, Sponsorship Manager | ghudson@ausa.org | 703-907-2401
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**
  Features your full-color artwork
  $5,000

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

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

- **Full-Page Advertisement**
  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.
  $3,000

- **Front Cover Sponsorship**
  Features your company logo on the front cover
  $3,000

- **Page Runner Sponsorship**
  Features your company logo at the bottom (footer) of each page in the Show Guide
  $3,000

- **Premium Listing Sponsorship**
  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?
  $500

*MULTIPLE OPPORTUNITIES AVAILABLE*

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

[WWW.AUSA.ORG/AUTONOMOUS](http://WWW.AUSA.ORG/AUTONOMOUS)
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 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
1. EXHIBITOR CONTACT INFORMATION
   (for show management correspondence)

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

2. EXHIBIT SPACE RATES AND PREFERENCES
   Exhibit Rate ($25/ft²)
   Government Rate ($19/ft²)

   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 floorplan at www.ausa.org/autonomous 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:

   First choice  [ ] Second choice  [ ] Third choice  [ ]

   Every effort will be made to accommodate your preference during booth assignment. You may be contacted if your booth preference conflicts with a prior booking.

3. MARKETING INFORMATION
   (for use in all AUSA publications and website)

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

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. Full payment 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.

   $__________________  X  ___________________ = _____________________
   (cost per square foot)         (number of square feet) = EXHIBIT COST

   □ Check: Please make payable to Association of the United States Army. Mail to address listed above.
   □ Credit Card
     □ Visa       □ MasterCard       □ American Express

   Card # __________________________________________________________
   CVV code ___________________ Exp. date ___________________ Billing Zip ____________

   Authorized Signature ______________________________________________

5. EQUIPMENT DETAILS

   If you are planning to bring equipment or a vehicle, please provide the following information when submitting your contract.

   □ Attached photo with diagram and dimensions noted
   □ Weight of product: _____________ lbs. Self-propelled: □ Yes or □ No

6. AUTHORIZATION

   Exhibitors agree to abide by the AUSA ILW Army Autonomous Systems 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 ______________
SHOW MANAGEMENT
The exhibition is organized 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 Detroit Marriott at Renaissance Center protocols & procedures. The SHOW MANAGEMENT reserves the right to have full power to interpret, amend, add, delete or rescind any rules and regulations, or to add any amendments, when 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, and in length and in scope of their interpretations and enforcement thereof, as the SHOW MANAGEMENT deems necessary.

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

INSTALLATION AND DISMANTLE OF EXHIBITS
SHOW MANAGEMENT reserves the right to fix the time for the installation of a booth prior to the show opening or for the removal after the conclusion of the show. Under no circumstances will the addition or removal of any portion of an exhibit be 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 will be provided, fully furnished, and ready for occupation Monday, 6 November 2017 for the final inspection of the exhibit hall by SHOW MANAGEMENT. Dismantle may not begin until after 09:00 PM on Wednesday, 8 November 2017. Early dismantle and/or removal of an exhibit may result in the loss of paid privileges for future shows. The Exhibit Hall Hours are tentative and subject to change. If the official exhibit hall schedule changes, all exhibitors will be notified. Each exhibitor will complete arrangements for removal of his or her material from the Detroit Marriott at Renaissance Center 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 Exhibitor Services Manual, provided 45 days before the start of the show.

FAILURE TO OCCUPY SPACE
Space not occupied by 05:00 PM on Monday, 6 November 2017 will be forfeited by the exhibitors and their space may be resold, reassigned or used by the SHOW MANAGEMENT without refund.

PAYMENT FOR BOOTH SPACE
Exhibit space will be assigned by AUSA. Once booth assignments are made, exhibitors will receive a contract and Exhibitor Contract Guidelines which detail payment deadlines and procedures. All payments made by check or wires should be received by AUSA within 10 business days of confirmation sent or the space will be forfeited. All exhibitors must be paid in full and in good standing with AUSA prior to the start of each event.

BOOTH CANCELLATION POLICY
All exhibitors who cancel or downsize before 7 September 2017 will receive a 50% refund of all monies paid. Any exhibitors who cancel on or after 7 September 2017 will forfeit the full cost of their booth and AUSA will retain all monies paid.

Important Dates:
- Before 7 September 2017: 50% refund of monies paid
- On or after 7 September 2017: NO refund will be provided.

RESALE/SUBLEASING OF EXHIBIT SPACE
Exhibitors who expand, sublease, or resell all or a portion 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, interferes with the privileges of other exhibitors, extends beyond the designated booth space or for any reason becomes objectionable, must be immediately modified or removed by the exhibitor. Each exhibitor is responsible for keeping the aisles near exhibit space free of congestion caused by demonstrations or other promotions within its booth. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. SHOW MANAGEMENT reserves the right to inspect the quality of the appearance of each booth prior to show opening. Where necessary, masking drapes will be placed to cover unsightly wires, unfinished back walls, etc. at the exhibitor’s expense.

BOOTH DESIGN
Each exhibitor will be provided with an official Exhibitor Services Manual. The Exhibitor Services Manual content describes 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 regulations, guidelines, and limitations contained in the Exhibitor Services Manual. Each exhibitor’s space will be provided with (1) identification sign. Linear booths will include B‘ backdrop and (2) sidewall drapes. The rear 5’ of linear space may contain items less than or equal to 8’ in height. Any items, props, signs, or informational materials placed in front of the booth must be stored in a space measured from the exhibit hall floor. Island booths are restricted to 25’ in height. AUSA does not allow end cap booths booths comprised of or encompassing a 10x20 space exposed to aisle on three sides. Sufficient area 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, or whose exhibit will be prohibited from functioning at any time during the exhibition. Exhibiting companies are responsible for furnishing, and cleaning their booths. 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 displays and demonstrations. Products or services exhibited must be pertinent to the purposes of AUSA. Products or services exhibited must be subject to the interpretation of the AUSA, and all exhibitors must abide by the decisions.

EXHIBIT STAFF REGISTRATION
Each booth space is provided unlimited Exhibit Hall ONLY registrations. Full Symposium badges may be purchased at a discount fee. The official AUSA badge allows entry to all functions and the exhibit hall during all set-up, dismantle, and regular show hours. The hall-only registration will grant access to the hall ONLY, installation, show hours, and dismantle. The official AUSA badge must be worn whenever a representative is in the exhibit hall. Each exhibit must be fully operational and staffed during the open exhibit hours. Booths should be manned by company specialists who are qualified to discuss details of their company’s products or services.

STORAGE
The exhibitor should make arrangements with the contracted decorator for storage of packing boxes and crates during the exhibition. AUSA assumes no responsibility for damage or loss of packing boxes or crates.

SOUND DEVICES AND LIGHTING & OTHER PRESENTATION DEVICES
Public address, sound producing, or amplification devices that project sound must be kept at a conversational level and must not interfere with other exhibits. Any form of animation-getting devices or presentations of a length in conformity with regulations which may interfere with the activity of any other exhibitor in the exhibit space will be prohibited. Such presentations will be terminated when crowds obstruct aisles or infringe upon another exhibitor's display. AUSA reserves the right to restrict the use of glowing lights or objectionable lighting effects.

HANDOUT MATERIALS, GIVE-AWAYS AND PRIZE DRAWINGS
Promotional giveaways and exhibitor prize drawings will be permitted. All materials and prizes must have prior approval by AUSA. All hand-out materials are expected to be of professional nature. Distribution of advertising material or souvenirs in the exhibit hall by representatives of non-exhibiting firms is strictly prohibited. AUSA reserves the right to disallow any material that it believes to be inappropriate.

SOLICITATION OF EXHIBITORS
No persons will be permitted in the exhibit hall for the purpose of soliciting advertising or other exhibit space for commercial or other purposes without the prior written permission of AUSA.

FIRE, SAFETY AND HEALTH
The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health. All exhibit equipment and materials must be located within the booth. Only fire and safety-related items occasioned by any act, neglect, or wrongdoing of the exhibitor or his officer, agents, representatives, guests or employees, invitees or other persons permitted by the exhibitor upon the premises, and the exhibitor will at its own cost and expense defend and protect AUSA, the Detroit Marriott at Renaissance Center against any and all such claims or demands.

LABOR
Rules and regulations for union labor are made by the local unions and may change at any time. Where union labor is required because of building or contractor requirements, it will be necessary for the exhibitor to comply with the regulations. Information regarding specific regulations that are applicable may be obtained from the official contractor. Displays, painters, carpenters, electricians, and other skilled labor can be arranged through the official contractor (GEA) at established rates. Labor order forms will be included in the Exhibitor Services Manual.

FOOD AND BEVERAGE
Exhibitor distribution of food and beverages for consumption in the building is allowed. The Detroit Marriott at Renaissance Center reserves the right to purchase, prepare and provide all food and beverage items. Popcorn is not allowed on the show floor.

GENERAL LIABILITY, SECURITY & INSURANCE
AUSA makes no warranty, expressed or implied, that security measures will prevent or prevent occurrences that may result in loss or damage. Each exhibitor must make provisions for the safeguarding of his or her goods, materials, equipment and supplies at all times during the period that AUSA is not liable for loss or damage to the property of exhibitors or their representatives or employees from theft, fire, act of God, war, accident or other causes. AUSA will not be liable for injury to exhibitors or their employees or for damage to property in the exhibit hall due to their acts or omissions occasioned by any act, neglect, or wrongdoing of the exhibitor or any of its officers, agents, representatives, guests or employees, invitees or other persons permitted by the exhibitor upon the premises, and the exhibitor will at its own cost and expense defend and protect AUSA, the Detroit Marriott at Renaissance Center against any and all such claims or demands.

MANAGEMENT. Good taste and conformity to the purposes of the meeting must prevail. Showing of advertising material or souvenirs in the exhibit hall by representatives of non-exhibiting firms is strictly prohibited. The exhibitor shall pay all expenses and damages that AUSA may incur thereby.

possession of the space occupied by the exhibitor, and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages that AUSA may incur thereby.

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 names or logos without the written consent of AUSA.

PHOTOGRAPHING & FILMING OF EXHIBITS
Exhibitor distribution of exhibits, photographs, video, or sound recordings may prevent those considered 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 FACILITY AIDING USE
All public function space in the Detroit Marriott at Renaissance Center is controlled by AUSA. No function space will be released to exhibiting firms or other commercial firms for functions concurrent with the AUSA ILW Army Autonomous Systems Symposium & Exposition without the prior written permission of AUSA. AUSA ILW Army Autonomous Systems Symposium & Exposition will be held in conjunction with the Detroit Marriott at Renaissance Center against any and all such claims or demands.

SEVERABILITY
Any 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 included 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 Natalie Norris:
Phone: 703-236-2921 • Email: nnorris@ausa.org