Association of the United States Army Institute of Land Warfare

2017 ARMY MEDICAL SYMPOSIUM & EXPOSITION
A Professional Development Forum

EXHIBITOR AND SPONSORSHIP PROSPECTUS

24-25 JULY 2017
Grand Hyatt | San Antonio, TX
ausa.org/medical
Don’t miss the opportunity to showcase your products and services to industry and military at the 2017 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

**PLEASE NOTE:** Full payment for booth space is due with the contract. Exceptions will be made if you are paying by check or wire transfer. Payment made as such should be received by AUSA within 10 business days of confirmation sent. More detail is included on the Exhibitor Contract.

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 ausa.org/medical for more information on registering.

**EXHIBIT HALL HOURS**

<table>
<thead>
<tr>
<th>EXHIBITOR SET UP:</th>
<th>1200 - 1700</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, 23 July</td>
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</table>

<table>
<thead>
<tr>
<th>EXHIBITOR HALL HOURS:</th>
<th>0930 - 1730</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday, 24 July</td>
<td></td>
</tr>
<tr>
<td>Tuesday, 25 July</td>
<td>0930 - 1500</td>
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</tbody>
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<table>
<thead>
<tr>
<th>EXHIBITOR DISMANTLE:</th>
<th>1500 - 2100</th>
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<tbody>
<tr>
<td>Tuesday, 25 July</td>
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ENHANCE YOUR REACH

AUSA is pleased to offer a variety of sponsorships for the 2017 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
$10,000
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

Refreshment Breaks
$5,000 each (2 Opportunities)
There are three 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

Attendee Packet Stuffer
$5,000 (Exclusive Opportunity)
Symposium participants and Exhibitors receive an attendee packet that contains the Symposium Program and Exhibitor Catalog, floor plan and other relevant printed materials. Your printed materials will be included in each attendee packet, and signage will be placed in the Registration area with your logo identifying your company as sponsor of the Attendee Packet. This is an exclusive opportunity.

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

General Session Amenities
$2,500.00 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?

AUSA.ORG/MEDICAL

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

AUSA will produce a combined Symposium Program and Exhibitor Catalog 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 symposium and exposition. 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.

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover Sponsorship</td>
<td>$5,000</td>
<td>Features your full color artwork</td>
</tr>
<tr>
<td>Inside Front Cover Sponsorship</td>
<td>$4,000</td>
<td>Features your full color artwork</td>
</tr>
<tr>
<td>Inside Back Cover Sponsorship</td>
<td>$3,000</td>
<td>Features your full color artwork</td>
</tr>
<tr>
<td>Full-Page Advertisement Sponsorship</td>
<td>$3,000</td>
<td>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.</td>
</tr>
<tr>
<td>Cover Sponsorship</td>
<td>$3,000</td>
<td>Features your company logo on the front cover</td>
</tr>
<tr>
<td>Page Runner Sponsorship</td>
<td>$3,000</td>
<td>Features your company logo at the bottom (footer) of each page in the show guide</td>
</tr>
<tr>
<td>Premium Listing Sponsorship</td>
<td>$500</td>
<td>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?</td>
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</table>

MULTIPLE OPPORTUNITIES AVAILABLE
COMPANY INFORMATION

Company Name:____________________________________________________

Address:___________________________________________________________

City, State, Zip: _____________________________________________________

Website:___________________________________________________________

Contact: ___________________________________________________________

Phone: ____________________________________________________________

Email: ____________________________________________________________

SPONSORSHIP OPPORTUNITIES

☐ Networking Lounge $10,000 $ ______________

☐ Refreshment Breaks $5,000 $ ______________

☐ Morning Coffee Service $5,000 $ ______________

☐ Attendee Packet Stuffer $5,000 $ ______________

☐ General Session Amenities $2,500 $ ______________

Show Guide Sponsorships

☐ Back Cover $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 by email. Cancellation policy: no refunds

TOTAL: $ __________________________________________

☐ Check: Please make payable to AUSA. Mail to address listed above.

☐ Credit Card

☐ Visa ☐ MasterCard ☐ American Express

________________________________________

Exp. date CSV code

________________________

Name on card

________________________

Authorized Signature

________________________

Billing Address

________________________

City/State/Zip

________________________

Sponsor’s Authorized Signature Date

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 CONTACT INFORMATION
(for show management correspondence)

Company Name: ______________________________________________________
Address: _____________________________________________________________
City, State, Zip: _______________________________________________________
Website: _____________________________________________________________
Contact: _____________________________________________________________
Phone: ______________________________________________________________
Email: ______________________________________________________________

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 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:

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 interferes with booth choices above.

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

Company Name: ______________________________________________________
Address: _____________________________________________________________
City, State, Zip: _______________________________________________________
Website: _____________________________________________________________
Contact: _____________________________________________________________
Phone: ______________________________________________________________
Email: ______________________________________________________________

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 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 ______________________________________________________

AUTHORIZED

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 reserva-
tions. 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

Order #: ___________________ Account #: ___________________
Amount Due: _______________ Total Cost: _______________
Signature, AUSA Staff: ___________________ Date: _______________
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 and for any removal after the conclusion of the show. Under no circumstances, when made, are booths to be noticed to the exhibitor. 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 this Agreement.

FAILURE TO OCCUPY SPACE

Space not occupied by 5:00 PM on Saturday, 23 July 2017 will be forfeited by the exhibitors and their space may be resold, reasigned or used by the management without refund.

PAYMENT FOR BOOTH SPACE

Exhibit space will be assigned by AUSA. Once booth assignments are made, exhibitors will receive a counter signed Exhibitor Contract detailing the provisions set forth herein. All payments made by check or wire transfer will 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 event.

BOOK CANCELLATION

All exhibitors whose exhibit or display space on or after 16 June 2017 will receive a 50% refund of all monies paid. Any exhibitor who cancel on or after 16 June 2017 will forfeit the full cost of their booth and AUSA will retain all monies paid.

RESALE/SUBLÉASING OF EXHIBIT SPACE

Exhibitors may not assign, sublease or otherwise share all or a portion of their exhibit space with any party except a wholly-owned subsidiary, a sister corporation 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 its exhibit space free of congestion caused by demonstrations or other promotions within its booth. All demonstrators 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 tape will be placed to cover unsightly wires, unfinished back walls, etc. at the exhibitor's expense.

BOOK 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 guidelines, provisions, and limitations contained in the Exhibitor Services Manual. Each exhibitor’s space will be provided with (1) identification sign. Linear booths will include B’ backdrops and (2) sidewall drapes. The rear 5’ of linear space may contain items less than or equal to B in height. Any items, props, signag, or combination thereof in front of the booth may not exceed subject to change. If the official exhibit hall schedule changes, all exhibitors will be notified. Each exhibitor will make arrangements for removal of his or her material from the Grand Hyatt 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.

EXHIBITOR TERMS OF AGREEMENT

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

PHOTOGRAPHING & FILMING OF EXHIBITS

No photographs, video taping, or audio presentation taped, during exhibit hours. The official photographer/videographer, is expressly prohibited during setup, dismantling and non-exhibit hours. The exhibitor may be found in any room connected with the exhibit equipment and materials, for distribution of any marketing materials or advertising material and souvenirs must be confined to the exhibitor’s booth. Canvassing or distribution of advertising material or souvenirs in the exhibit hall by representatives of non-exhibiting firms is strictly forbidden. AUSA reserves the right to disallow any material that it believes to be inappropriate.

SOLE INCLUSION OF EXHIBITOR

All public function space in The Grand Hyatt is controlled by AUSA. No function space will be released to the exhibitor for use 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. Exhibitors may not assign, sublease or otherwise share all or a portion of their exhibit space with any party except a wholly-owned subsidiary, a sister corporation 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.

VIOLATIONS

AUSA may at its discretion take away all or part of future exhibiting privileges for violations of the Rules and Regulations. In addition, violation of any of these Rules and Regulations by the exhibitor or his/her employees may result in the exhibitor or his/her employee being barred from future exhibits. If the exhibitor fails to conform to the provisions set forth herein, such exhibitor shall be prohibited from functioning at any time during the exhibition. Exhibiting companies are responsible for furnishing, and cleaning their booths. All exhibitors must comply with the public accommodation provisions of the Americans with Disabilities Act of 1990 (ADA). Any exhibitor with raised flooring must be ramped.

CONTACT

For questions or more information, please contact Lauren Hensley:
Phone: 703-907-2659 • Email: lhensley@ausa.org