



AUSA WARFIGHTER SUMMIT & EXPOSITION

26-27 JULY 2023 | CROWN COMPLEX | FAYETTEVILLE, NC



EXHIBITOR & SPONSOR PROSPECTUS

A PROFESSIONAL DEVELOPMENT FORUM



AUSA WARFIGHTER SUMMIT & EXPOSITION

The 2023 **AUSA Warfighter Summit and Exposition** is a two day professional development event that focuses on the Soldier, Army Civilian, Retiree, Veteran, and defense industry professionals assigned to or who support Fort Bragg, North Carolina. This event will offer networking opportunities specific to operations and activities on or associated with Fort Bragg, enable the 77,000 Soldiers, Army Civilians, and contract partners to participate in a major professional summit and expo, and bring decision-makers together.

The 2023 AUSA Warfighter Summit and Exposition will feature six presentations by Army senior leaders and distinguished speakers from across the defense and academic enterprise. Topics will span the warfighting functions and highlight ways Fort Bragg's operational forces can sharpen their capability edge for winning throughout the expanded competitive space.



ASSOCIATION OF THE UNITED STATES ARMY

AUSA is a nonprofit, educational and professional development association serving America's Army and supporters of a strong national defense. AUSA provides a voice for the Army, supports the Soldier, and honors those who have served in order to advance the security of the nation.

OUR VISION

To be recognized by the Army, Congress, our industry partners and communities across the nation as the Army's premier association and the foremost supporter of the Total Army.

OUR MISSION

AUSA supports Soldiers, their families and Army civilians, provides a voice for the Army, and honors those who have served. As the Army's premier, nonprofit, educational and professional association, we:

- **Educate** those we serve (Soldiers and their families, Army civilians, retired Soldiers and veterans, and the businesses and industries that support the Army) with programs, products, resources and events.
- **Inform** our members, Congress and the American public about issues affecting America's Army – Regular Army, Army National Guard and Army Reserve.
- **Connect** America's Total Army, its industry partners, like-minded associations and other supporters at the national, regional and chapter levels.

ABOUT THE SUMMIT & EXPOSITION

During the **AUSA Warfighter Summit & Exposition**, you can expect:

- Panel discussions with experts from the Total Army, thought leaders, academia, research and development community
- Officer Professional Development Session
- NCO Professional Development Session
- Army Civilian Professional Development Session
- Army Family Readiness Session
- Town Hall with Army senior leaders – family focused or other topical area
- Recruiters, junior and senior ROTC involvement

FORT BRAGG PARTICIPATION

Fort Bragg is the largest U.S. Army installation by population, serving 50,000 active duty Soldiers, 13,493 Reserve Component Soldiers, and temporary duty students, 14,036 civilian employees, 6,054 contractors, and 69,808 active duty family members. There are 121,494 Army retirees and family members in the area.

ATTENDANCE FROM FORT BRAGG

- 4th ROTC Brigade
- 82nd Airborne Division
- 108th Air Defense Artillery Brigade
- 139th Infantry Regiment - North Carolina National Guard
- 192nd Ordnance Battalion (EOD)
- 406th Army Field Support Brigade
- 419th Contracting Support Brigade
- Airborne and Special Operations Test Directorate
- Army Golden Knights
- Army Reserve Units
- Dental Health Activity
- Joint Interoperability Division
- Joint Special Operations Command
- North Carolina Adjutant General and ARNG Units
- Security Force Assistance Command
- U.S. Army Civil Affairs and Psychological Operations Command (Airborne)
- U.S. Army Forces Command
- U.S. Army Reserve Command
- U.S. Army Security Assistance Training Management
- U.S. Army Special Operations Command
- Womack Army Medical Center
- XVIII Airborne Corps



AUSA WARFIGHTER SUMMIT & EXPOSITION

WHY EXHIBIT?

SHOWCASE industry-leading equipment, products, innovative technology and service solutions to address warfighter capabilities and requirements.

NETWORK with key decision-makers.

BUILD PARTNERSHIPS with Army senior leaders to increase understanding of the warfighters' requirements.

WHAT'S YOUR INVESTMENT?



National Partner **\$3,000**

Community Partner **\$3,500**

Non-member **\$4,500**

Military/Government **\$2,500**

- Each 10'x10' booth space comes with:

- (2) Exhibit Hall ONLY registration badges.
- Complimentary listing and description in the printed ShowGuide as well as in the online exhibitor list.
- 8' back drape and 3' side drape.
- Additional booth staff may purchase Exhibit Hall Only badges. Booth Staff may upgrade to a full session pass at the membership rates.

FLOOR PLAN

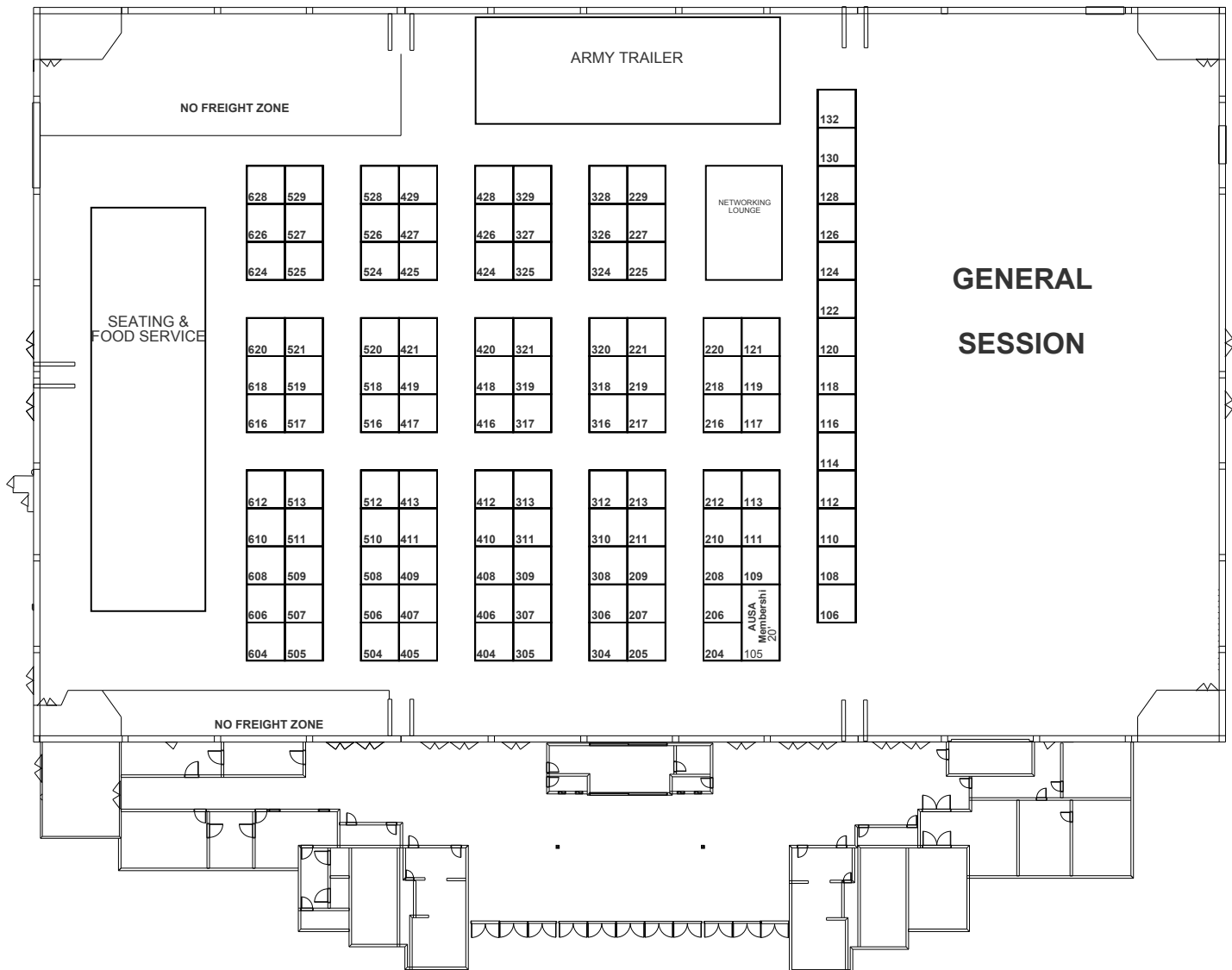


EXHIBIT HALL HOURS

WEDNESDAY, 26 JULY - THURSDAY, 27 JULY | 0930-1600



AUSA WARFIGHTER SUMMIT & EXPOSITION

SPONSORSHIP OPPORTUNITIES

AUSA is pleased to offer a variety of sponsorship opportunities at this event, all of 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.

Opening Reception

(Exclusive Opportunity)

\$20,000

(Co-Sponsorship)

\$10,000

This is the premiere social and networking event during the Summit, taking place in the exhibit hall the evening before the first day of programming. Sponsorship includes:

- Signage provided by AUSA recognizing the sponsors placed at the entrance to the exhibit hall, and near the food service stations and bars
- Cocktail napkins with your company logo used during the event (supplied by sponsor)
- Recognition during the General Session

Afternoon Networking Reception **\$15,000**

(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 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

Networking & Charging Lounge **\$15,000**

(Exclusive Opportunity)

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. This 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

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.

SPONSORSHIP OPPORTUNITIES

Morning Coffee Service

\$5,000

(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

General Session Chair Drop

\$2,000

(4 Opportunities)

Move your message to General Session attendees. AUSA will place your marketing collateral on each chair in the General Session room.

General Session Amenities

\$2,000

(2 Opportunities)

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 on tables at the entrance to the General Session Room. What better way to reach all conference attendees?

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

\$5,000

Features your full-color artwork.

Inside Front Cover Advertisement

\$4,000

Features your full-color artwork.

Inside Back Cover Advertisement

\$3,000

Features your full-color artwork.

Full Page Advertisement

\$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 Show Guide.

Front Cover Sponsorship

\$3,000

(6 Opportunities)

Features your company logo on the front cover.

Page Runner Sponsorship

\$3,000

(2 Opportunities)

Features your company logo at the bottom (footer) of each page in the Show Guide.

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 Show Guide, so why not upgrade your listing and make it stand out?



AUSA WARFIGHTER SUMMIT & EXPOSITION

KEY CONTACTS

EXHIBITS

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**Stay tuned for registration
information and opening dates.
Visit AUSA.ORG/MEET**

