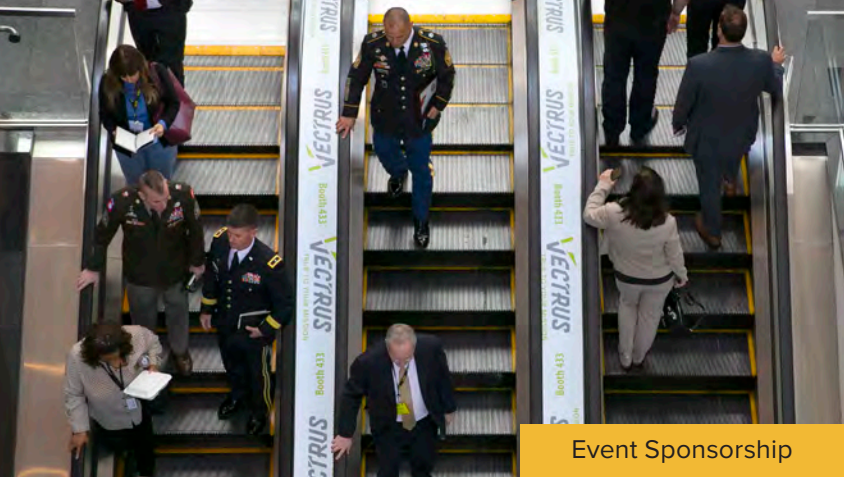


ASSOCIATION OF THE UNITED STATES ARMY

NATIONAL PARTNER PROGRAM





Event Sponsorship



Chapter Community Outreach



eSports at AUSA Annual Meeting



United States Capitol



AUSA Breakfast Series



ABOUT AUSA

The Association of the United States Army (AUSA) is the premier, nonprofit (501(c)(3)), educational and professional association, serving America's Total Army.

Since 1950, AUSA has supported this community, including industry partners and other supporters of a strong national defense, to build the best professional and representative association for the world's best Army.

AUSA's mission is three-fold:

EDUCATE ...those we serve with programs, products, resources and events.

INFORM ...our members, Congress and the American public about issues affecting America's Army.

CONNECT ...America's Army, its industry partners, like-minded associations and other supporters.



250,000+
Members



3,000+
Organizations



120+
Chapters

“ Simply stated, AUSA is value added for any organization interested in doing business with the U.S. Army. It was a ‘must join’ proposition for us and over the past 14 years, it has paid big dividends in terms of staying connected to the Army and connected to DoD industry partners. ”

— Dan Mongeon, President & CEO
Agility Defense & Government Services

THE PROGRAM

The AUSA National Partner Program is a unique business opportunity for those seeking a reputable relationship with the U.S. Army and other supporters of a strong national defense.

National Partners contribute to our Army's success. Their AUSA membership empowers them to connect with Army and Defense leadership, influence the latest requirements, and build their reputations with other like-minded associates in support of our Army.

These organizations are among the first to know about the Army's latest plans, programs, and ever-changing acquisition requirements. They don't miss opportunities, because they're in the loop.

And, National Partners outperform their competition with greater targeted audience visibility through AUSA symposia, networking events, and other advertising and positive PR opportunities.

NATIONAL PARTNERS ARE:

- large businesses
- small businesses
- non-profit organizations
- professional organizations
- educational institutions



BENEFITS OVERVIEW

AUSA's National Partner program is an investment in your organization's relationship with the Army. You will have many opportunities to meet and interact with Army decisionmakers, business leaders, and influencers in the industry.

Our news and resources help you stay informed of Army plans, programs, and requirements for the future. We amplify your voice during discussions related to the Army's preparedness, modernization, and equipment needs.



SYMPOSIA & EXPOSITIONS 4



INDUSTRY GUIDE 15



ORDER OF MERIT 11



JOB CENTRAL .. 15



EDUCATION & PROGRAMS 12



COMMUNITY IMPACT 15



SPONSORSHIPS ... 14



DISCOUNTS & SAVINGS 16



ADVERTISING 14

SYMPOSIA & EXPOSITIONS

AUSA's symposia and expositions are professional development events designed with input from Army staff and major commands, such as U.S. Army Materiel Command, U.S. Army Training and Doctrine Command, U.S. Army Futures Command, and U.S. Army Forces Command.

Each event provides targeted business opportunities for industry leaders to:

- connect and exchange ideas with military leaders and government policymakers
- display their latest products and services to solve the Army's greatest challenges
- learn about current capabilities, future requirements, and Soldiers' needs
- understand critical changes in the defense industry and impact on future business policies
- have a voice in high-level public forums to influence our Army's future





packing power
9

AUSA ANNUAL MEETING

WASHINGTON, DC

SPONSORSHIP AND EXHIBITION OPPORTUNITIES AVAILABLE

www.ausa.org/meet

The AUSA Annual Meeting & Exposition is the Nation's largest landpower event. Spanning three days every October in Washington, DC, this event attracts a global audience across five exhibit halls and features the latest state-of-the-art equipment, products, and services for our Army.

With Army announcements, industry innovation, and a VIP guest list of senior Army leaders—including the Secretary of the Army, Chief of Staff of the Army, and the Sergeant Major of the Army—the AUSA Annual Meeting is the Army's most powerful event of the year.



**THE NATION'S LARGEST
LANDPOWER EVENT**



300,000
NSF*



30,000+
Attendees



100+
Programs



600+
Exhibits



80+
Countries

AUSA National Partners have priority access to AUSA Annual Meeting exhibit space.

As an exhibitor, you'll have opportunities to:

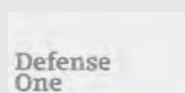
- connect with tens of thousands of attendees
- network with fellow industry leaders
- gain insight into Army needs
- attend exclusive receptions and events
- showcase and launch new products
- meet high-quality leads

*Net Square Feet

MEDIA MENTIONS



DefenseNews



FORTUNE



PROGRAM HIGHLIGHTS

- Industry Reception
- International VIP Networking Breakfast
- Dwight D. Eisenhower Luncheon
- National Partner Luncheon
- George Catlett Marshall Reception and Dinner



Dwight D. Eisenhower Luncheon

AWARDS



- **Trade Show Executive's Gold 100**
- One of the top 100 Trade Shows, setting the gold standard for the trade show industry

- **Top 25 Fastest-Growing Shows in Net Square Footage in the U.S. since 2016**
- Presented by Trade Show News Network



- **3rd Largest Trade Show and Convention in Washington, DC since 2015 by BizBash**
- Based on economic impact, buzz, innovation, and prominence within the community it intends to serve



International Reception

VIRTUAL OFFERINGS

AUSA offers a wide selection of virtual showcase and sponsorship options. Choose from directory listings, or upgrade to a tailored experience with product demonstrations, live chats, video, and more.



Homeland Security Seminar

Jane's

National
DEFENSE

POPULAR
MECHANICS



REUTERS

WALLST
DAILY

WIRED

GLOBAL FORCE SYMPOSIUM & EXPOSITION

HUNTSVILLE, AL

SPONSORSHIP AND EXHIBITION OPPORTUNITIES AVAILABLE

www.ousa.org/meet

The Global Force Symposium & Exposition is a three-day event with a focus on innovation for the future.

Meet with 6,500 attendees—including key leaders from the Army, the Department of Defense (DoD), academia, and defense industries—and quality leads from Army and joint commands. Plus, take advantage of exclusive exhibit hall hours offering exhibitors uninterrupted networking time with other companies.

Showcase your latest products and services and take a deep dive into the critical points of acquisition, research and development, and force sustainment. Topics include analysis of Army acquisition processes and how they must adapt to maintain a competitive overmatch against potential adversaries.



6,500
Attendees



50+
Sessions



200+
Exhibits

ARMY PARTICIPATION HIGHLIGHTS

- Office of the Assistant Secretary of the Army (Acquisition, Logistics and Technology) (ASA(ALT))
- U.S. Army Materiel Command (AMC)
- U.S. Army Futures Command (AFC)
- U.S. Army Training and Doctrine Command (TRADOC)
- U.S. Army Combined Arms Center



Global Force Exhibit Hall



LANPAC SYMPOSIUM & EXPOSITION

HONOLULU, HI

SPONSORSHIP AND EXHIBITION OPPORTUNITIES AVAILABLE

www.ousa.org/meet

AUSA's LANPAC Symposium & Exposition is an international event highlighting the role of land forces in the Indo-Pacific theater.

Over the course of three days, domestic and international governments and the defense industry discuss regional security challenges and opportunities, humanitarian assistance and disaster relief, and global partnerships and exports.

Join 1,700+ attendees from around the world, including key leaders from the Army, DoD, international allies, academia, and the international defense community.



1,700
Attendees



65+
Exhibits



25+
Countries



LANPAC Exhibit Hall



LANPAC Opening Session

“ This has been one of the best shows I’ve ever attended as a defense contractor—and I’ve been a contractor since 2001.

There are real missions here in the Indo-Pacific Region, and the Soldiers—from senior leaders to those executing missions at tactical levels—are intense about getting it right! ”

—Tony Tabler
Perkins Tech Svs (PTS).
LTC, USA Ret.

INTERNATIONAL PROGRAM – USA SECURITY AND DEFENSE PAVILION

SPONSORSHIP AND EXHIBITION OPPORTUNITIES AVAILABLE

AUSA participates in a number of international exhibitions, giving our customers an opportunity to enhance their global presence. The Association serves as the official USA Security and Defense Pavilion organizer at these events.



Participating organizations can obtain extensive access to foreign military delegations, key acquisition leaders, and global media coverage. Networking opportunities are provided at various military briefings and VIP receptions, often hosted by the U.S. Ambassador.

EXAMPLES OF INTERNATIONAL EVENTS INCLUDE:



SOFEX

Aqaba, Jordan

SOFEX is the world's leading special operations forces and homeland security conference and exhibition. Held every two years, this niche four-day event kicks off with a prominent conference that includes a series of comprehensive and topical seminars delivered by top international military officials.

The show provides an opportunity for defense industry members to engage in discussions with high-ranking military officials, network with visiting foreign delegations and showcase the technologies and solutions that will maintain the security and safety of citizens around the world.



EUROSATORY

Paris, France

EUROSATORY is the largest land and air-land defense and security trade show in the global defense market, with an added focus on strong civil and homeland security. With more than 3,300 square meters of exhibit space, the USA Security and Defense Pavilion is one of the largest national pavilions at EUROSATORY—a key destination for military, government, and acquisition attendees.

The show typically attracts more than 57,000 visitors from 153 countries—with official delegations from 94 of those countries—and about 700 journalists. Exhibitors that attend typically meet or exceed their goals, with 92% reporting intention to return.

ORDER OF MERIT

Organizations that have active AUSA National Partner memberships are included in the AUSA Order of Merit List (OML). The OML is AUSA’s system for measuring participation in AUSA programs, recognizing support, and establishing the Exhibit Space Draft Schedule for the following year’s AUSA Annual Meeting.

THE OML RUNS FROM 1 SEPTEMBER – 31 AUGUST EACH YEAR.

Can my organization’s other subsidiaries’ points be combined?

Points may be combined when the organization has multiple National Partner memberships, or when a company’s parent and subsidiary organizations have National Partner memberships.

Will my points expire?

Points are cumulative and do not expire. If a National Partner membership expires, points will be reinstated once the membership is renewed.

3 POINTS	<ul style="list-style-type: none"> ★ Exhibit internationally in USA Security & Defense Pavilion
2 POINTS	<ul style="list-style-type: none"> ★ Exhibit at the AUSA Annual Meeting ★ Exhibit at another AUSA domestic show ★ Complete individual membership roster (50 slots)* ★ Refer a company that joins as a National Partner
1 POINT	<ul style="list-style-type: none"> ★ Maintain an active National Partner membership with AUSA ★ Pay membership renewal dues before the expiration date ★ Refer a company that joins as a Community Partner
0.5 POINT	<ul style="list-style-type: none"> ★ Purchase full registration badge** for an employee
OTHER POINTS	<ul style="list-style-type: none"> ★ 0.25 POINT: Purchase AUSA Hot Topic registration** for an employee ★ 0.05 POINT: Purchase AUSA Breakfast registration** for an employee ★ 0.0005 POINT: Earned*** for every dollar spent towards AUSA contributions. (i.e., \$2,000 = 1 Point)

* If a company has fewer than 50 employees, it can donate the unused memberships to AUSA. To qualify for points, companies must include 80% of employees on their roster.

** Does not include complimentary registrations or passes for employees, speakers, guests, media, or sponsorships.

*** Includes but is not limited to ticket purchases, print and digital advertising, publications, and sponsorships.

EDUCATION & PROGRAMS

VIRTUAL EVENTS

www.USA.org/meet

In response to the COVID-19 global pandemic, AUSA has introduced two new virtual webinar series: **Noon Reports** and **Thought Leaders**. These series provide Army stakeholders an update on current Army priorities and initiatives, and educate the public on critical issues affecting land forces and strategy, respectively. AUSA continues to provide remote access to the quality education and connections you have come to expect.

LECTURES & PROGRAMS

www.USA.org/education

AUSA regularly hosts lectures, presentations, and discussions featuring senior Army leaders, national security experts, and contemporary military authors. These events include our **Breakfast Series** and the **Thought Leaders Seminar Series**.

With a tight focus on senior military leaders and contemporary military authors, AUSA's Thought Leaders series seeks to educate the public on critical issues affecting the United States Army, land forces, and strategy.

National Partners and members are encouraged to participate in AUSA's monthly breakfast series featuring guest speakers from Army, DoD, and congressional leadership. Enjoy a delicious, catered breakfast alongside fellow Army supporters and industry professionals. Past speakers have included Chairman of the Joint Chiefs of Staff, Secretary of the Army, and Chief of Staff of the Army.

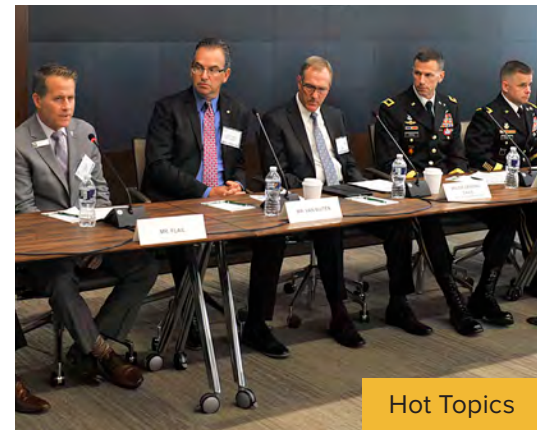
HOT TOPICS

www.USA.org/meet

AUSA's Hot Topic events provide a unique opportunity to network with key leaders from the Army, DoD, and Congress. In addition, you will learn valuable information about the future of the Army that will benefit you and your company.

Hot Topic events focus on the latest requirements for Army Space and Integrated Air and Missile Defense, Army Aviation, Army Networks, Army Sustainment, and other Army topics.

 Livestreams available at www.USA.org/live





RESOURCES & REPORTS

www.ausa.org/education

AUSA publishes professional development resources and special reports such as *U.S. Army: ARMY 101*, *Spotlight Issue Papers*, *Landpower Essays* and the bi-annual *Army Profile*. Download publications, or request complimentary copies at education@ausa.org.

ARMY MATTERS PODCAST

www.ausa.org/podcast

AUSA's *ARMY Matters* podcast focuses on issues relevant to Soldiers, military families, and Army supporters. The podcast features four rotating segments: ***Soldier Today***, ***Army Real Talk***, ***Family Voices***, and ***Thought Leaders***. New episodes drop every Monday.

Hosted by AUSA's Vice President and Director of NCO & Soldier Programs, ***Soldier Today*** focuses on trending topics and professional development for today's NCO. Topics have included the new NCO evaluation system, PCS moves, leadership, fitness, online credentialing opportunities, and current events that affect our Army.

Army Real Talk, hosted by AUSA's Director of Education & Programs and an AUSA Army Fellow, discusses defense and Army matters with students and young professionals in mind. Topics have included women in the Army, leadership, and the breadth and depth of the Army's 150+ career opportunities.

Family Voices, hosted by AUSA's Director of Family Readiness, aims to connect Army families with speakers and issues that are important to their daily lives. Topics have included discussions with senior Army leaders on Army quality of life, the impact of COVID-19 on mental health, interviews with resourceful Army spouses, and *Customs, Courtesies and Traditions of the U.S. Army*.

Thought Leaders, hosted by AUSA's Book Program Director and Director of National Security Studies, brings in-depth conversations with authors of military books as well as insights from senior Army leaders. Special guests have included #1 New York Times bestselling author and History Channel television host Brad Meltzer, bestselling author and documentary television producer Josh Mensch, and Pulitzer Prize-winning author Rick Atkinson.





Networking Lounge



Escalator Branding



VIP Receptions

SPONSORSHIPS

www.ausa.org/sponsorship-opportunities

With our influential local, national, and international presence, AUSA sponsorship opportunities help get your brand in front of decisionmakers while supporting a mission to educate, inform, and connect the Army and its supporters.

AUSA sponsorships provide a convenient way to distribute information on products, services, and capabilities to military and government attendees at our Army-centric events. Plus, our wide variety of sponsorships give you different opportunities to achieve your organizational goals, such as increasing booth traffic and targeting your advertisements toward specific audiences.

Sponsorships differ from event to event, and are tailored to the venue, audience, and program. Whether in-person or virtual, AUSA will work with you to maximize your experience and ROI.

Example sponsorships include digital signage, exhibit hall hanging banners, registration pages,

business centers, coffee services, pop-up meeting rooms, show guide offerings, session room signage, WiFi, transportation, charging and networking lounges, receptions, virtual platform advertisements, webinars, and hotel key cards.

National Partners can also earn valuable OML points with each sponsorship, bringing them closer to prime exhibit space at the AUSA Annual Meeting.

AUSA sponsorships help boost your visibility, enhance your brand identity, and provide a convenient way to distribute information regarding your organization's products, services and capabilities to your target audience.

We offer a wide variety of sponsorships and price points. For the latest sponsorship information, please visit our website. New sponsorship ideas are always welcome.

ADVERTISING

www.ausa.org/advertising

Reach AUSA's membership base with advertisements in our monthly *ARMY Magazine*, weekly digital newspaper *AUSA Extra*, and our weekly "Five Things" and "Soldier Today" emails. Visit the website above to access a digital media kit containing statistics, specs, and due dates for our digital and print offerings.



INDUSTRY GUIDE

ausa.caboodleai.net

National Partner members receive a company profile listing in the AUSA Industry Guide. Use this listing to promote your company and help Army decisionmakers find your latest products, services, announcements, and success stories.

Plus, tailor your personal news feed to monitor your competitors, get daily updates on top defense news, and follow trends on social media.



- Increase company visibility
- Connect with your customers
- Create a tailored newsfeed

JOBS CENTRAL

www.ausa.org/jobscentral

AUSA Jobs Central is a premier resource for connecting organizations with qualified job seekers. National Partners save 20% off AUSA Jobs Central job posting packages with membership. Attract candidates in the AUSA network and search the resume database to contact industry professionals meeting your specific needs, like security clearances, veteran status, and level of expertise. Plus, use features on the site to broaden your search by accessing other association career centers.

National Partners are also invited to join AUSA's in-person and virtual job fairs. Receive a substantial discount on table space and additional exposure to AUSA's professional membership base.

COMMUNITY IMPACT

In the last 10 years, AUSA has contributed towards 60,000+ Army activities and events with the help of AUSA National Partners. These events promote goodwill and positive public relations at the local level during Army-related birthday events, sponsorship programs, change of command ceremonies, deployment assistance, welcome home events, scholarships, awards, and more.

“ [This was] the most family friendly military event we've attended. There was something for everyone—Soldiers, former Soldiers, spouses, and military kids. Wonderful way to recognize military families and demonstrate the values of AUSA. ”

—LTC Aric Raus, Celebrate the Army Family Fun Night

DISCOUNTS & SAVINGS

Your membership with AUSA provides access to discounts and savings on hotels, car rentals, office supplies, electronics, shipping, client gifts, movie tickets, professional development, and special group insurance rates. See below for our extensive offerings.





ASSOCIATION OF THE UNITED STATES ARMY

2425 Wilson Boulevard | Arlington, Virginia 22201

p 703-841-4300 ext. 2614 | **f** 703-243-2589 | lnichols@ausa.org | www.ausa.org

[f](#) [@](#) [in](#) [@](#) @AUSAORG | [@](#) @AUSANATIONAL

The Association of the United States Army is a non-federal entity. It is not a part of the U.S. Department of Defense (DoD) or any of its components. It has no governmental status. The appearance of DoD visual information does not imply or constitute DoD endorsement.