



ARMY AUTONOMY ^{AND} ARTIFICIAL INTELLIGENCE

SYMPOSIUM & EXPOSITION

A PROFESSIONAL DEVELOPMENT FORUM

presented by the INSTITUTE OF LAND WARFARE
at the ASSOCIATION OF THE UNITED STATES ARMY

20–21 NOVEMBER 2019

Cobo Center / Detroit, Michigan



ASSOCIATION OF THE
UNITED STATES ARMY

Educate | Inform | Connect

BE SEEN AT THE LARGEST ARMY-FOCUSED AUTONOMY AND AI EVENT OF 2019

Back by popular demand, the **AUSA ARMY AUTONOMY AND ARTIFICIAL INTELLIGENCE SYMPOSIUM AND EXPOSITION** returns to Detroit, Michigan, from 20–21 November to convene **750+ ATTENDEES AND EXHIBITORS** for two days of interactive technical education, product demos and essential networking.

Learn more and register today at WWW.AUSA.ORG/AUTONOMY



WHY EXHIBIT?

- Promote your products, technologies and ideas during the largest Army-focused AI and autonomy event
- Gather important market intelligence and acquire new knowledge from program thought leaders
- Interface with key U.S. Army leaders seeking to accelerate the use of AI and autonomous systems
- Be recognized as a driver of innovation and forge new collaborations with key decisionmakers
- Meeting prospects and key players at this highly-focused event is more cost-effective than making sales calls

EXHIBIT BOOTH RATES

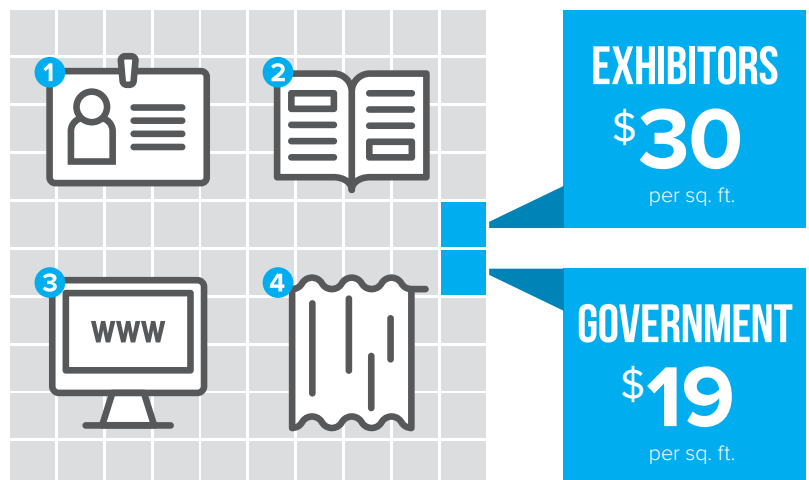
Each 10'x10' booth space includes:

- 1 Unlimited Exhibit Hall* registration badges
- 2 Complimentary listing and description in the Show Guide
- 3 Online exhibitor presence
- 4 8' back drape and 3' side drape

For a complete list of registration options and categories, visit:

WWW.AUSA.ORG/AUTONOMY

* Badges are for **Exhibit Hall access ONLY** and do not permit access to symposium programming.





RESERVE YOUR BOOTH SPACE TODAY!

WWW.AUSA.ORG/AUTONOMY

1. View the current floorplan
2. Determine desired booth size and location
3. Review the exhibitor rules and regulations/terms of agreement
4. Submit exhibit application with a 10% deposit
5. Browse sponsorship opportunities to enhance brand exposure

EXHIBIT HALL HOURS

EXHIBITOR SETUP



Tuesday, 19 November
1200–1700

EXHIBIT HALL HOURS



Wednesday, 20 November
0900–1700



Thursday, 21 November
0900–1700

EXHIBITOR DISMANTLE



Thursday, 21 November
1700–2200

WHAT'S THE ARMY LOOKING FOR?

- Solutions that accelerate the delivery of AI-enabled capabilities and autonomous systems
- Signals intelligence, big-data analysis, cognitive computing, algorithms and machine learning techniques
- AI technologies that improve military applications and equipment
- New AI technologies that have the potential to enhance human and machine learning
- Platforms that make for speedy decisionmaking in multi-domain operations
- AI research suitable for investment and integration into next-generation Army applications
- Innovative partnerships with start-ups, industry and academia to solve next-generation challenges

YOUR EXHIBITS & SPONSORSHIPS TEAM

Michael Cerami

Exhibit Sales

mcerami@ausa.org

Gaye Hudson

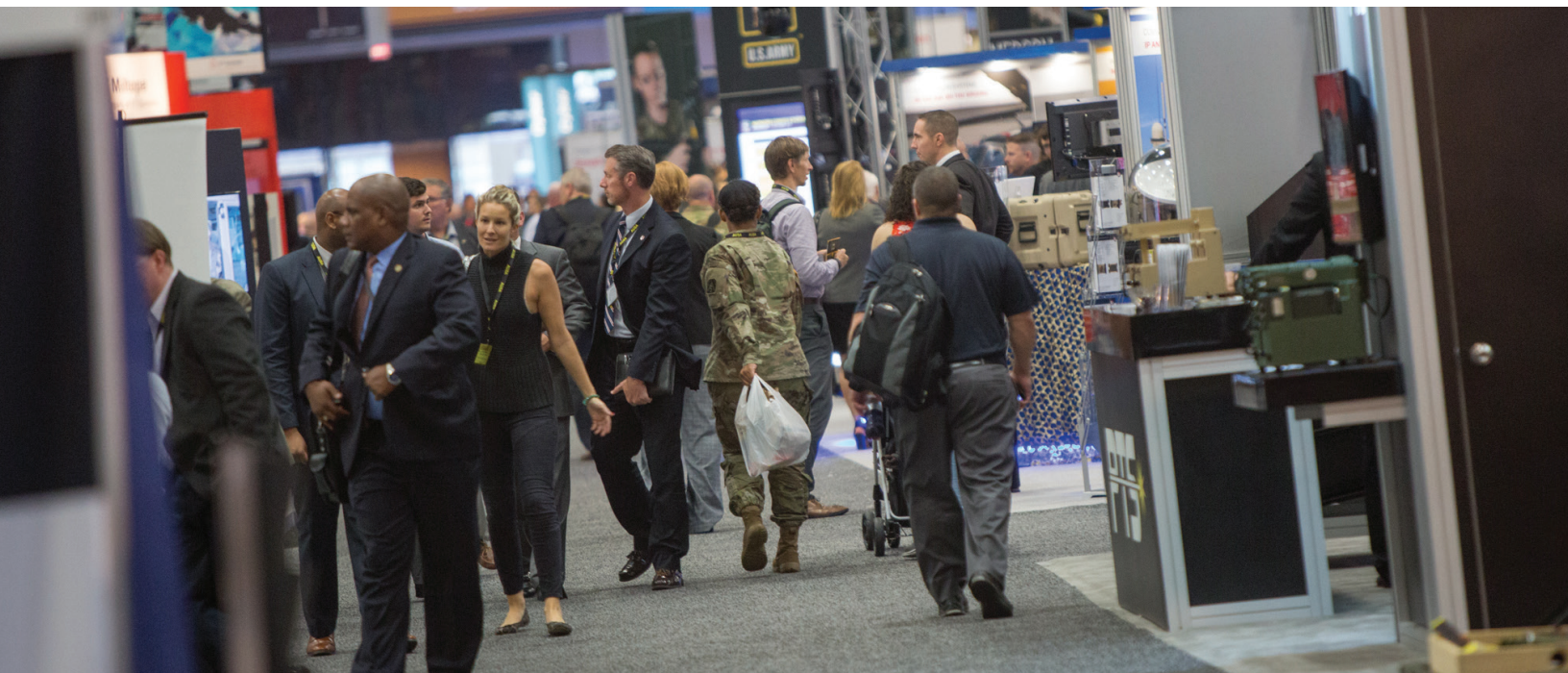
Sponsorship Sales

ghudson@ausa.org

Emily Call

Sponsor Fulfillment Support

ecall@ausa.org



WHO PARTICIPATED IN 2018?

Key participants from Army and industry who helped make the inaugural event a success:

ARMY/DOD

AFC – U.S. Army Futures Command
ARCIC – U.S. Army Capabilities Integration Center
TARDEC – U.S. Army Tank-Automotive Research, Development & Engineering Center
TRADOC – U.S. Army Training and Doctrine Command
RDECOM – U.S. Army Research, Development & Engineering Command
TACOM – U.S. Army Tank-automotive & Armaments Command
USASOC – U.S. Army Special Operations Command
USTRANSCOM – U.S. Transportation Command
MCoE – U.S. Army Maneuver Center of Excellence
USAR – U.S. Army Reserve
MCCoE – U.S. Army Mission Command Center of Excellence
ARL – U.S. Army Research Laboratory
ATEC – U.S. Army Test & Evaluation Command
USAWC – U.S. Army War College
DARPA – Defense Advanced Research Projects Agency
DIU – Defense Innovation Unit
Michigan Army National Guard

INDUSTRY

NVIDIA	BAE Systems
Microsoft	General Dynamics
Amazon	Oshkosh Defense
IBM	Polaris
Intel	Collins Aerospace
GE	LMI
General Motors	Harris Corporation
Amazon	Cypress International
3M	SAIC
Honeywell	MITRE
Boeing	Raytheon
Airbus	AM General
Cisco Systems	Leidos
iRobot	General Atomics
Valkyrie	Textron Systems
Lockheed Martin	Systel





SPONSORSHIP OPPORTUNITIES

NETWORKING & CHARGING LOUNGE

\$15,000

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. 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

AFTERNOON NETWORKING RECEPTION

\$7,500 (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

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.

AUSA is pleased to offer a variety of corporate sponsorship opportunities at our Army Autonomy and Artificial Intelligence Symposium and Exposition, 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.

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

GENERAL SESSION CHAIR DROP

\$1,500 (5 Opportunities)

Move your message to General Session attendees. AUSA will place your marketing collateral on each chair in the General Session room. Five opportunities available; three morning sessions and two afternoon sessions.

GENERAL SESSION AMENITIES

\$1,500 (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 (Multiple opportunities)

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?





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Conferences & Events | Army News | Professional Networks
Publications & Resources | Influential Support



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UNITED STATES ARMY**

Join AUSA today!
www.ausa.org/join

17–19 MARCH, 2020

2020 AUSA GLOBAL FORCE
SYMPOSIUM & EXPOSITION

Huntsville, Alabama

30 MARCH – 2 APRIL, 2020

2020 SOFEX

Amman, Jordan

19–21 MAY, 2020

2020 AUSA LANPAC
SYMPOSIUM & EXPOSITION

Honolulu, Hawaii

8–12 JUNE, 2020

2020 EUROSATORY

Paris, France

12–14 OCTOBER, 2020

2020 AUSA ANNUAL MEETING
& EXPOSITION

Washington, DC



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