

October 12-14, 2020

AUSA Annual Meeting & Exposition 2020

Overview

Held every October in Washington D.C., the AUSA Annual Meeting & Exposition is one of the largest land warfare expositions and professional development forums in the world. The Annual Meeting consists of informative presentations, panel discussions on pertinent military and national security subjects, workshops, and important AUSA business meetings. The three-day event also includes over 500 industry and military exhibits occupying over 250,000 net square feet of exhibit space. Presentations on the state of the Army and related defense subjects are given by the Secretary of the Army, the Army Chief of Staff, and other senior Army and Department of Defense representatives.

Each year over 26,000 attendees, including senior leaders from the Army, DoD and Congress, as well as foreign dignitaries participate in the Annual Meeting. The event provides a unique opportunity to showcase defense industry products and services to key Army and DoD, decision-makers, discover new developments in defense technology, and meet with colleagues from the world-wide defense community.

Speaking opportunities at AUSA's Annual Meeting are not readily available to anyone outside the Army and the defense community. The speakers for ILW's Contemporary Military Forums and other events at AUSA's Annual Meeting will be determined in coordination with the office of the Army Chief of Staff. Once the panel leaders have been identified, the composition of each panel will be determined either by the office of the Chief of Staff or by the panel leaders themselves.

For more information: <https://meetings.ausa.org/annual/>



Details

The AUSA 2020 trade show takes place in Washington, D.C., at the Walter E. Washington Convention Center.

Trade Show Dates

October 12-14, 2020

Registration Deadline

August 14, 2020*

*You are encouraged to register early as this show fills quickly.

Schedule

Date	Day	Activity
August 14, 2020	Friday	Last day for registration
October 11, 2020	Sunday	Arrive to the show; Booth set-up
October 12, 2020	Monday	First day of show and conference
October 13, 2020	Tuesday	Second day of show and conference
October 14, 2020	Wednesday	Last day of show and conference; Booth breakdown; Departure



Registration

Register and pay the trade show fee online: <https://ausa2020.eventbrite.com>

The Virginia booth at AUSA 2020 will have space for 10 Virginia companies to participate.

The trade show participation fee is \$2,500. This fee is **per company, not per participant**, and includes the following:

- One 10ft x 10ft booth with graphics to promote your company
- A counter and stool in the booth to display marketing materials, product samples, etc. Each counter will have an electrical outlet
- Printed graphics on the booth wall featuring your company's logo and graphic of your choice
- An LCD screen to display your video, presentation, or other content
- Two exhibitor badges per registered company
- VEDP-International Trade assistance before and during the trade show

Travel

All travel expenses including hotels, meals, and individual ground transportation to be paid directly by each participant.

Accommodations

VEDP is not coordinating a block of hotel rooms. Participants must make their own hotel arrangements. Each participant will be responsible for securing and covering the cost of your respective hotel room.

Expenses

Additional *estimated* costs you will incur include (but are not limited to):

Expense	Estimated cost (\$)
Hotels (3/4 nights at \$250-300 per night)	1,000
Meals	200
Taxis / Metro	50



We established a number of qualified and near-qualified DoD-related leads. This alone validated our time at AUSA. VEDP's support and the proximity of this event to Virginia greatly reduced our overhead of doing the show.

2019 Attendee,
AUSA Annual Meeting

We have exhibited in several VEDP sponsored events and each time we walk away with several opportunities. AUSA 2019 was no exception and this event allowed us to showcase a new product to wide range of customers.

2019 Attendee,
AUSA Annual Meeting

This event provided a fantastic venue for expanding our sales to foreign entities. Many of our existing customers (both foreign and domestic) attended the show, which was helpful for continued business.

2019 Attendee,
AUSA Annual Meeting

Exhibitor Guidelines

Badges

Each company is allocated two badges.

AUSA requires individuals to register directly with the show via the registration link provided by VEDP. You can pick up your badge on site. You will need your identification to collect your badge.

Each person must have a badge to enter the show.

Trade Show Booth Policy

By exhibiting in the Virginia booth, each company and its representatives agree to the following:

- Space and amenities within the Virginia booth, such as meeting tables and chairs, are shared among the co-exhibiting companies. Companies and individuals that are not co-exhibitors in the booth may not use these booth amenities, as they are reserved for the co-exhibiting companies.
- Each representative is expected to be respectful of other companies' meetings, introductions, and/or networking that may take place in and around the booth. Interference with another company's meetings, introductions, and/or networking efforts is not permitted.

Thank you for your compliance with these guidelines as we represent the Commonwealth of Virginia in a courteous and professional manner.

Shipping Disclaimer

Virginia Economic Development Partnership (VEDP) is not responsible for the shipment of product samples, promotional materials, displays, posters, banners, brochures, etc., to or from a trade mission or trade show. VEDP can make introductions to shipping companies upon request. VEDP recommends that these arrangements be made as early as possible so that product samples and/or promotional materials can arrive in time for your event.

Questions?

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