

October 11-13, 2021

# AUSA Annual Meeting & Exposition 2021

## 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/>



# Trade Show Details

## AUSA 2020:

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

### Trade Show Dates

October 11-13, 2021

### Registration Deadline

July 30, 2021\*

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

## Schedule:

The AUSA 2021 trade show schedule is as follows:

Date	Day	Activity
July 30, 2021	Friday	Last day for registration
October 10, 2021	Sunday	Arrive to the show; Booth set-up
October 11, 2021	Monday	First day of show and conference
October 12, 2021	Tuesday	Second day of show and conference
October 13, 2021	Wednesday	Last day of show and conference; Booth breakdown; Departure



## Frequently Asked Questions:

### How many Virginia companies will participate?

The Virginia booth at AUSA 2021 will have space for 10 Virginia companies to participate.

### What is the cost for my company to participate?

The trade show participation fee is \$2,500. This fee is **per company, not per participant**.

The participation fee 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



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

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

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



Example of booth and event space, AUSA

## How many badges does my company receive?

Each company is allocated two badges.

AUSA requires individuals to register directly with the show via a registration link that VEDP will provide you. 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.

## How are hotel reservations handled?

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.

## 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.

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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.

AUSA Annual Meeting 2019

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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.

AUSA Annual Meeting 2019

## Registration:

### How do I register to participate?

You can register and pay the trade show fee online. You may do this visiting the following page on our website:

<https://ausa-2021.eventbrite.com>

### Contact the Trade Show Leaders for more information:

**Ed Laughlin**

Defense Program Manager

Phone: 703.506.9743

Email: [elaughlin@vedp.org](mailto:elaughlin@vedp.org)

**Bryan Moody**

Defense Program Manager

Phone: 540.910.0305

Email: [bkmoody@vedp.org](mailto:bkmoody@vedp.org)

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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.

AUSA Annual Meeting 2019