

October 10–12, 2022

AUSA Annual Meeting & Exposition 2022

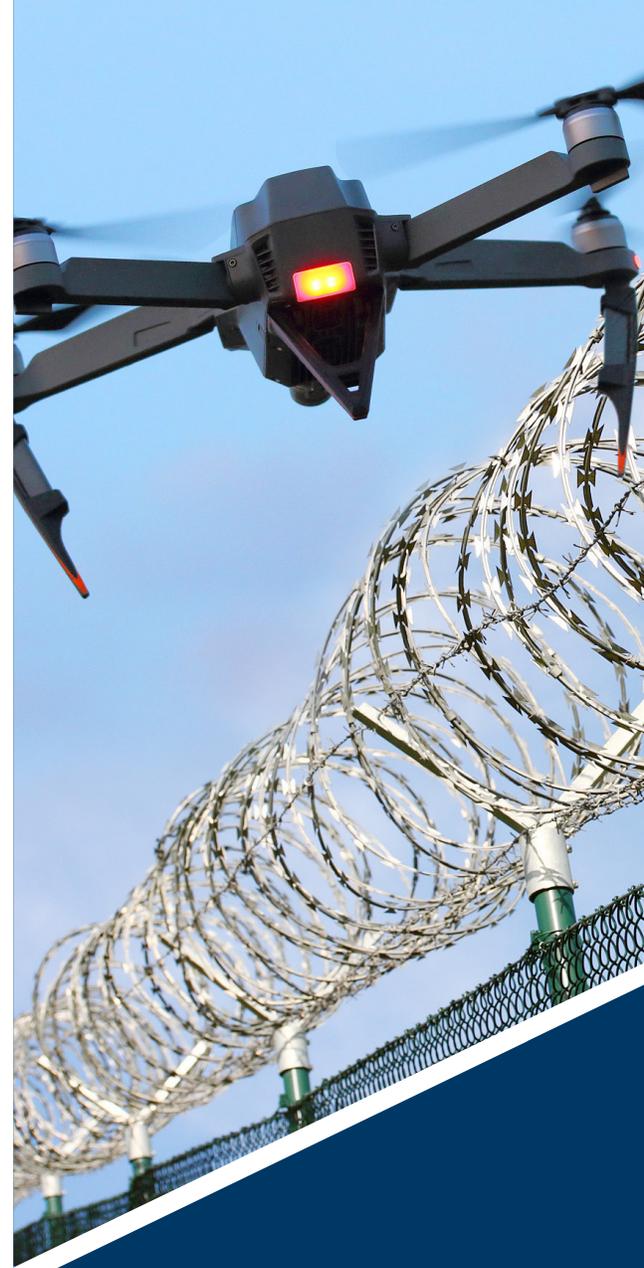
Overview

Held every October in Washington D.C. the AUSA Annual Meeting and 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, visit: meetings.ausa.org/annual/2022/.



Trade Show Details

AUSA 2022:

The AUSA 2022 trade show takes place in Washington, D.C. at the Walter E. Washington Convention Center.

Trade Show Dates

October 10–12, 2022

Registration Deadline

July 29, 2022*

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

Schedule:

The AUSA 2022 trade show schedule is as follows:

Date	Day	Activity
July 29, 2022	Friday	Last day for registration
October 9, 2022	Sunday	Arrive to the show; booth set-up
October 10, 2022	Monday	First day of show and conference
October 11, 2022	Tuesday	Second day of show and conference
October 12, 2022	Wednesday	Last day of show and conference; booth breakdown; departure



Frequently Asked Questions:

How many Virginia companies will participate?

The Virginia booth at AUSA 2022 will have space for 11 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
- A 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; please note that identification is required.

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:

The 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 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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The VEDP booth was impressive and drew many positive comments. The quality of leads was very high and we are especially excited about the connections we made.

AUSA Annual Meeting

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AUSA is an important event for us. We did make some solid connections with U.S. military officials, which may lead to sales to their coalition partners.

AUSA Annual Meeting

Registration:

How do I register to participate?

You can register and pay the trade show fee online by visiting:
<https://ausa-2022.eventbrite.com>.

Contact the Trade Show Leaders for more information:

Ed Laughlin

Defense Program Manager

Phone: 703.506.9743

Email: elaughlin@vedp.org



We had great international interest at AUSA from allies looking to increase the cybersecurity of their networks.

AUSA Annual Meeting