

7-9 February 2012 • Omni Shoreham Hotel • Washington, DC, USA

## GROUND SYSTEMS DAY – Tuesday, 7 February 2012

Ground Systems Day will feature a diverse range of topics including the latest advancements in counter-IED robots, perspectives on Army UGV acquisition, and the latest updates on DoD UGV and robot requirements.

### Featured speakers include:

- Dr. James Overholt, Chief Scientist, Ground Robotics, U.S. Army
- Mr. Rob Maline, Director, Joint Ground Robotics Enterprise, OSD JGRE
- Mr. Mark Borkowski, CTO, U.S. Customs and Border Protection

## AIR SYSTEMS DAY – Wednesday, 8 February 2012

Air Systems Day will focus on new UAS program updates from the U.S. Army, U.S. Navy, U.S. Air Force and U.S. Marine Corps. Our fantastic line-up of speakers will address topics including the Air Force Global Hawk Program, Navy ISR missions and Army UAS acquisition.

### Featured speakers include:

- The Honorable Howard "Buck" McKeon (R-Calif.), United States House of Representatives, Chairman of the House Armed Services Committee and Co-Chairman, Congressional Unmanned Systems Caucus
- COL Timothy Baxter, UAS Project Manager, UAS Project Office, U.S. Army
- Col Eric Fick, PEO for Intelligence, Surveillance, Reconnaissance and Special Forces Operations, U.S. Air Force

## MARITIME SYSTEMS DAY – Thursday, 9 February 2012

Maritime Systems Day will feature presentations from DARPA, NOAA and PEO LCS addressing the latest programs and technical advancements in the unmanned maritime systems community.

### Featured speakers include:

- RADM David W. Titley, Oceanographer and Navigator of the Navy, Director, Maritime Domain Awareness and Space, U.S. Navy
- Mr. Craig McLean, Acting Assistant Administrator for Oceanic and Atmospheric Research, NOAA
- CAPT Duane Ashton - Program Manager, Unmanned Maritime Systems, PEO LCS, U.S. Navy

## AUVSI's Unmanned Systems Program Review

provides the unmanned systems community with the opportunity to gather and learn the latest information on government and industry programs with each day dedicated to a unique discipline – ground, air and maritime. With more than 700 attendees expected over three days, AUVSI's Unmanned Systems Program Review 2012 is the premier networking and business setting for the unmanned systems community.



# AUVSI's UNMANNED SYSTEMS PROGRAM REVIEW 2012

# SPONSORSHIP OPPORTUNITIES

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## REGISTRATION

Every attendee registers! Whether they pre-register online or register onsite, your company logo is the first thing they will see.

Sponsorship includes:

- (1) Complimentary three-day conference registration (up to a \$1,025 value)
- Tabletop display in the AUVSI registration area for all three days of the conference
- (1) Complimentary full-page, 4-color ad in the official onsite program (a \$1,800 value)
- Logo recognition
  - on confirmation and reminder email sent to all pre-registered attendees
  - on computer screens and kiosks in the AUVSI registration area
  - in the official onsite program

**Sponsorship fee: \$6,000 – For all 3 days**

## LANYARDS

Each attendee will be provided with a lanyard branded with your logo.

Sponsorship includes:

- (1) Complimentary three-day conference registration (up to a \$1,025 value)
- Tabletop display in the AUVSI registration area for all three days of the conference
- (1) Complimentary full-page, 4-color ad in the official onsite program (a \$1,800 value)
- Logo recognition
  - on the lanyard
  - in the official onsite program

**Sponsorship fee: \$5,000 – For all 3 days**

## SESSION

Gain exposure by having your company logo displayed during the day of your choice (Air, Ground, or Maritime).

Sponsorship includes:

- (1) Complimentary three-day conference registration (up to a \$1,025 value)
- Tabletop display in the AUVSI registration area on the day of your sponsorship
- (1) Complimentary full-page, 4-color ad in the official onsite program (a \$1,800 value)
- (10) VIP reserved seats in the session room on the day of your sponsorship.
- Logo recognition
  - in the official onsite program
  - at the entrance to the session room
  - on the screens during breaks

**Sponsorship fee: \$4,000 per session**

Customize your  
package with 3  
or more items &  
**Save 15%**

### All Sponsorship Packages Include:

- Prominent signage with company logo onsite
- Recognition in AUVSI's Unmanned Systems Program Review print and online marketing (reaches more than 36,000 people)
- Logo Recognition
  - "Thank you sponsors" ad in March issue of AUVSI's *Unmanned Systems* magazine
  - AUVSI's *Unmanned Systems* eBrief (up to a \$1,000 value)
  - Rotating banner ad on [www.auvsi.org](http://www.auvsi.org) until 10 February 2012 (a \$1,200 value)



AUVSI's  
UNMANNED SYSTEMS  
**PROGRAM  
REVIEW 2012**

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## NETWORKING LUNCHEON

Provides attendees with the opportunity to network with other members of the unmanned systems community and conference speakers.

Sponsorship includes:

- (1) Complimentary three-day conference registration (up to a \$1,025 value)
- Tabletop display in the AUVSI registration area on the day of your sponsorship
- Table display outside luncheon to distribute literature on the day of your sponsorship
- (1) Complimentary full-page, 4-color ad in the official onsite program (a \$1,800 value)
- (10) VIP reserved seats at luncheon on the day of your sponsorship
- Logo recognition
  - at the entrance of luncheon room
  - at each attendee table
  - in the official onsite program

**Sponsorship fee: \$4,500 per luncheon**

## EVENING RECEPTION

The networking continues during the evening reception, which will offer hors d'oeuvres and an open bar.

Sponsorship includes:

- Tabletop display in the AUVSI registration area on the day of your sponsorship
- 50% off (1) three-day conference registration (up to a \$900 value)
- One-time 50% discount on a full-page, 4-color ad in the official onsite program (a \$900 savings)
- Logo recognition
  - at each table
  - in the official onsite program

**Sponsorship fee: \$3,500 per reception**

## CONTINENTAL BREAKFAST

Assorted breakfast foods, coffee and juice will be served each day outside of the session room.

Sponsorship includes:

- Tabletop display in the AUVSI registration area on the day of your sponsorship
- 50% off (1) three-day conference registration (up to a \$500 value)
- One-time 50% discount on a full-page, 4-color ad in the official onsite program (a \$900 value)
- Logo recognition
  - at each table
  - in the official onsite program

**Sponsorship fee: \$3,000 per breakfast**

Customize your  
package with 3  
or more items &  
**Save 15%**

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- Recognition in AUVSI's Unmanned Systems Program Review print and online marketing (reaches more than 36,000 people)
- Logo Recognition
  - "Thank you sponsors" ad in March issue of AUVSI's *Unmanned Systems* magazine
  - AUVSI's *Unmanned Systems* eBrief (up to a \$1,000 value)
  - Rotating banner ad on [www.auvsi.org](http://www.auvsi.org) until 10 February 2012 (a \$1,200 value)



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## MORNING BREAK

During the morning break, beverages will be provided to attendees outside the session room.

Sponsorship includes:

- Tabletop display in the AUVSI registration area on the day of your sponsorship
- 50% off (1) three-day conference registration (up to a \$500 value)
- One-time 50% discount on a full-page, 4-color ad in the official onsite program (up to a \$900 value)
- Logo recognition
  - at break stations
  - in the official onsite program

**Sponsorship fee: \$2,500 per morning break**

## AFTERNOON BREAK

During the afternoon break, beverages and snacks will be provided to attendees outside the session room.

Sponsorship includes:

- Tabletop display in the AUVSI registration area on the day of your sponsorship
- 50% off (1) three-day conference registration (up to a \$500 value)
- One-time 50% discount on a full-page, 4-color ad in the official onsite program (up to a \$900 value)
- Logo recognition
  - at break stations
  - in the official onsite program

**Sponsorship fee: \$2,500 per afternoon break**

## ONLINE CONFERENCE PROCEEDINGS

Your company logo will be prominently displayed on the proceedings website.

Sponsorship includes:

- PDF (up to 2 MB) of company literature posted on the proceedings webpage
- Tabletop display in the AUVSI registration area on a day of your choice
- 50% off (1) three-day conference registration (up to a \$500 savings)
- One-time 50% discount on a full-page, 4-color ad in the official onsite program (up to a \$900 value)
- Logo recognition
  - on every page of the proceedings website through July 2012
  - in the official onsite program
  - on CD label of purchased proceedings

**Sponsorship fee: \$2,000**

Customize your  
package with 3  
or more items &  
**Save 15%**

### All Sponsorship Packages Include:

- Prominent signage with company logo onsite
- Recognition in AUVSI's Unmanned Systems Program Review print and online marketing (reaches more than 36,000 people)
- Logo Recognition
  - "Thank you sponsors" ad in March issue of AUVSI's *Unmanned Systems* magazine
- AUVSI's *Unmanned Systems* eBrief (up to a \$1,000 value)
- Rotating banner ad on [www.auvsi.org](http://www.auvsi.org) until 10 February 2012 (a \$1,200 value)

### Company Information

Company \_\_\_\_\_

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

I am an AUVSI Corporate Member.

I would like to become a corporate member, please contact me.

Sponsorship Opportunity	Price	Total
<b>Registration</b>	\$6,000	\$ _____
<b>Lanyard</b>	\$5,000	\$ _____
<b>Session</b>		
Ground Systems Day - 7 Feb.	\$4,000	\$ _____
Air Systems Day - 8 Feb.	\$4,000	\$ _____
Maritime Systems Day - 9 Feb.	\$4,000	\$ _____
<b>Networking Luncheon</b>		
Ground Systems Day - 7 Feb.	\$4,500	\$ _____
Air Systems Day - 8 Feb.	\$4,500	\$ _____
Maritime Systems Day - 9 Feb.	\$4,500	\$ _____
<b>Evening Reception</b>		
Ground Systems Day - 7 Feb.	\$3,500	\$ _____
Air Systems Day - 8 Feb.	\$3,500	\$ _____
Maritime Systems Day - 9 Feb.	\$3,500	\$ _____
<b>Continental Breakfast</b>		
Ground Systems Day - 7 Feb.	\$3,000	\$ _____
Air Systems Day - 8 Feb.	\$3,000	\$ _____
Maritime Systems Day - 9 Feb.	\$3,000	\$ _____
<b>Morning Break</b>		
<del>Ground Systems Day - 7 Feb.</del>	<del>\$2,500</del>	<del>\$ _____</del>
<del>Air Systems Day - 8 Feb.</del>	<del>\$2,500</del>	<del>\$ _____</del>
<del>Maritime Systems Day - 9 Feb.</del>	<del>\$2,500</del>	<del>\$ _____</del>
<b>Afternoon Break</b>		
Ground Systems Day - 7 Feb.	\$2,500	\$ _____
Air Systems Day - 8 Feb.	\$2,500	\$ _____
Maritime Systems Day - 9 Feb.	\$2,500	\$ _____
<b>Conference Proceedings</b>	\$2,000	\$ _____
<b>Additional Tabletop Display Day</b> (based on availability, discounts do not apply)	\$500/day	\$ _____

### Payment Method (check one)

Check (made payable to AUVSI)  Visa  MasterCard

American Express  Bank Wire Transfer (call AUVSI for instructions)

\_\_\_\_\_

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

\_\_\_\_\_

Cardholder's Name (as printed on card)

I authorize AUVSI to use the above credit card to charge applicable sponsorship fees.

\_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Please return this form to: AUVSI, 2700 South Quincy Street, Suite 400, Arlington, VA 22206 USA; Fax: +1 703 845 9679. If you have any questions, please contact Jasmine Smith at [jsmith@auvsi.org](mailto:jsmith@auvsi.org).

**Cancellation:** All cancellations must be made in writing to AUVSI at 2700 S. Quincy Street, Suite 400, Arlington, VA 22206, USA with a copy via email to [exhibits@auvsi.org](mailto:exhibits@auvsi.org). It is the Sponsors responsibility to confirm receipt of cancellation request with AUVSI. Should Sponsor want to cancel their Sponsorship prior to the show, there will be a cancellation fee of 50% of the total sponsorship fee if written cancellation is received by 9 December 2011. There will be a cancellation fee of 100% of total sponsorship fee if written cancellation is received after 9 December 2011. The date upon which the written notice of cancellation is received shall apply as the official cancellation date. Upon Sponsor's notification of cancellation, AUVSI reserves the right to resell the sponsorship.

In its sole discretion, AUVSI reserves the right to reject sponsorship, including from those companies and organization that AUVSI deems detrimental to the success of AUVSI.

**Force Majeure:** If the show premises is destroyed by Acts of God, fire or the elements or by any cause, or in case of government intervention or regulation, military activity, terrorism, civil disturbance, strikes, labor disputes, or any other circumstances make it impossible or inadvisable to hold the Show at the time and place provided in the application, then and thereupon the Contract shall terminate and the Sponsor shall waive any claim for damages or compensation, except the pro rata return of the amount paid for the sponsorship, after deduction of actual expenses incurred in connection with the show and there shall be no further liability on the part of either party.

**Change to Sponsorship Level:** All requests for changes to sponsorship levels must be made in writing to AUVSI at 2700 S. Quincy Street, Suite 400, Arlington, VA 22206, USA with a copy via email to [exhibits@auvsi.org](mailto:exhibits@auvsi.org). It is the Sponsors responsibility to confirm receipt of change to their sponsorship with AUVSI.

Sponsorship Opportunity	Price	Total
<b>Discounts:</b>		
AUVSI Corporate Member		
AUVSI Corporate Members receive a one-time per year \$250 discount (excludes Entrepreneur level)	-\$250	\$ _____
 15% discount on three or more sponsorships	-15%	\$ _____
<b>Total Amount Due</b>		\$ _____