USAWOA 45th Annual Meeting of the Members

5 – 7 October 2017

(4 October Travel Day)

Walter Washington Convention Center

Crystal City Marriott at Reagan National Airport

The Concept

- Conducted “in tandem” with TMC partner AUSA (which is donating convention center space for meeting…), immediately prior to 2017 AUSA Annual Meeting and Exposition
- Attract participation from senior Army leadership, together with their senior Warrant Officer leaders (speakers, panelists, etc.)
- Shortened by one day, to encourage attendance of both USAWOA and AUSA meetings (multi-purpose TDY/PTDY), increasing attendance of both.
- Dovetail professional development speakers and panels to compliment AUSA’s Warrant Officer breakfast and professional development forum
- Attract lucrative meeting sponsorships – augment national headquarters operations.

The Meeting Agenda Items

- Will Invite VCSA to provide welcome address, to open meeting.
- All traditional USAWOA business will be conducted, to include:
  - Briefings and updates from national and regional leaders, and committee chairs
  - Votes on things such as USAWOA Resolutions
  - Annual awards presentations
- Professional development will include briefings from the USAWOCC commandant and senior WO leaders such as the ASWOC Chair, ARNG CCWO and USAR CCWO. Panels will also be conducted:
  - Sponsored Sustainment Panel (senior Army leaders and WOs from Sustainment fields)
  - Sponsored Aviation Panel (senior Army leaders and WOs from Aviation and Special Operations Aviation communities)
  - Sponsored Personal Financial Planning Panel

Social Events

- Sponsored President's Reception on night before meeting, conducted at hotel
- "Hospitality Suites" will be replaced with:
  - Sponsored Vice President's Reception, conducted at hotel
  - Sponsored Executive Director's Reception, conducted at hotel
- Spouse's Agenda: TBD
- Annual Banquet and Ball – sponsored event, conducted at hotel
  - Will invite CSA as guest speaker
  - Usual traditional events will be conducted
  - Music provided by Army rock band.

Sponsorship Opportunities

United States Army Warrant Officers Association

The Quiet Professionals®

45th Annual Meeting Of The Members

Walter E. Washington Convention Center

Crystal City Marriott at Reagan National Airport

October 5-7, 2017

PROFESSIONALISM · REPRESENTATION · RECOGNITION

USA WOA

SERVING WARRANT OFFICERS & THEIR FAMILIES FOR MORE THAN 44 YEARS

USAWOA 45th Annual Meeting of the Members

The Quiet Professionals®

The United States Army Warrant Officers Association (USAWOA) 45th Annual Meeting of the Members (AMM) will be conducted in partnership with the Association of the United States Army (AUSA), from 4 to 7 October 2017, at the Walter E. Washington Convention Center. The Army Ten-Miler race is scheduled to be conducted on 8 October, followed by the opening of AUSA's 2017 Annual Meeting and Exposition the next day.

Senior Army and Warrant Officer leaders alike are expected to attend and participate in both meetings, which will feature informative and relevant presentations, panel discussions on pertinent military and national security subjects, workshops, and important business meetings of both organizations.

USAWOA Members are proud of the association's relatively brief history. Since its founding in 1972, it has had a decisive impact on a remarkable four decade evolution of Army Warrant Officers into the indispensable cohort of professional, technical leaders they are today, representing all three components of the Army. Warrant Officers are often referred to as the "Guardians of the Army's Technology." To this day, the USAWOA remains the only military service organization thoroughly devoted to the welfare of Warrant Officers and their families, whether they are currently serving, formerly serving, or retired.

USAWOA's 45th AMM will offer a more intimate environment for exhibitors and sponsors to interact with the Army's senior technical experts and their leaders prior to AUSA's magnificent exposition the following week. All sponsors and exhibitors will be recognized in a special post-meeting edition of the USAWOA *Newsliner* magazine.

Sponsors and exhibitors are also welcome to attend the series of receptions that will be conducted in the evenings, and the 45th Annual Awards Banquet and Ball, on the evening of 7 October 2017. These will all be held at the Crystal City Marriott, a convenient 10-minute Metro train ride away from the convention center.

Sponsorship and Exhibition Opportunities

Wednesday, 4 October 2017

President's Reception
Time: 1800 – 2000
Sponsor investment: $5,000
Location: The Crystal City Marriott

Hosted by USAWOA's National President, this reception will serve as an icebreaker and the first of three social and networking events, on the evening prior to the start of the meeting. Welcomed attendees will include all attendees of the 45th AMM, corporate partners, event sponsors and exhibitors, and distinguished national officers of the Association of the United States Army (AUSA), our loyal partner in The Military Coalition (TMC). A 22" x 36" easel-mounted sign promoting the event sponsor will be placed prominently at the event, and a quarter-page advertisement will be placed in the November 2017 issue of the Newsliner magazine, in the section describing the reception.

Thursday, 5 October 2017

WOPD – Personal Financial Planning Panel
Time: 1300 – 1430
Sponsor investment: $5,000
Location: The Walter Washington Convention Center

Conducted in front of all AMM attendees, this 90-minute Warrant Officer professional development panel was a favorite of attendees at the 43rd AMM. Each panelist will have five minutes to introduce him- or herself, after which each will field questions from AMM attendees. A 22" x 36" easel-mounted sign promoting the event sponsor will be placed prominently at the event (until the close of the business day), and a quarter-page advertisement will be placed in the November 2017 issue of the Newsliner magazine, in the section describing the panel discussion.

Wednesday, 4 October 2017

Vice President's Reception
Time: 1830 – 2030
Sponsor investment: $5,000
Location: The Crystal City Marriott

Hosted by USAWOA's National Vice President, this reception will serve as the second of three social and networking events during the 45th AMM. A 22" x 36" easel-mounted sign promoting the event sponsor will be placed prominently at the event, and a quarter-page advertisement will be placed in the November 2017 issue of the Newsliner magazine, in the section describing the reception.

Friday, 6 October 2017

Retiree Breakfast
Time: 0700 – 0830
Sponsor investment: $5,000
Location: The Crystal City Marriott

This is a breakfast for military retirees at the 45th AMM. COL (Ret) Steve Strobridge, co-chairman of The Military Coalition (and Lifetime Member of USAWOA), will speak at the event and field questions on legislative issues impacting Veterans. A 22" x 36" easel-mounted sign promoting the event sponsor will be placed prominently at the event, and a quarter-page advertisement will be placed in the November 2017 issue of the Newsliner magazine, in the section describing the breakfast.

WOPD – Sustainment Panel
Time: 1515 – 1700
Sponsor investment: $5,000
Location: The Walter Washington Convention Center

Conducted in front of all AMM attendees, this 1 ¾ hour Warrant Officer professional development panel will feature distinguished senior Warrant Officer and Army leaders from the Quartermaster, Logistics and Transportation Corps. Each panelist will have five minutes to introduce him- or herself, after which each will field questions from AMM attendees. A 22" x 36" easel-mounted sign promoting the event sponsor will be placed prominently at the event, and a quarter-page advertisement will be placed in the November 2017 issue of the Newsliner magazine, in the section describing the panel discussion.

Executive Director's Reception
Time: 1830 – 2100
Sponsor investment: $5,000
Location: The Crystal City Marriott

Hosted by USAWOA's National Executive Director, this reception will serve as the last of three social and networking events during the 45th AMM. A 22" x 36" easel-mounted sign promoting the event sponsor will be placed prominently at the event, and a quarter-page advertisement will be placed in the November 2017 issue of the Newsliner magazine, in the section describing the reception.

Saturday 7 October 2017

WOPD – Aviation Panel
Time: 0930 – 1100
Sponsor investment: $5,000
Location: The Walter Washington Convention Center

Conducted in front of all AMM attendees, this 90-minute Warrant Officer professional development panel will feature distinguish senior Warrant Officer and Army leaders from the Aviation and Special Operations Aviation communities. Each panelist will have five minutes to introduce him- or herself, after which each will field questions from AMM attendees. A 22" x 36" easel-mounted sign promoting the event sponsor will be placed prominently at the event (until the close of the business day), and a quarter-page advertisement will be placed in the November 2017 issue of the Newsliner magazine, in the section describing the panel discussion.

Saturday 7 October 2017

USAWOA Annual Awards Banquet
Time: 1700 – 2300
Sponsor investment: $5,000
Location: The Crystal City Marriott

The premier event of the 45th AMM, this closes out the week. It will kick off with a cocktail hour, and feature a keynote address from the Chief of Staff of the Army. Prestigious USAWOA annual awards will also be presented, and the evening will conclude with live music and dancing. A 22" x 36" easel-mounted sign promoting the event sponsor will be placed prominently at the event (and a banner for $10,000 sponsors), and depending on the level of support, a quarter-page or half-page advertisement will be placed in the November 2017 issue of the Newsliner magazine, in the section describing the banquet.

Additional Sponsorship Opportunities

Hotel Key Card Sponsorship
One sponsorship available
Sponsor investment: $10,000
Location: The Crystal City Marriott

What better way to reach attendees than to have your logo handed to them when they check in their hotel? Proceeds from this sponsorship will be used to lower the per-night cost of lodging for attendees, and we will also ensure that a card is placed in the center of each bed, informing them that the sponsor is responsible for doing just that! A half page advertisement will also be placed in the November 2017 Newsliner magazine, with an editor's piece thanking the sponsor for subsidizing Member attendance at the 45th AMM.

Refreshment Breaks
Five sponsorships available (five break sessions)
Sponsor investment: $1,000
Location: The Walter Washington Convention Center

At five points in the meeting, over 2 ½ days, there will be coffee and other refreshments served during meeting breaks, at the back of the exhibitors' room. A 22" x 36" easel-mounted sign promoting the event sponsor will be placed prominently in the refreshment area, so that members will know who sponsored that break. Sponsors will also be recognized in a special section of the November 2017 issue of the Newsliner magazine, thanking our generous sponsors of the meeting.

Exhibitor Booths
Gold-level Exhibitor (up to 100 square feet): $7,500
Silver-level Exhibitor (up to 100 square feet): $5,000
Bronze-level Exhibitor (up to 40 square feet): $2,000

All exhibitors will be recognized in the November 2017 issue of the Newsliner magazine, in a special section. Each exhibitor will be invited to write a paragraph of up to 100 words describing themselves. Gold-level and silver-level exhibitors will also be entitled to half-page or quarter-page advertisements (respectively) in this section.

For more information on exhibition and sponsorship opportunities at the USAWOA 45th Annual Meeting of the Members, contact USAWOA National Executive Director Jack Du Teil at 703-742-7727, or by email at usawoaed@verizon.net

Crystal City Marriott at Reagan National Airport

- All social events will be conducted here.
- Metro train ride from Ronald Reagan National Airport
- 10 to 15 minute Metro train ride from convention center (six stops on yellow line, from Crystal City Station to Mount Vernon/Convention Center Station.
- Walking distance from Pentagon (and Army Ten-miler start/finish lines on Sunday)
- Huge variety of shopping and restaurants available in “Crystal City Underground”

Questions?