



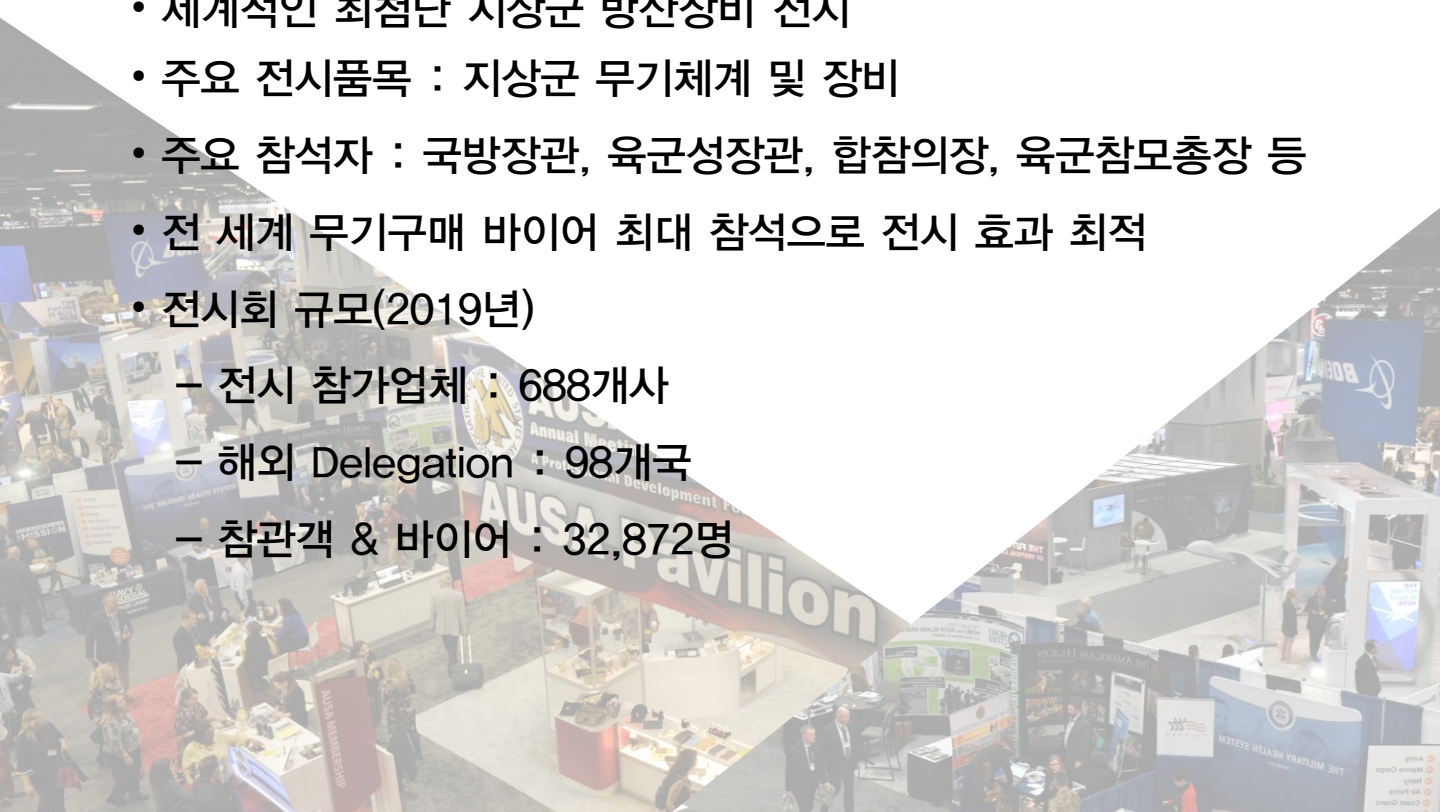
AUSA 전시회 개요 및 특성

1. 전시회 개요

- 전시회명 : 2020 AUSA Annual Meeting and Exposition
- 기 간 : 2020. 10. 12.(월) ~ 14.(수) / 3일간
- 장 소 : 워싱턴 D.C. 소재 Walter E. Washington 컨벤션 센터
- 주 최 : 美 육군협회(Association of the U.S. Army)
- 홈페이지 : www.ausameetings.org

2. 전시회 특징

- 세계적인 최첨단 지상군 방산장비 전시
- 주요 전시품목 : 지상군 무기체계 및 장비
- 주요 참석자 : 국방장관, 육군성장관, 합참의장, 육군참모총장 등
- 전 세계 무기구매 바이어 최대 참석으로 전시 효과 최적
- 전시회 규모(2019년)
 - 전시 참가업체 : 688개사
 - 해외 Delegation : 98개국
 - 관람객 & 바이어 : 32,872명



전세계 무기구매 바이어가 대거 참석하는 방산무기 구매의 場



AUSA 2020 대한민국 통합관 참가 필요성

1. AUSA 2020에 참가해야 하는 이유

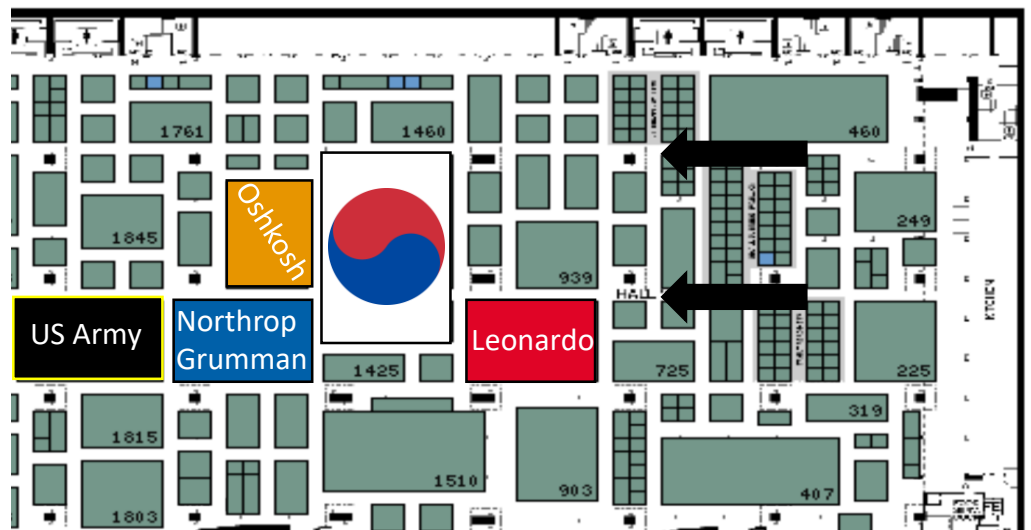
- 전세계 모든 방산관련 바이어 방문 및 현장 구매활동 활발
- 가장 대표성 있는 방산전시회로 해외 群小 전시회 참가 불필요
- 최첨단 방산 기술의 총 집결로 방산 기술교류 가능

2. 대한민국 통합관 참가 필요성

- 주요 위치 확보(전시장 구성)로 전시효과 극대화
- 통합참가로 인한 전시회 참가비용 및 행정소요 절감
- 국가대표 성격의 전시장 구성에 따른 대외 경쟁력 확보
- 대한민국 통합관 전시로 참여업체 브랜드 가치 격상

주요 위치에 **대한민국 통합관 70부스 확보!**

1층
Hall A



美 육군 부스 및 세계 주요 대기업 인접
MAIN 관람 동선에 위치한 최적의 공간



참가 신청에 관한 사항

모 집 규 모	<ul style="list-style-type: none"> • 방위산업 관련 대기업, 중소기업 등 30여 개사
참 가 신 청	<ul style="list-style-type: none"> • 신청기한 : 2020. 1. 31.(금) 15:00까지 (선착순) ※ 한국관 공간 한정으로 조기 마감될 수 있음 • 부스 비용(AUSA공식 비용) : 1부스 \$5,400 (\$54.00/ft²) ※ 폭 10ft x 넓이 10ft, 면적 100ft² (약 9.3m²) ※ SPACE ONLY, 부스장치 및 공사, 비품 등 기타 비용 별도 • 첨부된 참가신청서 작성 후 hwkim@dxkorea.org 로 제출
참 가 사 택	<ul style="list-style-type: none"> • 해외 Delegation 및 바이어 초청, B2B 미팅 주선 • AUSA 기업 회원가입비 면제(2019년도 기준 \$7,000/年) ※ 개별적으로 AUSA 전시회 참가 시 AUSA 회원 가입 필수 • AUSA 개인 회원권 부여(규모 100ft² 당 1명, 각 사별 최대 5명 등록) • 전시회 기간 한국관 공용 비즈니스 라운지 사용(예정) • 한-미 친선 방산 협력의 밤 행사 참가(예정)
신 청 방 법	<ul style="list-style-type: none"> • 계약금 납부 : 2020. 1. 31.까지(부스비용의 50%) 예) 1부스(\$5,400) 기준 \$2,700 • 잔금 납부 : 2020. 3. 27.까지(부스비용의 50%) 예) 1부스(\$5,400) 기준 \$2,700 ※ 기한까지 계약금 및 잔금 미 입금 시 참가신청 자동취소/환불 불가 • 입금계좌 : 수협은행 1010-1755-7690, (주)DXK ※ 입금일 기준 전신환 매도율 고시 환율로 송금
행 정 사 항	<ul style="list-style-type: none"> • 부스위치는 신청순서-규모에 따라 선호구역 우선 배정 ※ 부스 위치 배정에 대한 권한은 주관사에 있음 • 부스 임차, 전시회 참가 등에 필요한 사항을 종합 지원 • 전시장치, 물류, 여행사 등 통합 추진으로 예산절감 노력



AUSA

2020 Annual Meeting & Exposition

EXHIBITOR TERMS OF AGREEMENT

AUSA 2020 전시회 참가 규정

SHOW MANAGEMENT

The exhibition is organized and managed by AUSA. Any matters not covered in these Rules and Regulations are subject to the interpretation of the AUSA, and all exhibitors must abide by their decisions. Exhibitors must comply with the Walter E. Washington Convention Center protocols & procedures. The Show Management shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of exhibitors. Each exhibitor, for himself and his employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with preceding sentence.

ASSIGNMENT OF BOOTH SPACE

Booths are assigned based on the company's Order of Merit Listing. Applications without an authorized signature and 10% deposit will not be processed. All exhibitors applying for exhibit space must be an active National Partner of AUSA. Exceptions will be made by on a case by case basis at the discretion of the AUSA Meetings Department.

INSTALLATION AND DISMANTLE OF EXHIBITS

Show Management reserves the right to fix the time for the installation of a booth prior to the show opening and for its removal after the conclusion of the show. Under no circumstances will the addition to or removal of any portion of an exhibit be permitted during show hours. All booths must remain intact until the close of the show. Installation must occur only during the installation times designated in the official exhibit schedule. All booths must be properly installed, fully operational and show-ready according to the schedule published in the Exhibitor Services Manual for the final inspection of the exhibit hall by Show Management. Dismantle may not begin until the published exhibit times. Early dismantle and/or removal of an exhibit may result in the loss of exhibit privileges for future shows. The Exhibit Hall Hours are tentative and subject to change. If the official exhibit hall schedule changes, all exhibitors will be notified. Each exhibitor will complete arrangements for removal of his or her material from the Walter E. Washington Convention Center in accordance with the instructions provided in the Exhibitor Services Manual. No one under the age of 18 will be permitted on the exhibit floor during installation and dismantle hours. The full move in schedule will be provided in the Exhibitor Services Manual, provided 60 days before the start of the show.

FAILURE TO OCCUPY SPACE

Space not occupied by 5:00 PM on the evening before the exhibit hall opens will be forfeited by the exhibitors and their space may be resold, reassigned or used by the exhibit management without refund.

PAYMENT FOR BOOTH SPACE

Exhibit space will be assigned by AUSA based on a company's Order of Merit. Once AUSA receives your completed contract, exhibit space will then be assigned. A minimum 10% non-refundable deposit is due with the Exhibitor Contract. All contracts without payment will be considered incomplete and booth space will not be booked until a deposit has been received by AUSA. Full payment is due by Friday, 1 March 2019. Any exhibits booked after Friday, 1 March 2019 payments will be due NET 30 days from the invoice date.

BOOTH CANCELLATION & REDUCTION POLICY

All exhibitors who cancel or downsize on or before the published cancellation date will receive a refund minus the 10% non-refundable deposit. Any Exhibitors who cancel or downsize after the published cancellation date will forfeit the 10% non-refundable deposit plus 50% of the full cost of their booth and AUSA will retain all monies paid.

RESALE/SUBLEASING OF EXHIBIT SPACE

Exhibitors may not assign, sublease or otherwise share all or a portion of their exhibit space with any party except a wholly-owned subsidiary, a sister corporation or a company represented by an exhibitor and registered as such with AUSA, without the express written consent of AUSA. This prohibition will be strictly enforced.

ARRANGEMENT OF EXHIBITS

Any portion of an exhibit that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated booth space or for any reason becomes objectionable, must be immediately modified or removed by the exhibitor. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions within its booth. All demonstrators or other promotional activities must be confined to the limits of the exhibit space. Show Management reserves the right to inspect the quality of the appearance of each booth prior to show opening. Where necessary, masking drape will be placed to cover unsightly wires, unfinished back walls, etc. at the exhibitor's expense.

BOOTH DESIGN

Each exhibitor will be provided with an official Exhibitor Services Manual. The Exhibitor Services Manual content describes in full the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions, and limitations contained in the Exhibitor Services Manual. Each exhibitor's space will be provided with (1) identification sign. Linear booths will include 8' backdrapes and (2) sidewall drapes. The rear 5' of linear space may contain items less than or equal to 8' in height. Any items, props, signage, or combination thereof located in the front 5' of the booth may not exceed 4' in height, measured from the exhibit hall floor. Island booths are restricted to 25' in height. AUSA does not allow end cap booths (booths comprised of or encompassing a 10x20 space exposed to aisle on three sides). Multi-Level Booths (Double Decker): There is an additional \$25.00 per square foot charge for all multi-level booth displays. Invoices will be sent after the show closes from AUSA. Sufficient area must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. In the sole opinion of Show Management, any exhibit that fails to conform to the Exhibitor Services Manual guidelines or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exhibition. All booths must be carpeted. Exhibiting companies are responsible for furnishing, carpeting, and cleaning their booths. Any booths not carpeted by 4:00 PM on the evening prior to the start of this event will be carpeted by Show Management at the exhibitor's expense. All exhibits must comply with the public accommodation provisions of the Americans with Disabilities Act of 1991 (ADA). All booths containing a second level must be ramped.

CONDUCT & PURPOSE OF EXHIBITS

The purpose of the exhibition is to further the education of meeting attendees through product and service displays and demonstrations. Products or services exhibited must be pertinent to the attendees' professional interest. AUSA reserves the right to restrict sales activities that it deems inappropriate or unprofessional. All exhibits will be to serve the interest of the AUSA members and will be operated in a way that will not detract from other exhibits, the exhibition, or the meeting as a whole. Show Management reserves the right to request the immediate withdrawal of any exhibit that AUSA believes to be injurious to the purpose of AUSA. Management reserves the right to refuse to admit to and eject from the exhibit building any objectionable or undesirable person or persons. The use of sideshow tactics or other undignified methods considered by AUSA to be objectionable are expressly prohibited in the exhibition area and in any meeting room.

EXHIBIT STAFF REGISTRATION

Each booth space is provided unlimited Exhibitor Badges. The Exhibitor badge allows entrance to sessions, all meals, and the exhibit hall during all set-up, dismantle, and regular show hours. The Attendee badge will grant access to the hall ONLY during show hours. An official AUSA Attendee or Exhibitor badge must be worn whenever a representative is in the Walter E. Washington Convention Center. Each exhibit must be fully operational and staffed during the open exhibit hours. Booths should be manned by company specialists who are qualified to discuss details of their company's products or services.

STORAGE

The exhibitor should make arrangements with the contracted decorator for storage of packing boxes and crates during the exhibition. AUSA assumes no responsibility for damage or loss of packing boxes or crates.

SOUND DEVICES AND LIGHTING & OTHER PRESENTATION DEVICES

Public address, sound producing, or amplification devices that project sound must be kept at a conversational level and must not interfere with other exhibits. Any form of attention-getting devices or presentations of any length must be conducted and contained within the limits of an exhibitor's rented booth space. Such presentations will be terminated when crowds obstruct aisles or infringe upon another exhibitor's display. AUSA reserves the right to restrict the use of glaring lights or objectionable lighting effects.

HANDOUT MATERIALS, GIVE-AWAYS AND PRIZE DRAWINGS

Promotional giveaways and exhibitor prize drawings will be permitted. All materials and prizes must have prior approval by AUSA. All hand-out materials are expected to be of professional nature. Distribution of advertising material and souvenirs must be confined to the exhibitor's booth. Canvassing or distribution of advertising material or souvenirs in the exhibit hall by representatives of non-exhibiting firms is strictly forbidden. Selling of merchandise on the exhibit floor is strictly prohibited. AUSA reserves the right to disallow any material that it believes to be inappropriate.

SOLICITATION OF EXHIBITORS

No persons will be permitted in the exhibit hall for the purpose of soliciting advertising or other exhibit space without the express written permission of AUSA.

FIRE, SAFETY AND HEALTH

The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health. All exhibit equipment and materials must be located within the booth. Only fireproof materials may be used in displays and the exhibitor must take all necessary fire precautions. No combustible material will be stored in or around exhibit booths.

LABOR

Rules and regulations for union labor are made by the local unions and may change at any time. Where union labor is required because of building or contractor requirements, it will be necessary for the exhibitor to comply with these regulations. Information regarding specific regulations that are applicable may be obtained from the official contractor. Displays, painters, carpenters, electricians, and other skilled labor can be arranged through the official contractor (GES) at established rates. Labor order forms will be included in the Exhibitor Services Manual.

FOOD AND BEVERAGE

Exhibitor distribution of food and beverages for consumption in the building is allowed. The Walter E. Washington Convention Center reserves the right to purchase, prepare and provide all food and beverage items. Popcorn is not allowed on the show floor.

GENERAL LIABILITY, SECURITY & INSURANCE

AUSA makes no warranty, expressed or implied, that security measures will avert or prevent occurrences that may result in loss or damage. Each exhibitor must make provisions for the safeguarding of his or her goods, materials, equipment and display at all times. AUSA will not be liable for loss or damage to the property of exhibitors or their representatives or employees from theft, fire, accident or other causes. AUSA will not be liable for injury to exhibitors or their employees or for damage to property in their custody, owned or controlled by them, which claims for damages, injury, etc., may be incident to or arise from, or be in any way connected with their use or occupation of display space, and exhibitors will indemnify and hold AUSA harmless against such claim. The exhibitor assumes all liability for any damage to the facility's floor, walls, lighting fixtures, etc. as a result of exhibitor negligence. The exhibitor will abide by and observe all laws, rules, regulations and ordinances of any government authority and of the contracted facility. The exhibitor will pay and hold AUSA, its Board, members, staff, and representatives, The Walter E. Washington Convention Center harmless from any and all damages, loss or liability of any kind whatsoever resulting from injuries to persons or property occurring within The Walter E. Washington Convention Center or property adjacent thereto occasioned by any act, neglect, or wrongdoing of the exhibitor or any of its officers, agents, representatives, guests or employees, invitees or other persons permitted by the exhibitor upon the premises, and the exhibitor will at its own cost and expense defend and protect AUSA, The Walter E. Washington Convention Center against any and all such claims or demands.

TRADEMARKS

AUSA will be held harmless for any trademark, trade name, copyright or patent infringement on any printed materials belonging to or distributed by any exhibitor. No exhibitor may use AUSA's name or logo(s) without the written consent of AUSA.

PHOTOGRAPHING & FILMING OF EXHIBITS

Each exhibitor has control over the space it has rented and may prevent those considered its competitors from gaining access to, photographing, or videotaping its exhibit. The taking of pictures, other than by the official photographer/videographer, is expressly prohibited during setup, dismantling and non-exhibit hours. Individual cameras will not be allowed on the exhibit floor. The use of a camera cell phone is prohibited during the above-mentioned hours. Only the exhibitor may grant permission to have its exhibit photographed, videotaped, or an audio presentation taped, during exhibit hours. No exhibitor shall deny any reasonable request from Show Management or the official photographer/videographer to photograph or film the exhibit from outside the perimeter of the booth.

EXHIBITOR AND AFFILIATE FACILITY USE

All public function space in The Walter E. Washington Convention Center is controlled by AUSA. No function space will be released to exhibiting firms or other commercial firms for functions concurrent with the AUSA Annual Meeting Symposium & Exposition without the permission of Show Management. Good taste and conformity to the purposes of the meeting must prevail. Showing of equipment or product presentations to registered members or guests of AUSA by exhibiting firms other than on the exhibit floor during the stated hours is expressly prohibited.

VIOLATIONS

AUSA may at its discretion take away all or part of future exhibiting privileges for violations of the Rules and Regulations. In addition, violation of any of these Rules and Regulations by the exhibitor or his or her employees or agents shall at the option of AUSA forfeit the exhibitor's right to occupy space and such exhibitor shall forfeit to AUSA all monies paid or due. Upon evidence of violation, AUSA may take possession of the space occupied by the exhibitor and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages that AUSA may incur thereby.

SEVERABILITY

All agreements and covenants contained herein are severable, and in the event any of them shall be held to be invalid by any competent court, this agreement shall be interpreted as if such valid agreements or covenants were not contained herein.

EXHIBITOR SERVICES MANUAL

A full list of the display rules and regulations will be included in the Exhibitor Services Manual.

CONTACT

For more information or if you have questions, please email exhibits@ausa.org.

▣ 참가업체 정보

회사명	국문		영문	
대표자명	국문		영문	
담당자명	국문		영문	
부서	국문		영문	
직위	국문		영문	
전화			팩스	
핸드폰			이메일	
홈페이지				
주요 전시품목				
주소	국문			
	영문			

▣ 참가 신청 임차료

구분	(A) 임차단가/1ft ²	(B) 임차면적 (ft ²)	(C) A x B 금액 (US\$)	(D) C x VAT 10% 총금액 (US\$)	비고
전시 공간 임차료	US\$ 54				외화 전신료 면제

※ 참가비 납부 방법 : 수협은행 1010-1755-7690, (주)DXK

(입금일 기준 전신환 매도를 고시 환율로 송금 바랍니다.)

※ 전시참가 규정 및 취소, 환불등과 관련 하여서는 AUSA 계약조항에 의거 합니다

당 사는 상기 내용을 확인하였으며 AUSA 2020 한국관 참가를 확인합니다.

20__년 __월 __일

참가회사명 : _____ 대표자 : _____ (인)

대한민국 육군협회 귀중
▣ 주최사 전용

담당자 : _____ 참가승인 : _____ (인)