

WASHINGTON D.C.

57TH



AOC INTERNATIONAL SYMPOSIUM & CONVENTION

DECEMBER 8 - 10, 2020



2020 EXHIBITOR PROSPECTUS

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57.crows.org

Host Sponsor



L3HARRIS

ABOUT THE SHOW

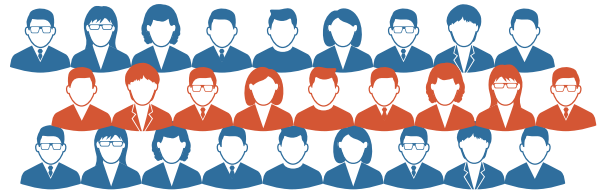
What is the AOC International Symposium and Convention? The Annual AOC International Symposium and Convention is the **leading event** for electronic warfare, electromagnetic spectrum operations, cyber-electromagnetic activities, and information operations **experts** from around the world. This event brings together nearly 2000 professionals from over 30 countries spanning industry, military, and government sectors to gather for educational sessions, networking, and exposure to over 100 exhibitors with **cutting edge technologies and services**.

The 57th Annual AOC International Symposium and Convention will take place at the Walter E. Washington Convention Center, 801 Mount Vernon Place NW, Washington DC.

33 countries
in attendance



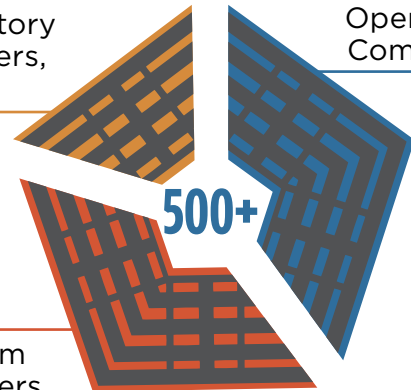
Largest concentration of DECISION MAKERS among industry shows



If you sell EW systems, your customers are here:

Laboratory
Engineers,
R&D

Operational
Community



Program
Managers,
Government Executives,
Acquisition

If you sell components or subsystems, your customers are here:

R&D/
Engineering

110 +

Program Managers,
Executive and General
Management, and
Supply Chain

**Data is representative of the 2018 iteration of this event.*

What exhibitors are saying...

“The AOC International is *the* event that provides our company the forum to demonstrate our commitment to the industry and meet the international community with a shared interest in the education of the EW industry.”

Darren McCarthy, Rohde & Schwarz

10' x 10' Exhibitor Booth Rates

	Before 3/1/20	After 3/1/20
Member fee*	\$5,900	\$6,200
Non-member fee	\$6,400	\$6,700

*Company must be a corporate member.

To view the current floorplan, visit crows.org/page/2020floorplan.

Please contact Sean Fitzgerald at Fitzgerald@crows.org or at **703-549-1600 ext 222** to book your booth space.

Exhibitor Schedule

Exhibitor Move-in

Monday, December 7 8:00 AM - 5:00 PM

Exhibitor Registration

Monday, December 7 8:00 AM - 5:00 PM

Exhibit Hall Hours*

Tuesday, December 8 10:00 AM - 6:00 PM

Wednesday, December 9 10:00 AM - 6:00 PM

Thursday, December 10 10:00 AM - 1:00 PM

*Booth personnel have access to show floor 1 hour prior and after official show hours

Exhibitor Move-Out

Wednesday, October 30 1:00 - 7:00 PM

What's included in your booth purchase

- 4 complimentary booth personnel badges per 10' x 10' booth space
- Access to welcome reception, and general sessions for registered booth personnel
- 19 Exhibit Hall hours, including guaranteed non-competing hours
- 8' high black pipe and drape back wall with 3' high draped side rails
- Standard booth identification sign
- 2020 Exhibitor badge to use in your customer marketing or post on your website
- Visibility in conference mobile app and event website
- Company listed in official onsite program
- Company description in preliminary conference brochure and in your company profile on the interactive floorplan
- Post show attendee list, including name, company, and city/state
- Exhibitor Services Kit detailing fees and information on shipping, furniture rental, and booth set-up will be emailed to the main contact for each booth approximately three months prior to the event
- Access to AOC discounted hotel rates. Housing block opens in Summer 2020



OPTIMIZE YOUR EXPOSURE

Sponsorship and advertising make an important statement about your company's role in supporting our industry. Featured sponsors and advertisers demonstrate their positions as industry leaders—regardless of company size. As a sponsor or advertiser, your brand will be elevated at the 57th Annual AOC International Symposium and Convention beyond your standard booth footprint. We are offering level packages as well as event specific options and tailored branding packages. Plan early for the best availability and exposure.

HOST SPONSORSHIP — \$50,000

Host Sponsorship receives ten All Access registrations, five Program Manager Briefing Series tickets, two tables at the Wednesday Annual Banquet, your company name and logo prominently displayed on event promotional materials, signs, brochures, AOC website and similar marketing venues, as well as a full-page (3.5" x 8.5"), four-color display ad in the official onsite program (Outside back cover). Additionally, Host Sponsorship receives the unique benefits of being the Sponsor of the annual Welcome Reception, as well as a brief welcome address by a company representative during the opening session of the symposium. Additionally, Host Sponsor will receive a seat on the event planning committee. Host Sponsorship does not include exhibit space and may only be reserved by exhibitors with a minimum of 200 square feet of contracted space.

PLATINUM SPONSORSHIP — \$25,000

Platinum Sponsorship receives four All Access registrations, four Program Manager Briefing Series tickets, two tables at the Wednesday Annual Banquet, your company name and logo prominently displayed on event promotional materials, signs, brochures, AOC website and similar marketing venues, as well as a full-page (3.5" x 8.5"), four-color display ad in the official onsite program. Platinum Sponsorship does not include exhibit space and may only be reserved by exhibitors with a minimum of 200 square feet of contracted space.

GOLD SPONSORSHIP — \$12,000

Gold Sponsorship includes three All Access registrations, three Program Manager Briefing Series tickets, one table at the Wednesday Annual Banquet, your company name and logo will be prominently displayed on event promotional materials, signs, brochures, AOC website and similar marketing venues as well as a half-page (3.5" x 4.125"), four-color display ad in the official onsite program.

SILVER SPONSORSHIP — \$6,000

Silver Sponsorship entitles your organization to receive two All Access registrations, two Program Manager Briefing Series tickets, your company name and logo prominently displayed on event promotional materials, signs, brochures, AOC website and similar marketing venues as well as a quarter-page (3.5" x 1.937"), four-color display ad in the official onsite program.

BRONZE SPONSORSHIP — \$3,000

Bronze Sponsorship provides your organization with one All Access registration, one Program Manager Briefing Series ticket, your company name and logo prominently displayed on event promotional materials, signs, brochures, AOC website, and similar marketing venues.

Sponsors contribute to the entire exhibit hall program including free exhibit hall entrance to your customers and food and beverages in the exhibit hall.

Sponsorship & Branding Opportunities

EVENTS	AMOUNT
"Crows' Nest" Networking Lounge*	\$40,000
Annual Banquet Sponsorship*	\$20,000
Innovation Stage	\$15,000 per day
Exhibit Hall Lunch	\$7,500-\$10,000 per lunch
Exhibit Hall Happy Hour	\$7,500-\$10,000 per reception
Charging Lounge	\$7,500
Symposium AM Coffee Service	\$5,000 per morning
EVENT COLLATERAL	
Symposium Bag Sponsor*	\$15,000
Attendee Badge Lanyards*	\$12,000
Mobile App Sponsor*	\$7,500
Hotel Key Cards*	\$6,000
ADVERTISING	
Escalator Branding Packages (Symposium or Exhibit Hall)	\$15,000 - \$20,000
High Traffic Banners	\$7,500-\$10,000
Exhibit Hall Banner	\$3,000-\$4,000
Triangle Hanging Banner - available for 10'x10' or 10'x20' booths	\$3,000
Interactive floorplan banner ad	\$500
Interactive floorplan logo on booth	\$300

* indicates an exclusive branding or sponsorship opportunity

How to Buy

See crows.org for more information and details on each opportunity. Please contact Sean Fitzgerald at Fitzgerald@crows.org or at 703-549-1600 ext 222 to secure your sponsorship today.



AOC RULES AND REGULATIONS

Exhibitor will abide by other provisions of the said Rules and Regulations, and with the fire regulations, local union jurisdictions, as well as all other regulations of governmental agencies and the Auditorium, Convention Center, Official General Contractor, Exhibition Hall or Hotel.

In the event of any conflicts or inconsistencies between the provisions of this Exhibitor's Contract and the terms of the Convention Center lease, law, or contracts with hotels, etc., the terms of the Convention Center lease, hotel contracts and/or applicable law shall take precedence and govern.

The Rules and Regulations, with later amendments, if any, that may be issued, are intended to be for the best interest of exhibitors and the EW/EMSO industry and are a part of the contract with each Exhibitor. Association of Old Crows (AOC) respectfully requests the full cooperation of Exhibitors in observance of these rules. Any points not covered are subject to final decision by AOC.

OFFICIAL CONTRACTOR AND EXHIBITOR SERVICES KIT

Audie Expo is the official general contractor for AOC. Audie Expo will provide an Exhibitor Service Kit to all Exhibitors, including information on show services, labor rates, drayage/freight handling rates, and furniture rentals approximately 90 days prior to Exhibitor setup.

USE OF BOOTHS

Exhibits shall be of a nature which promotes the common business interests of our industry, including products or services which are used by members of our industry for business purposes or which are otherwise directly related to those interests. The judgment of the AOC Show Management as to whether an Exhibitor or an exhibit satisfies this requirement, and in other respects hereinafter referred to, shall be final.

All exhibits, demonstrations, and other activities by an Exhibitor shall be confined to its exhibit booth(s). No Exhibitor shall assign, sublet or share the whole or any part of the booth space allotted. Only one company name shall be listed per booth.

Any exhibit, device, material or activity, including sounds, fumes or odors, which, in the judgment of the AOC Show Management, is unethical, in bad taste, annoying or otherwise offensive to Exhibitors, the Convention-Exhibition or the industry, is prohibited. Compressed Gas Cylinders, open flames and helium balloons are specifically forbidden.

SPACE ASSIGNMENTS

Onsite booth sales will be done in the following manner with priority given to the AOC convention sponsors in descending order. Each sponsor level will have time set aside to select the next convention booth location on a first come, first serve basis during their time slot. The schedule will be published prior to arrival to all exhibitors of record "Open booth sales" to all exhibitors who are not sponsors will be on a first come, first serve basis after sponsors have had an opportunity to review the floorplan and select their location.

AOC Show Management reserves the right to shift space assignment after the contract has been signed if we find it necessary to do so. The AOC retains the right to place AOC areas adjacent to, in the aisles, or behind exhibitor's booths in the exhibition hall. AOC items include, but are not limited to: food and beverage areas, promotional and literature displays, education stages, membership areas, and video monitors.

PAYMENTS, CANCELLATIONS & REFUNDS

For Exhibitors – A 50% nonrefundable deposit is required, with a completed contract, to reserve exhibit space. 100% of the booth cost is required by 10/23/20. Failure to pay the balance of the assigned space by the payment deadline will result in forfeiture of the space and AOC will have the right to cancel the contract. Any company cancelling booth space after assigned but before 10/23/20 will forfeit the 50% deposit. Cancellations made 10/23/20 or later will be responsible for the full booth rental amount. In either case, the AOC shall have the right to rent the cancelled space to another exhibitor. All exhibit space contracted 30 days prior to set up must pay the booth fee in full via credit card.

For Sponsors – 100% of sponsor fee is due at time of contracting. In the event that Sponsor cancels or wishes to withdraw the Sponsorship on or after June 9, 2020 (within six (6) months of the event), AOC reserves the right to retain 100% of the Fee. If cancellation prior to June 9, 2020 (six (6) months of the event), AOC will refund the sponsor 75% of the fee and retain 25% for administrative costs. If sponsorship includes graphic components, a late fee of 25% of the sponsorship fee will be billed to the Sponsor if final graphics are not submitted and approved by October 30, 2020.

SHIPPING AND MATERIAL HANDLING

All shipments should be shipped in the Exhibitor's Name, to address specified in AOC Exhibitor Service Kit, and identified for AOC Convention. Please include your booth number(s).

Shipments must be prepaid. Collect shipments will not be accepted. Shipments should be scheduled to arrive according to the directions in the exhibitor kit. If you have any questions or problems, contact Audie

Expo. Audie Expo will maintain a service desk in the Exhibit Area during installation of the show, during the show and during the move-out for convenience of Exhibitors.

Registered Exhibitors, who are full-time employees of the exhibiting company, may hand-carry their own materials into the exhibit facility, if the material can be handled by one person, in one trip, without the use of any wheeled instruments. The use or rental of dollies, flat trucks and other mechanical equipment, however, is not permitted. Audie Expo will control access to the loading docks in order to provide for a safe and orderly move-in/out. Unloading or reloading at the dock of any and all contracted carriers will be handled by Audie Expo.

The Hotel/Convention Center will not accept or store exhibit materials or empty crates other than by arrangement with the official exhibit service contractor, Audie Expo. The Exhibitor will make its own arrangements for delivery and receipt of shipments and storage of crates, which may be made with Audie Expo, at its own expense and responsibility.

INSTALLATION & SHOWING OF EXHIBITS

The Exhibit Area will be available for setting up exhibits at 8:00 am on Monday, December 7, 2020. Exhibits must be ready at 5:00 pm on Monday, December 7, 2020 for inspection by the AOC Convention Committee. Exhibits once installed, must not be disturbed, dismantled or removed before 1:00 pm on Thursday, December 10, 2020, and must be completely removed from Exhibit Area by 7:00 pm, Thursday, December 10, 2020.

Early setup on Sunday, December 6, 2020 is available by request only to those exhibiting booths larger than 10'x20' with extensive setup.

BOOTHS

Booths have 10' width and 10' depth. Dimensions are believed, but not warranted to be accurate. With each booth, without additional charge, AOC will provide (through the Official Contractor) a 10' x 10' booth with drapery background 8' high and 3' high side rails with aluminum framework, and one 7" x 44" sign with company name, and booth number(s) as specified in Application for Booth space. All other furnishings, equipment, facilities, etc., will be provided by an Exhibitor at its own expense and responsibility. They may at Exhibitor's discretion be obtained through the exhibit service contractor.

All Exhibitors shall arrange displays using only the booth area contracted for, and in such a manner which recognizes the rights of other Exhibitors and conforms to the overall pattern developed.

Please note: all booth spaces must have floor coverings such as carpet. Exhibitors may provide their own floor coverings or rent some from the service contractor, Audie Expo. If a booth is set up without carpet or an acceptable floor covering, AOC will instruct the general service contractor to install carpet at the Exhibitor's expense.

Booths located at the end of an aisle or cross aisle must have finished side panels. Masking drape must be either ordered or provided by the exhibitor to cover any unsightly areas behind the booth structures. Masking drape can be ordered from the Audie Expo onsite service desk. Prior to show opening Show Management will do a walk through and if, in their sole discretion, find areas that need to be draped will order Audie Expo to provide said drape and cost will be charged to Exhibitor's invoice. In order to control costs, AOC has negotiated with Audie Expo a flat fee of \$50 per 3' wide x 8' high drape.

Double deck or two-story booths are not allowed.

HEIGHTS

Standard Back-To-Back Inline Booths: Definition – One or more 10' booths in a straight line. Display materials in an Exhibitor's inline booth may be used to a height no greater than 8' in the rear one-half of the booth and no higher than 4' in the forward one-half. The AOC Exhibit Operations Manager will consider approving exceptions to the 8' height for some special piece of display unit. Requests for exceptions must be submitted to Show Management by October 22, 2020. Company name, sign, insignia, etc. shall not exceed the backwall height of 8'.

A 6' x 3' triangular hanging sign can be exclusively ordered from AOC Show Management to be hung over your booth to increase visibility. Audie Expo will produce, install and dismantle the sign. Exhibitor is not permitted to bring in similar signage on their own.

Perimeter Booths: Definition – Booths that are located on the outer perimeter of the floor plan. Inline booth restrictions will apply to perimeter booths with the exception of a 10' 6" backwall. Company name, sign, insignia, etc. shall not exceed the backwall height of 10' 6".

Island Booths: Definition – Booths that have aisles on all four sides. For island booths the cubic content of the booth can be utilized to an unlimited height where space permits, however, the maximum allowable booth height in the Walter E. Washington Convention Center will be 25'. AOC adheres to the guidelines in the IAEE, in particular island booths

AOC RULES AND REGULATIONS

are required to be 75% open area in order to not block other exhibitor booths. Booth components and signs above eight feet, three inches (8'3") in height from the floor, may not exceed 75 percent (75%) of the booth's horizontal dimensions along each aisle (a minimum of 25% horizontal open space is required above 8' 3" from the floor to the maximum booth height of 25' from the floor). This maximum use of space maintains "transparency" or the openness of sight lines around and through the design so that the surrounding area can be viewed through the booth and neighboring booths are not inappropriately obstructed. The determination of compliance with the transparency requirement is at the sole discretion of AOC Show Management.

Island spaces utilizing a hanging booth sign must ship to Audie Expo for installation prior to exhibitor set up as outlined in the hanging sign order form. In order to maintain continuity and the overall appearance of the tradeshow floor, all hanging signs over island booths will be hung with the top of the sign at 25' from the exhibit hall floor, unless otherwise specified by the Exhibitor and still is contained to the 25' height restriction. All signs will be centered above contracted island booth space.

Island booth space design must be submitted to the AOC Exhibit Operations Manager by October 22, 2020 for review and approval.

MACHINES/EQUIPMENT

The maximum limitation will not apply to booths displaying standard equipment which is an item for sale or which, due to size, must have a greater height. Name signs on this type of equipment must be kept within the height limitation outlined for displays.

All Exhibitors whose equipment is an item for sale (an item for sale is a floor display that is sold to a customer as it is on display in the Exhibit Area) or which, due to size, must have a greater height must submit a floor plan for the approval by AOC Exhibit Operations Manager by November 10, 2020.

USE OF EQUIPMENT

Unless otherwise authorized in writing by AOC, equipment not manufactured or distributed by an Exhibitor may only be placed in a booth if the equipment is integral to the presentation of the product being promoted by the Exhibitor and is not being specifically promoted on its own. Such promotion includes but is not limited to the presence of sales representatives, technical materials, or any promotional literature whatsoever for said equipment. No equipment can be removed during the Convention without written permission from the AOC Exhibit Operations Manager.

DRONES/UNMANNED AERIAL VEHICLES

Drones/Unmanned Aerial Vehicles (UAVs) are permitted; however, the following guidelines must be strictly adhered to: Must have clearance from show management before flying any device; Must provide UAV manufacturers guidelines for the specific aircraft to show management; Must adhere to all U.S. Federal Aviation Administration (FAA) and U.S. Department of Homeland Security guidelines; UAVs carrying weapons are prohibited; May not be flown in lobbies, meeting rooms, and/or other common areas of the convention center; Must weigh less than 55 pounds; Indoor UAVs are only allowed to fly in defined exhibit booth space; who provide a 4-sided safety fence/cage with top; Public must be protected from UAVs with the use of netting, plastic or another approved safety feature; UAVs are prohibited from flying over populated areas; UAVs are prohibited from flying within 18" of any building structure including sprinklers.

ELECTRICAL

The official electrical contractor will provide all Electrical and Exhibit Lighting Services. Order form to be included in the Exhibitor Service Kit.

UTILITIES

Compressed air, water, drainage, telephone and gas connections will be provided by the official utilities contractor. Order form to be included in Exhibitor Service Kit.

As to fireproofing, Exhibitors shall be sure that any materials used in booth decorations, etc. are fireproofed before installation and have onsite certification of fireproofing. They must be treated so that they will not flame when tested. The Fire Department may actually test all materials; certificates will not necessarily be honored.

SECURITY

AOC Show Management will provide one or more security guards, to be on duty in the exhibit area during the prescribed time from installation to removal of exhibits. AOC Show Management will not be responsible for the security of exhibits, presentation materials, or other personal property of the Exhibitors. All property of the Exhibitor is understood to remain under its custody and control in transit to, within, and in transit from the confines of the Hotel/Convention Center. Insurance covering theft of supplies and/or equipment or damage to same, will be the responsibility of the Exhibitor.

REGISTRATION AND HOUSING

AOC registration and housing will open approximately 4 months prior to event dates. AOC has negotiated special, discounted rates with the Courtyard by Marriott Washington Downtown/Convention Center. Booking through the AOC block will help AOC meet our commitments to the hotel and the Convention Center. In order to book within the AOC block and avoid fraudulent "convention service" companies soliciting hotel reservations, attendees are encouraged to reserve rooms directly through the AOC registration and hotel portal.

ADMISSIONS

AOC Show Management will have sole control over all admissions of persons. Four gratis booth personnel badges per 10' booth will be given with each booth rented. Additional booth personnel badges may be purchased for \$100 each. All persons visiting the exhibit area are required to display proper event credentials at all times. Attendees may be asked, at any time for proof of identification to compare to their registration credentials.

Exhibitors and their employees and agents will be admitted to the Exhibit Area prior to the opening of the Convention upon displaying authorized badges. No admission will be allowed Monday, December 7, 2020 without registration badges. No children under 18 are allowed in the exhibit hall at any time, with the exception of students participating in the official STEM Outreach Program.

PHOTOGRAPHY/VIDEOGRAPHY

AOC reserves the right to use any photograph/video taken at the AOC convention, without the expressed written permissions of those included within the photograph/video. AOC may use the photograph/video in publications or other media material produced, used or contracted by AOC including but not limited to: brochures, newspapers, magazines, websites, etc.

Exhibitors are allowed limited use of cameras in their own booth area. Due to the sensitive nature of new products and unique booth displays at the show, professional photography and/or video recordings for commercial purposes of any booth by any attendee/exhibitor personnel is prohibited. Photography, video production, and/or graphic reproduction of other exhibitors' booths and products displayed therein are prohibited unless authorization is obtained from the exhibitor. Commercial use of photographs of attendees by exhibitors is prohibited unless written consent is given by the attendee.

COPYRIGHTS AND TRADEMARKS

It shall be the Exhibitor's sole responsibility to obtain permission and any necessary licenses to use any copyrighted materials in its booth, particularly music. The Exhibitor hereby agrees to indemnify and defend AOC against any claims or damages whatsoever for copyright or trademark infringements.

Use of AOC Logo or Convention Logo by exhibitors must first be approved by AOC.

LIABILITIES

The Exhibitor agrees that the AOC, and their officers, directors, committees, agents and employees: (a) will not be responsible for any damage to or for the loss or destruction of the Exhibitor's property, or injuries to the Exhibitor, his representatives, agents or employees, all claims for such loss, damage, destruction, or injury being expressly waived by the Exhibitor; (b) will be indemnified and held harmless by the Exhibitor for any claims of injury to any of the Exhibitor's representatives, agents, or employees and for any claims by other persons for injury, loss or damages caused in whole or in part by the Exhibitor or its representatives, agents or employees. Exhibitor should place its own insurance to cover all contingencies.

AOC, and their officers, directors, committees, agents and employees, will not be liable for failure to hold the Convention-Exhibition as scheduled. Payments for booth space will be returned in that event except that any actual expenses incurred in connection with the Exhibition will be deducted if the Exhibition is called off before the time specified in the AOC Rules and Regulations, because of fire, or any act of God, or the public enemy, or strike, or epidemic, or any law or regulation of public authority, which makes it impossible or impracticable to hold the Exhibition.

FAILURE TO HOLD CONVENTION-EXHIBITION

Should any contingency prevent the holding of the Convention, AOC will retain only such part of Exhibitor's rental as required for expenses incurred up to the time such contingency shall have occurred. The Exhibitor waives all claims for damages or recovery of payments made, if, for any reason, the Convention shall be cancelled or deferred any time during the period of October 16, 2020 to December 8, 2020



ASSOCIATION OF OLD CROWS



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For additional exhibit or sponsor
information please contact:

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