![Association of Old Crows 60th anniversary logo (1964–2024) and a glowing green, purple, and blue crow silhouette emblem on a black background.]

ASSOCIATION of OLD CROWS

60 1964 – 2024

JOIN THE LEGACY, SHAPE THE FUTURE

Convention & Conferences

- **Kathy Hartness**
  - **Events Director**
  - **hartness@crows.org**
- **Briefing date September 19, 2024**

ASSOCIATION
OF OLD CROWS

2024 Symposium Highlights

- Confirmed Keynotes:
  - **WEDNESDAY**
    - **VADM Clapperton**
  - **THURSDAY –**
    - **Gen. Bussiere & MG Anthony**
  - **FRIDAY**
    - **MG Michelsen**

- Spotlight Sessions:
  - **Fireside Chat – Trussler/Parode**
  - **Foreign Military Sales**
  - **Current Conflicts**

- Breakouts
  - **8 confirmed**
- Technical Sessions
  - **12 confirmed**
- PMBS
  - **Navy**
  - **Air Force**
  - **Army**

Visit aoc2024.crows.org for full agenda; speakers being added now

2024 Program Grid *(internal)*

ASSOCIATION OF OLD CROWS

2024 AOC Program	2024 Wednesday, Dec 11th	2024 Thursday, Dec 12th	2024 Friday, Dec 13th
7:45 AM			
8:00 AM	Keynote / Opening Session (CLAPPERTON)	Keynote Session 2 (ANTHONY & BUSSIERE)	Keynote Session 3 (MICHELSEN)
8:15 AM			
8:30 AM			
8:45 AM			
9:00 AM			
9:15 AM			
9:30 AM			
9:45 AM	Assembly of Delegates (AOC Business Meeting)	Breakout 3: All Domain Sensing in Support of Large Scale Combat Operations (Mike R/Tony) — TS 1 - A Potential Framework for Enabling Rapid Reprogramming / TS 2 - Adversarial Network Inversion for Testing, Evaluation, and Resiliency / TS 3 - Artificial Intelligence and the Emerging Threat of Confusion — PMBS - Air Force (Lisa)	Breakout 6: The Impact and Influence of AI in EW (Nino) — Breakout 7: Electronic Warfare Test & Evaluation (Wayne/Tony) — TS 7 - GAME-ON: A USSTRATCOM Program to Bring Video Game / TS 8 - RF Data Pilot Abstract / TS 6 - Hyperscale and Hybrid/Adaptive Cloud Architectures in Support of
10:00 AM			
10:15 AM			
10:30 AM	Exhibit Hall Time & Lunch 11:30am - 1pm		
10:45 AM			
11:00 AM			
11:15 AM		Exhibit Hall Time & Lunch 11am - 12:30pm	
11:30 AM			
11:45 AM			Exhibit Hall Time & Lunch 11:30am - 1pm
12:00 PM			
12:15 PM			
12:30 PM			
12:45 PM			
1:00 PM	Spotlight Session 1: Trussler and Parode (Ken)	Spotlight Session 2: FMS (Lisa/Paul)	Breakout 8: R&D / How to Move Faster in EW Development (Nino/Tony) — TS 10 - The Ukraine vs Russia EW Chess Match / TS 11 - Training in the EMOE / TS 12 - Dynamic Deconfliction of Radio Frequencies in — PMBS - Army (Mike)
1:15 PM			
1:30 PM			
1:45 PM			
2:00 PM			
2:15 PM			
2:30 PM			
2:45 PM	Breakout 1: EW Spectrum Operations in Space (Nino/Raul) — Breakout 2: EMBM Within the Joint Coalition Environment (Sherm/Finch) — PMBS - Navy (James)	Breakout 4: EW Reprogramming at the Speed of War (Finch) — Breakout 5: EMS Workforce & Professional Development Colloquy (Ken) — TS 4 - Winning the Sensing and Sensemaking Competition / TS 5 - How Next-Generation AI/ML fits within the EMSO and What that / TS 9 - Usage of semi-mobile SIGINT and DF	Closing/Spotlight Session 3: Current Conflicts (Sherm)
3:00 PM			
3:15 PM			
3:30 PM			
3:45 PM			

2024 VIP Invitation Letter

- Please use the below VIP invite "from" Hinks to reach out to any/all of your high-level government and military contacts to personally invite them to ATTEND AOC 2024.

- Final VIP Attendee Invitation 2024.docx

  (if you have issues opening/accessing, let me know!)

Convention – Finances as of 09/12/24

	2023 Numbers similar weeks out	2024 Numbers to Date	2023 Revenue similar weeks out	2024 Revenue to Date	2024 Budget	2024 Projections	2024 % to Budget
Registration		281		$58,065	$250,000	$250,000	n/a
Sponsorships		8 sponsor companies (see next slide)	$223,950	$210,160	$285,000	$285,000	73.74%
Exhibits	164 exhibitors 24,700 nsf	138 exhibitors 21,700 nsf	$1,370,862	$1,260,355	$1,450,000	$1,450,000	86.92%
Hospitality Suites		12 suites/companies	$50,000	$40,007	$40,000	$40,000	100.02%
TOTALS				**$1,568,587**	**$2,025,000**		**77.46%**
as of 091224							

Current Sponsors

Sponsoring As	Item
BAE Systems	Platinum
L3Harris	Escalator Lobby Banner
L3Harris	Exhibit Hall Table Graphics
L3Harris	Host Sponsorship
L3Harris	Lanyards
L3Harris	Mobile App
MathWorks	Bronze
RTX	Silver
Southwest Research Institute	Silver
TEVET	Platinum
Textron Systems	Exhibit Hall Table Graphics
Toray Advanced Composites	Bronze

Sponsorship Non-renewals – How can you help?
Do you have contacts at these companies?
Please contact Sean (fitzgerald@crows.org)

NOT RENEWED YET - NO RESPONSE	SPONSOR 2023 ITEM/ LEVEL
AT&T	Gold
Safran Federal Systems	Gold
Lockheed Martin	Gold
Trans Tech	Silver
Spectrum Control	Silver
HawkEye 360	Silver
Samtec	Silver
Elt	Silver
Photonis Defense	Bronze
HawkEye 360	Main Stage Commercial Spot (Day 1)
NI/National Instruments	Light Up Wall Sponsor
Rochester Electronics	Half Page ad in Program Guide

Exhibits – How can you help?

- **We are not concerned about not hitting budget and still very actively selling to catch up to 2023 sales**

That said...please see this list of exhibit space non-renewals to date

- **Do you work for or know someone at one of these companies who can help with the rebooking of their space for 2024?**

- **Do you know of any companies in the EW space that aren't exhibiting but should be?**

- **Please contact Sean (fitzgerald@crows.org)**

Conferences – Finances as of 09/12/24

	# weeks out from event	Total Registered as of 09/12/24	Total Registered 2023 same # weeks out	Registration Revenue	Registration Revenue Budget	% to Budget	Sponsorship Revenue	Sponsorship Revenue Budget	% to Budget
Point Mugu	complete	700	664	$131,510	$132,750	99.07%	$124,250	$115,000	108.04%
CEMA	complete	723	615	$142,305	$137,500	103.49%	$153,500	$130,000	118.08%
Crane	complete	296	146	$98,520	$75,000	131.36%	$46,500	$35,000	132.86%
Augusta	7	137	n/a	$12,450	$40,000	n/a	$36,640	n/a	n/a
as of 091224				**$372,335**	**$345,250**	**107.85%**	**$324,250**	**$280,000**	**115.80%**
			`	incl. meal tickets	incl. meal tickets				
*Charleston canceled for 2024									