

# SPONSORSHIP OPPORTUNITIES

## More Ways to Target Customers

With a thorough understanding of our attendee behavior, AOPA can offer the perfect guide for your marketing efforts. Leverage us and we'll give you the right tools to successfully market your presence at Summit.

Rethink how you see yourself and how you want attendees to see your company. Give them the best you have to offer, find new ways to generate buzz and get attendees talking about your booth.

Not sure how? Ask us! Consider AOPA your personal marketing partner, we'll walk you through it every step of the way.

### **Diamond**

#### **CYBER LOUNGE - \$50,000**

The Cyber Lounge sponsorship provides Summit attendees with high-speed Internet access and universal electronic recharging capability inside the exhibit hall. The lounge will feature 4 desktop computer stations, 1 printer, 2 cell phone recharging stations with your logo/message displayed on all signage, computer screen savers, and recharging stations.

**SOLD**



## Platinum

### CONVENTION CENTER LANDINGS CAFÉ & BAR - \$40,000

Sponsor the exclusive Landings Café & Bar in the middle of the Convention Center with free Wi-Fi and TV access. Attendees will appreciate the opportunity to relax over a cup of coffee or a beer while being in the middle of the action. Your company name and logo will be prominently displayed and advertised on every café table. You will have the opportunity to run a video on one of the plasma TVs set up in the bar. A large banner with your logo and message will also be hung directly above the doors leading from Landings Café & Bar to the terrace. This high-traffic location is also where the Exhibitor Appreciation event will be held on Wednesday evening.

### AIRPORTFEST HOSPITALITY - \$35,000

Be the very first to welcome pilots and their families to Airportfest with your branded Hospitality Tent. Open to all attendees at Airportfest, the tent will be located at the main entrance in close proximity to your aircraft display for maximum visibility. Brand the front of the chalet with your logo and message. Ample shaded tent area with patio-style seating. Tables, chairs, linens included.

### PREMIUM PRODUCT DISPLAY - \$30,000

Capture everyone's attention by placing your aircraft in a prime location around the convention center. Locations to be determined based on individual sponsor needs. Product delivery and logistic costs not included.

### TRANSPORTATION BUS BANNERS - \$30,000

Full-size touring buses will transport attendees through the streets of Hartford prominently carrying your message. A cadre of buses will make continuous round-trips between the Connecticut Convention Center and Airportfest for the entire three days of the show. 2 x 24-ft banners will be displayed on each side of each bus.



## Gold

### CONVENTION TOTE BAGS - \$25,000

10,000 attendees will be carrying around the official convention bag complete with your company name and logo on it during the three-day event and long after they fly home.

### CONVENTION CENTER STAIRS - \$25,000

Make a big and bold statement with this unique sponsorship opportunity. Display your message on the highly-visible stairs leading from street level up to the main registration and exhibit hall level inside the convention center. Your message, image, or logo will be staggered up the steps.

### REGISTRATION AREA SPONSOR - \$25,000

One of the most visible sponsorships available at Summit. All attendees pass through this spacious and expansive registration area in the lobby of the convention center. Up to 20 registration counters will be branded with your logo.

### NOTEPAD/PEN - \$25,000

Get your logo and message in the hands of every attendee at Summit. From taking notes in a seminar to jotting down a booth number or product information, everyone appreciates having a pen and notepad at their fingertips. Attendees will continue to use this handy combo even after Summit!

### LANYARDS - \$20,000

Registration lanyards are a great way to get exposure throughout the show. Every person attending the show wears a lanyard prominently displaying your brand. There is no easier way to get your message across. 10,000 lanyards are imprinted on both sides with your logo.

### MASSAGE NETWORKING LOUNGE - \$20,000

Your booth will be one of the most popular locations on the Exhibit Hall floor when you offer attendees a relaxing massage. Three (3) certified massage therapists will provide back, shoulder, and foot massages to all attendees for six hours each day. One (1) massage lounge will be set up in the lobby of the convention center OR at your booth with your signage and message prominently displayed encouraging attendees to enjoy a massage, compliments of your company.

## Silver

### DAILY PRIZE GIVEAWAY - \$15,000

Every registered attendee will receive daily tickets preprinted with your company name and booth number to drop in the drawing box located at your booth. Each day the drawing will be made from your booth, and the winner along with your company name and booth number will be announced in the exhibit hall.

### BOTTLED WATER BREAK - \$15,000

Keep your message in the hand of your customer and quench their thirst. Brand 10,000 bottles of water with your logo and hand them out from your booth or aircraft display.

### OFFICIAL ON-SITE PROGRAM GUIDE BELLYBAND - \$12,500

Wrap your company's message around the Official Program Guide of the 2011 AOPA Aviation Summit with a colorful and prominent bellyband.

## Bronze

### **HOTEL KEY CARDS - \$10,000**

Imprint your company logo and booth number on every hotel key card given to Summit attendees upon check-in at three of the convention hotels. Your name and booth number will be on the mind of every attendee each time they enter their hotel room.

### **ESCALATOR CENTER PANEL - \$5,000 EACH LOCATION (LIMITED TO 3 SPONSORS)**

Place a vertical banner along the center of the escalator panels in the convention center. Attendees will view your message as they ride one of the three sets of escalators throughout the convention center. One set leads from the street level to the exhibit level of the center. The second set leads from the exhibit level to the Landings Café & Bar. The third set takes attendees from the Landing's level to the ballroom and meeting room level. This is the perfect way to capture the attention of thousands of eyes daily.

### **FENCE BANNER AT AIRPORTFEST - \$2,500 EACH LOCATION (LIMITED TO 5 SPONSORS)**

Put your brand right in front of every attendee that enters Airportfest. Each attendee will walk past the fencing that surrounds Airportfest. Help create the excitement and drive them to see your display. Banner size can be up to 30' x 6'.

### **SPECIAL SIGNAGE AT CONNECTICUT CONVENTION CENTER - \$2,000 EACH LOCATION (LIMITED TO 3 SPONSORS)**

Capture the attention of attendees entering the convention center and waiting for the shuttle buses. Place a large window cling with your company's message or logo on one window panel of this prominent location in the foyer of the convention center.

### **POLE BANNERS IN THE CONVENTION CENTER - \$2,000 EACH BANNER (LIMITED TO 14 SPONSORS)**

These flag pole banners are scattered throughout the convention center and provide a great inexpensive opportunity to create attention and get your brand recognized. An Aviation Summit flag banner will be hung on one side of the pole and your company's banner will be hung on the other. Your logo and booth number will be prominently displayed on each banner.

### **OTHER SPECIAL EVENT SPONSORSHIPS**

From a Pancake Breakfast to a Night at the Movies, Rally GA events, AOPA will help you customize a package to promote your brand.

## Advertising Representatives

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**Please see your advertising representative if you are interested in these opportunities. Sponsorship opportunities can also be customized.**

